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Company: Japan System Techniques Co., Ltd.
Representative: Takeaki Hirabayashi, President and CEO
Stock code: 4323, Tokyo Stock Exchange, Prime Market
Contact: Taku Hirabayashi, Director and Senior Officer
Tel: +81-6-4560-1000

Bank of the Ryukyus Starts Using Salesforce Financial Services Cloud

Japan System Techniques Co., Ltd. (“JAST”) has started providing Salesforce Financial Services Cloud to Bank of the Ryukyus, Limited. The details are as per attached.

This matter will have only a negligible effect on JAST’s results of operations. An announcement will be made in a timely manner if there is any additional information that should be disclosed.

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Japan System Techniques Co., Ltd. (“JAST”) has started providing Salesforce Financial Services Cloud (Financial Services Cloud) to Bank of the Ryukyus, Limited (Head office: Naha City, Okinawa; President: Ken Shimabukuro).

■ Background of Using Financial Services Cloud

Bank of the Ryukyus started a new medium-term management plan called Value 2023 in May 2023 that includes measures for achieving the long-term vision of “achieving a beneficial cycle in the local economy as a financial group that grows together with the local community.” Activities for business operation changes and innovations by using digital technologies are a key part of the plan. Bank of the Ryukyus selected Financial Services Cloud, which is a next generation customer relation management (CRM) and salesforce automation (SFA) tool, for transformation of touch points with customers, one of the bank’s core strategic goals.

■ Structure of This Project

Financial Services Cloud is a CRM solution for financial institutions that centralizes all information involving customers, business transactions and prospective customers for higher productivity. This product is supplied by Salesforce Japan Co., Ltd. (Head office: Chiyoda-ku, Tokyo; Chairman & President: Shinichi Koide).

For the establishment of this system, JAST and TerraSky Co., Ltd. (Head office: Chuo-ku, Tokyo; Representative Director, President & CEO: Hideya Sato) jointly developed a framework for the fully integrated support of all processes from data linkage to construction of the system.

■ Expected Benefits

Bank of The Ryukyus will use this next-generation CRM/SFA product for the utilization of data for the purpose of providing with accurate timing products and services that match the characteristics of individual customers.

Improving the efficiency of business processes that are currently inefficient is another goal. For example, the bank plans to use Financial Services Cloud for tasks involving mobile communications, coordination of groupware (office365) schedules, and audio input of negotiations with customers. These advances are expected to give salespeople at bank branches more time to spend with customers.

■ Remarks by Ken Shimabukuro, President of Bank of the Ryukyus

Our goal is to be a bank that contributes to progress in the local communities we serve. We have been building a platform for services that can meet the diverse needs of our customers with even more precision. Implementing Financial Services Cloud, which has an extensive track record for financial institutions and outstanding scalability, will give us a better understanding of our customers and enable us to provide solutions for a variety of issues.

■ Inquiries

BankNeo Business Division, Japan System Techniques Co., Ltd.

TEL: +81-3-6718-2772

E-mail: bankneo_info@jast.co.jp

URL: <https://www.bankneo.jp>