

## ***A: 2014-2015 Business Activity General Summary:***

### ***1. ReGIS Inc. Total Business Activity General Summary:***

ReGIS Inc. which was named after G'7 Summit , Brussels 1996 July, and The Open Group relationship being woven for already 17 years since 1998 and Opening 2015<sup>th</sup> ReGIS Forum was set on March 12 ( Thu) as # 91<sup>st</sup> GIS Forum as 2015 kick off of The Open Group with Allen Brown as a invited speaker (TOB Confirmed).; These 17 years were for Japan IT and economy, it was a continuous down trend even though Japan IT flared up 2000 and 2001 as millennium bubble effect maintained till 2004.

#### ***(1)Global view point through global experiences:***

Regarding my international activity, IBM Time 23 years , mainly 85% USA East coast was my target destiny, 5 % West coast and other America,5% Europe, 5% in Asia: CSK time 12 years, ReGIS 19 years today my life total 336<sup>th</sup> times of America continents(70%), Europe(23%), Asia Pacific (7%, covering Honking, Macao, Manila, Tai, Singapore, Malaysia, Australia, India, China, Taiwan, South Korea, Mongolia,) once in Egypt , Africa, once in Brazil, South America and still Zero in Middle east, crossing IBM Time(22 years), CSK (12 years) and ReGIS (17years) in all 53years.

In 2014;my overseas visits in 2014<sup>th</sup> was reduced by one to 7 overseas visits 3 USA( LA,SFO, Boston), 2 EU( UK & Dutch) , 1 AP( Korea ) from last year.

I would like to slow down a bit to 6 times in 2015 and 4 times a year in 2016.

#### ***(2)Work Balance of ReGIS Inc., To The Open Group, CRMA-J Association, Academia & APO and for own ReGIS Consultation to Regis Members activities in 2014: probably the same volume and ration in 2015 even though we have a sharp Service Innovation & Dependability shift.***

I focus my personal & Company resources in last year, roughly about even to;

- ReGIS Inc. contribution to The Open Group (Total:40% (25% O-DA follow up, Fujitsu, NTT follow up ,Hitachi, Toyota, Takeda Pharmaceutical, + 15% of TOGAF Training,)
  - ReGIS Inc. (Total 40%=(15% = TOGAF Training plus consultation) +25% Pure ReGIS Consultation +15% ReGIS Academic & Research Works; Service Innovation, Dependability all TOGAF & Model based direction )
  - ReGIS Contribution to CRM Association & APO =15%.
- TOGAF Based CCRM!

## ***II. Academy, Government collaborative Research***

Research were focused in 2012/2013/2014 with several government and universities in Japan; Junkyo Fujieda as a capacity of Kyoto University IT Advisor & Visiting Professor of Shinshu University “Graduate School of Management”, Chairman of CRM Association, and president & CEO of ReGIS Inc., ---a global consultation company had been nominated since 2008 as a expert resource of APO (Asia Pacific Organization-Inter government Organization for Asian productivity and Innovation).

Target Market: Smart Social infrastructure development enabling 4 new Open & Innovative Architecture Challenge!

1) Dependability--O-DA(Architecture based Dependability Standard)

--Started 2004-2010 --Dependability Through Assuredness

2011 (DEOS)--2013 (O-DA standardized )

2) Innovation-Enterprise Innovation Architecture Framework(Started 2014--)

3) Major heavy Avionics industries on ITS(Stated 2002--), FACE (Started 2014--)

4) Energy (Smart Grid), Started 2005, 2017 is execution time.

5) Tourism-Started 2014, 2015/2016 is prime time for Architecture, Japan 2020 Olympic is a test corner.

6)Health Care Industry--- Still a bud.

All needs TOGAF, O-DA and Enterprise Innovation Architecture Framework (EIAF) with full ICT Mobile Capability with Geographical Information System).

## ***Chapter I: JF Business 2014 ANNUAL REPORT ReGIS Inc. Activities in 2014;***

### ***(A) Mail Magazines Project to ReGIS Inc. Members ;***

***We Treat The Open Group Member's to be an invited ReGIS Member's without fee.;***

We had published in 2014, 24 GIS FORUM Members News Letters “#415 to #438 (Mail Magazines & Prints each 20-30 pages per version, total 600 pages of Global highlighted news & topics in ICT covering Hardware, Software, Network, Contents and Market except Japan) for my GIS Forum member company.

### ***(B) 5 GIS FORUMS + Two “AEA” workshops:***

We made 5 major GIS Forum for the membership of GIS Forums, my consulting partners ,venture companies ,invited business executives, government officials, X-officers and professors from #86th to #90<sup>th</sup> at American club successfully.

Each time, we invited the speakers from USA and EU covering ICT initiatives relating to Open Standards 3.0, Enterprise architecture, Dependability management, Marketing, CRM related. I gave two times of GIS Forum, Spring for kick off, and Fall for much Open technical this year, I invited Dr. Michelle Supper from London as a joint forum with The Open Group, one time, July one with CRM Association. Pure architecture centric approaches, we organize totally NPO based, free session with Certified EA architect assembly as Japan AEA Chapter by me as a Sponsor, min. two times a year combining with Open Technical forum.

***GIS Forum #86: January 22, 2014***

***Subject : “Challenge 2014” <All CEO /COO ’s session>***

Opening speech: Mr. Kensuke Tomita, Director-General, Commerce and Information Policy Bureau, Ministry of Economy, Trade and Industry.

Keynote speech: “Go global by ‘Cloud, Dependability, Architecture’- 2014” Alignment with ‘Customer Centric Relationship Management’ Junkyo Fujieda

***GIS Forum #87: March 19, 2014***

***Subject : “For the global co-operative development by Infra/Precision Heavy Industry”***

Opening speech: Mr. Kensuke Tomita, Director-General, Commerce & Information Policy Bureau, Ministry of Economy, Trade and Industry (METI)

Keynote speech: “The Open Group, Activity status & guide for 2014”

Mr. Allen Brown, CEO & President, The Open Group

***GIS Forum #88: July 8, 2014***

***Subject : “Service Innovation and CCRM : Global Viewpoint”***

Opening Remarks: Mr. Satoshi Noguchi, Director, Information Service Industry Division, Commerce & Information Policy Bureau, Ministry of Economy, Trade and Industry (METI)

Keynote speech: “At Amazon.com, Customers Always Have a Seat at the Table”

Mr. Robert G. Thompson, Founder & CEO of Customer Think Corporation

***GIS Forum #89: September 5, 2014***

***Subject : “OPEN Boston Conference Feed Back by participants”***

Keynote speech: “OPEN Boston Conference feed back to The Open Group Members:

Junkyo Fujieda,

**GIS Forum #90: December 5, 2014**

**Subject : “21st Century Global Information Society”**

Opening Remarks: “Japan ICT strategy –2020” Mr. Shigeki Suzuki, Director-General of the Global ICT Strategy Bureau, Ministry of Internal Affairs and Communications (MIC)

Keynote speech: “GIS - Past, Present & Future” Dr. Michelle Supper, Senior Consultant, BMT Hi-Q Sigma Ltd.

As closing this year, I invited Michelle Supper (Rosenthal), representative of G7 Junior Summit 1995 in Tokyo, She at that time perform outstanding leadership in the discussion and Presentation as a team representative. After The summit, she got PHD on Space universe Science worked a few years at Thales, now moved to BMT Consulting as a Senior Consultant, governing TOGAF process and ArchiMate for government and commercial client. She became The Open Group Member and elected as secretary editor for TOGAF-next version and O-DA and my Collaborative research partner on Enterprise Innovation Architecture Framework (EIAF) for Service Innovation process framework.

I invited her as my guest speaker to my 90<sup>th</sup> GIS Forum held on this Dec.5<sup>th</sup> packed with senior Japan ICT leaders and venture executives assembled at Tokyo American Club.

She did excellent presentation in front of Top official of Soumusho (Ministry of general affairs, local government, Post & Telecom & Security) who supported G7 Junior Summit 1995)

**(C) TOGAF 9.1 Certification TOGAF 9.1 Certification Course Annual plan:**

**C- I: In 2014 in Japan, TOGAF 9 certification**

**2014 TOGAF 9 Training Course**

-Feb. 19 (Wed) -- 22 (Sat) 4days **TOGAF 9 Training Course #18**

-May 28 (Wed) -- 31 (Sat) 4days **TOGAF 9 Training Course #19**

-July 30 (Wed) -- Aug1 (Fri)& 9(Sat) **TOGAF 9 Training Course #20**

-Sep 24 (Wed) -- 27 (Sat) 4 Days **TOGAF 9 Training Course #21**

-Nov.19 (Wed) -- 22 (Sat) 4Days **TOGAF 9 Training Course #22**

Total number of 2014 students of TOGAF was decreased by 10% from 2013 by 4 courses even though we increased number of course(Cost) originally by 50% and later amended to 25% to 5in 2014. But, increase of a few new accounts are minimal shifting from foreign insurance to medicine, software company and 1<sup>st</sup> Japanese based Insurance company but all only one.

Two large public utility company’s computer subsidiary companies send several consultants and systems architect be trained by TOGAF is a new move awaiting their new industry

restructuring effective at 2016 for separating Power distribution company independent from Power Generation company. Gas company needs to follow from 2017.

Mitsui Sumitomo Bank first send the general Manager to the course for business architecture enhancement in their CRM function they all had been or is my GIS Forum Members.

### ***C-II: 2015 Schedule for TOGAF 9 Certification Seminar Course:***

We are planning to have 3 changes due to the past survey of student's opinion.

- New canned 3 days course of Thursday, Friday, Sat day. ( 9:00---18:00)
- The new course for Test only (following Sunday or following week Sat) half day from 13:00-16:00
- Special Summer English Course (Only Open we have a target number of class student in two month ahead) The schedule is as follow:

#### ***-TOGAF 9 Training Course #23***

*February 19 (Thu) -- 21 (Sat) 3days / Certification test: February 22(Sun) or 28(Sat)*

#### ***-TOGAF 9 Training Course #24***

*April 9 (Thu) -- 11 (Sat) 3days / Certification test: April 12(Sun) or 18(Sat)*

#### ***-TOGAF 9 Training Course #25***

*June 4 (Thu) -- 6(Sat) 3days / Certification test: June 7(Sun) or 13(Sat)*

#### ***-TOGAF 9 Training Course #26***

*September 3 (Thu) -- 5 (Sat) 3 Days / Certification test: September 6(Sun) or 12(Sat)*

#### ***-TOGAF 9 Training Course #27***

*November 19 (Thu) -- 21 (Sat) 3 Days / Certification test: November 22(Sun) or 28(Sat)*

## ***Chapter II:***

### ***The Open Group Global Conference for 2014 results and 2015 Plan:***

***A-1: 2014*** Please refer detail at <http://www.opengroup.org/search/node/conference>

***-The Open Group Conference - San Francisco (February 3-5, 2014)***

*Towards Boundaryless Information Flow™*

***-The Open Group Conference - Amsterdam (May 12-14, 2014)***

*Enabling Boundaryless Information Flow™*

***-The Open Group Conference -Boston (July 21-23, 2014)***

*Enabling Boundaryless Information Flow™ Boston, MA, USA*

*-The Open Group Conference -London (October 20 - 23, 2014)*

*Enabling Boundaryless Information Flow™ London, UK*

*A-2: 2015 Please refer detail at <http://www.opengroup.org/events/upcoming>*

*-The Open Group Event and Member Meeting-San Diego, USA (February 2-5, 2015)*

*-The Open Group Summit and Member Meeting-Madrid, Spain (April 20-23, 2015)*

*-The Open Group Event and Member Meeting-Baltimore, USA (July 20-23, 2015)*

*-The Open Group Event and Member Meeting-Edinburgh, UK (October 19-22, 2015)*

Lastly but not least, please accept my millions of thanks to my company fellows and associated researchers from 11 countries.

### ***Chapter III: CRM Association Japan-NPO***

2000 is my foundation year of CRM Association Japan but it was a private study group organization. So in 2009, taking the opportunity of new law released, we resolved old organization but transformed members and all documentations to new organization into formalized LLC architecture. We had been giving the CRM best practice Award to commercial industry Local Government like Sapporo city Call center and section of Public Listening Section who had designed and implemented by CRM ICT hardware and software cut over in 2002 as a first City in Japan and Sapporo city cut over was almost equal timing with New York City to treat Citizen as a Customer to take care for them in the offices or and from home. Total 10 years, include Yokohama, Kobe, Amagasaki, Kumamoto, Takeo City ,Ichikawa, Yokosuka and Sagami-hara, Panasonic and SMBC Nikko Security had been receiving 6 consecutive awards these 10 years, This Year, Mitsui Mitsubishi Bank joined.

Recognizing this 2014<sup>th</sup> Best Practice Awards is 10<sup>th</sup> year, we introduced two new concepts released as a core of our philosophy.

One is to set up “Incentive Award” to whom, it is not yet qualified as “ CRM Best Practice Award” but with appropriate challenge actions , there is a chance in the future.

Second is announcement of the maturity Model of CCRM (Customer Centric Relationship Management) having 5 Stages (I,II,III,IV and V), like other Major maturity models. It would only open to the company who want to know and challenge to step up as a member of CRM Association pursuing CCRM who believed

***“ There is no saturation point in Customer Centric Relationship Management.”***

**CRM Association Japan for 2014 results and 2015 Plan:**

**2014 results**

-March 22(Sat):

*Publishing the “2013 CRM Best Practice White Book” by CRM Association Japan*

-April 24(Fri): *CRM Association Japan Chubu (Nagoya) Forum 2014*

-May 22(Thu): *CRM Association Japan Kansai (Osaka) Forum 2014*

-June 25(Wed): *CRM Association Japan Okinawa (Naha) Forum 2014*

-July 8 (Tue): *General meeting of CRM Board Members*

*CRM Executive Forum Tokyo 2014*

*Theme; “Service Innovation and CCRM : Global Viewpoint”*

-August 27(Wed): *CRM Association Japan Hokkaido (Sapporo) Forum 2014*

-November 11 (Tue): *CRM Best Practice Awards 2014 organized by CRM Association Japan*

-November 25(Tue): *CRM Association Japan Mie (Tsu) Forum 2014*

-Fist CCRM Advisory session start Dec. 2014 in total confidential session.

**2015 plan:**

In regard to the forums held in local cities, plan is not decided yet.

We will implement 2<sup>nd</sup> & 3<sup>rd</sup> session before March.

CCRM Advisory review on the customer who is the member and proposed to have a half day session to identify your stage and where to target next step as a quick positioning & advisory consulting session.

-March 23(Mon):

*Publishing the “2014 CRM Best Practice White Book” by CRM Association Japan*

-July 2 (Thu): *General meeting of CRM Board Members*

*CRM Executive Forum Tokyo 2015*

*Theme; “Service Innovation and CCRM : Global Viewpoint”*

-November 11(Wed): *CRM Best Practice Awards 2015 organized by CRM Association Japan*

(Fin)

**Yours Sincerely, Junkyo (Jack) Fujieda**

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