Nomura Research Institute Group

NEWS RELEASE

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Nomura Research Institute, Ltd.

NRI Launches AI Co-Creation Model to Accelerate Generative AI Adoption at Scale

— Model fuses Microsoft Japan's technical infrastructure with AI partner expertise —

Tokyo, August 27, 2025 - Nomura Research Institute, Ltd. (Headquarters: Tokyo, Japan; President & CEO Kaga Yanagisawa, "NRI") has begun developing an "AI Co-Creation Model" as of June 2025 to help accelerate corporate adoption of generative AI. With this effort, NRI is collaborating with Microsoft Japan as well as with multiple AI partner companies that excel in the adoption of generative AI and that possess the requisite technologies and expertise, endeavoring to build a framework for supporting Japanese companies in their use of generative AI in a phased and comprehensive manner. As a result, NRI will now be able to provide generative AI services and solutions leveraging all of those individual strengths, thereby accelerating the utilization of this technology in the corporate world.

Overview of the AI Co-Creation Model, and NRI's Main Role

Generative AI is rapidly expanding across a broad range of corporate applications, as seen in the rise of AI agents. However, companies face numerous challenges in adopting the technology—including securing talent, selecting the right partners, and integrating AI into operations.

To address these issues, NRI has leveraged Microsoft's platforms along with the capabilities of selected AI partners to develop the AI Co-Creation Model, a new framework that integrates:

- NRI's consulting and system development capabilities
- Microsoft Japan's generative AI and cloud technologies
- The domain expertise of top AI partner companies

This synergistic model enables customized support depending on the client's AI maturity level, offering structured guidance across three stages of adoption:

Stage 1: Task Automation

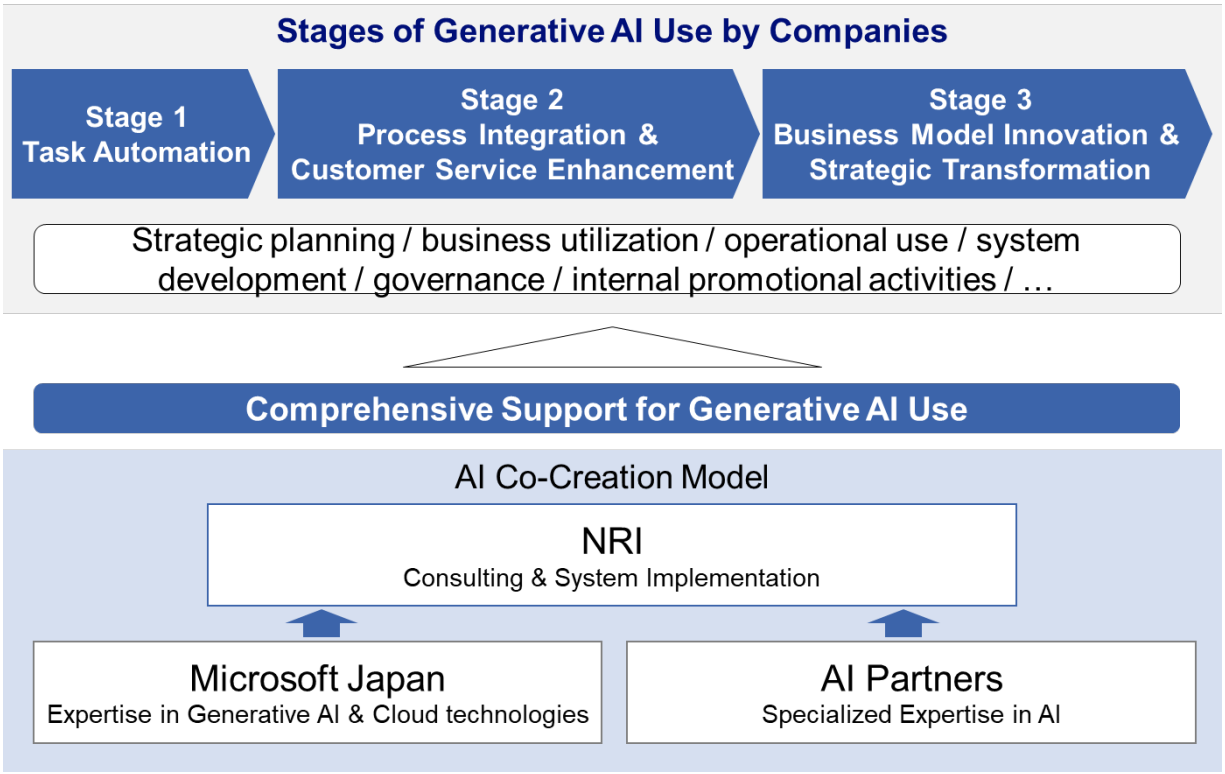
Stage 2: Process Integration & Customer Service Enhancement

Stage 3: Business Model Innovation & Strategic Transformation

Further, NRI has set ambitious targets for the next three years:

- **Project Development**: Launching 100 projects through the AI Co-Creation Model
- **AI Talent Development**: Training 500 AI personnel within the NRI Group as needed to promote those projects, and deploying them hands-on

Diagram: Overview of the AI Co-Creation Model



Roles Played by Partner Companies

This initiative begins with a support structure that harnesses the unique strengths of the following partner companies. Additional AI partners may be added as the initiative evolves.

Microsoft Japan Co., Ltd. (https: //www.microsoft.com/ja-jp/)

Microsoft Japan conducts engineer study meetings for training new AI personnel and a support program to help them obtain qualifications, built around its proprietary cloud and generative AI technologies such as Azure AI and Microsoft Copilot. It also provides multifaceted support that includes sharing the latest technologies and use cases via Microsoft Innovation Hubs[1], as well as using customer and partner networks to match with co-creation partners and create new projects.

ACES Inc. (https: //acesinc.co.jp/)

Specializing in data algorithms, ACES delivers rapid generative AI solutions tailored to corporate needs through proprietary AI modules. By applying leading-edge technologies across industries, ACES helps companies begin their AI adoption journey at the operational level.

Givery, Inc. (https: //givery.co.jp/)

With experience supporting over 850 companies in generative AI adoption, Givery assists in

deploying AI agents, launching new businesses, and delivering technical training—including direct executive education. Givery provides comprehensive services to help companies build and optimize generative AI environments.

AP Communications Co., Ltd. (https: //www.ap-com.co.jp/)

Starting from enhancements made within NRI's own internal development systems, AP Communications applies Platform Engineering concepts to support clients' software development acceleration and productivity improvement through internal AI agents.

Future Prospects

Looking ahead, NRI will look to apply this AI Co-Creation Model in expanding its ties with major cloud vendors and AI partners, accelerating the use of generative AI in a variety of industries and thereby helping companies to gain a greater competitive edge. In addition, we will endeavor to meet the diverse needs of today's enterprises, making structural enhancements for seamlessly providing everything from consulting services to system development and maintenance operations support.

Comment from Microsoft Japan

Satoshi Asano, Managing Executive Officer, Partner Business General Manager at Microsoft Japan

"To successfully adopt generative AI, companies need more than just the right technology—they need implementation strategies tailored to their organizational realities and a robust support ecosystem for continuous use. NRI's AI Co-Creation Model represents a major step toward achieving true co-creation. We are proud to support this initiative, which positions AI not merely as a tool for operational efficiency but as a catalyst for innovation."

[1] Microsoft Innovation Hubs are locations showcasing Microsoft's latest technologies and use cases to help companies and organizations speed their innovations by leveraging AI and cloud computing. For details, please visit the following URL.
https://www.microsoft.com/en-us/hub

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