



*Dear my personal and business Friends!*

*May wish you all enjoy Merry Christmas for 2018 !*

*A Happy New year for 2019 with fine health and open and customer centric spirit in your personal, social and business life as well!*

**New Year Note—Heisei 31st -----2019 1.1**

This is a Year of Boar in Japanese Zodiac, Chinese Zodiac name this year is Pig year starting from January 1<sup>st</sup> of Heisei 31<sup>st</sup> but Heisei ends its calendar by April 30, when Crown Prince Naruhito succeed Emperor of Japan on May 1<sup>st</sup> with his new Emperor era name, yet to be unannounced. Possibility of announcing New Era name could be announced in Jan.1<sup>st</sup> or wait until the following day, April 11<sup>th</sup>, after the national celebration (April 10, 2019) of his 30<sup>th</sup> enthroning of Heisei from Jan 8<sup>th</sup> 1989.

**Boar's attributed characters are** <Honest, gallant, sturdy, sociable, peace-loving, patient, loyal, hard-working, trusting, sincere, calm, understanding, thoughtful, scrupulous, passionate, intelligent, Can be naïve, over-reliant, self-indulgent, gullible, fatalistic, materialistic. >

The Years of Boar include 1935, 1947, 1959, 1971, 1983, 1995, 2007, **2019**, 2031, 2043 etc... Boar year has 5 types of Boar years for 60 years cyclically; Wood, Fire, Earth, Gold and Water. Each person born in Zodiac year (i.e., this year, Boar) has a least fortune or luck in that year. The old Chinese wise advisory for the Zodiac born person, "Be Humble" to "Heaven" and "all people", and then God of Age will not give you the big win but at least not to lose even in the zodiac year, leaving better luck for following years. As I wrote one year ago, Donald Trump was born in Fire dog year and 2018 is Earth Dog year. Thus, according to Zodiac, once passing over this Earth dog year, Trump have now the fortune to win big regardless of how you like it or not.

Let me again wish you all, my personal, business, academia friends in the world of global information society being blessed by your God and Buddha as the following:

**"Do not dwell in the past. Think of your future, architect the solutions to your customer concerns and pain points with your open standards and share the resources with dependable validation in agile manner to save the lots of redundancies by Shareware and Reusable Building Blocks and prepare to execute the corporate accountability to the stakeholders with evidences."**

*Yours sincerely,*



**Junkyo (Jack) Fujieda**

<http://www.re-gis.com>

<https://www.opengroup.org>

<http://www.crma-j.org>

<http://www.kyoto-u.ac.jp/en>

President & CEO, ReGIS Inc.

E-Mail: [jfujieda2@re-gis.com](mailto:jfujieda2@re-gis.com)

Chairman, The Open Group Japan E-Mail: [j.fujieda@opengroup.org](mailto:j.fujieda@opengroup.org)

Chairman of CRM Association, Japan E-Mail: [jfujieda@crma-j.org](mailto:jfujieda@crma-j.org)

IT adviser, Kyoto University



## 2018 Annual Report

### *ReGIS Inc. & The Open Group & CRM Association Japan*

*New Year joint Forum (GIS FORUM TOKYO #107)*

*January 24(Wed), 2018*

*@Tokyo American Club*

ReGIS Inc., kicked off 2018 at Tokyo American Club on Jan. 24 to listen all my client CTO, CIO, president, chairman asking what is 2018 top executive concerns, so that I can improve my consultation services to the exact customer pain points in accordance to the spirit of TOGAF and Customer Centric Relationship Management point of views.



Opening of Guest Speech;  
**Mr. Takeshi Nakano**, Director,  
IT Innovation Division,  
Commerce and Information Policy  
Bureau, METI

Opening Address;

“Challenge to 2018- Global! Open! CCRM!”

**Junkyo (Jack) Fujieda**



**Dr. Michihiko Minoh**,

Professor, Academic Center for Computing and  
Media Studies, **Kyoto University**



**Mr. Hiroaki Kabashima**,

President, **LTS Inc.**



**Mr. Nobuyuki Yajima**,

Editor, Computer Network Bureau,  
**Nikkei Business Publications, Inc.**



***[Open Summit 2018] Open Forum 2018 (GIS FORUM TOKYO #108) April 4(Wed), 2018***

***@Tokyo American Club***

We invited Steve Nunn and Top Japanese executives both from Government & Industry, inviting to all TOGAF, ArchiMate Certified Representatives for Day time assembly. Theme; “Challenge to open standard-based global innovation!!”

**Mr. Steve Nunn,**  
President & CEO, The Open Group



**Mr. Takeshi Nakano,**  
Director, IT Innovation Division,  
Commerce and Information Policy Bureau,  
METI



**Junkyo (Jack) Fujieda,**



**Mr. Celso Guiotoko,**  
Statutory Auditor,  
NISSAN MOTOR CO., LTD.



**M.C.: Akira Fukushima,**  
Adviser, ReGIS Inc.



**Mr. Masafumi Katahira,**  
Principal Researcher,  
Director for Research Unit III,  
Research and Development Directorate,  
Japan Aerospace Exploration Agency (JAXA)



**Mr. Yasuyuki Yamazaki,**  
Board Member & Executive Vice President,  
SIOS Technology, Inc.



**Ms. Yuko Murakami,**  
Customer Service Department,  
HULFT Business Unit,  
Saison Information Systems Co., Ltd.

**【Panel Discussion】**







**Kanpai speech:**  
**Mr. Nobuo Kita,**  
President and CEO,  
**SIOS Technology Inc.**



**Party Opening Speech :**  
**Mr. Masatsugu Shimono,**  
Senior Executive Advisor,  
**IBM Japan, Ltd.**



**Break Speech :**  
**Dr. Shoji Kajita,**  
Professor, Academic Center for Computing  
and Media Studies, **Kyoto University**



**ReGIS Executives & Staff with Steve Nunn san!**  
**From left back: Mr. Akira Fukushima, Jack, Mr. Steve Nunn,**  
**Mr. Kiichi Kawano**  
**From left front:**  
**ReGIS Staff; Mrs. Satoe Iwaki, Mrs. Miwako Kimura,**  
**Ms. Masumi Takahashi, Ms. Ritsuko Ono, Ms. Azusa Kawahara**

TOGAF version 9 was developed over and above Version 8 a matured accumulated experiences and knowhow of Cap Gemini and SAP how to architect the modification what to be in what not to install at their clients, based upon its net value analysis and architecture decision process mainly contributed by Capgemini and SAP architecture and integrated by TOGAF standard architect board.

This boost up exponential growth to the TOGAF acceptance from 2009 up to 2018

TOGAF 9 Certified Architect : As of Oct.1st ; exceeded 84,000  
ArchiMate (Architecture Model Language) exceeded 6,000  
Top 30 countries TOGAF certified  
(2018/1) Japan moved up from 33 rd in 2016.1 to 21<sup>st</sup> position

(1) UK	11067	(11) Norway	1590	(21) Japan	931
(2) USA	10509	(12) Finland	1411	(22) Saudi Arabia	872
(3) India	7824	(13) Denmark	1102	(23) Mexico	768
(4) Netherlands	5518	(14) Italy	1084	(24) Colombia	676
(5) Australia	4337	(15) Singapore	1029	(25) New Zealand	616
(6) France	4044	(16) United Arab Emirates	1027	(26) Czech Republic	556
(7) Canada	3116	(17) Belgium	1013	(27) Spain	457
(8) South Africa	2209	(18) Switzerland	1008	(28) Malaysia	447
(9) China	2207	(19) Poland	968	(29) Turkey	417
(10) Germany	1870	(20) Sweden	937	(30) Brazil	402

© 2018 ReGIS Inc. / The Open Group Japan / CRM Association Japan

3

The Open Group TOGAF 9 certification DB covers 2008.1.1~2015 1.1. Total number of Japanese company's total Certificates are counted and Japan highest ranking was #35th as 630 certificate of EA Open Standard Enterprise Framework ( TOGAF) in 2016.1.1 and 2017 and 1Q of 2018, Japan growth rate was dramatically increased and the growing now moved up to 931 which raised up Japan ranking up to 21th rank.(See the upper chart). Still we are way behind from TOP 10 countries.

We need the double minimum to become in top 10.

World top Consultation companies dominating  
TOGAF9 Certified architect Top 10 ranking  
Strong DX Transformation impact

順位		2017/April	2018 Oct.	% Growth
1	TATA Consulting	900	1,767	96%
2	Capgemini	1,000	1,495	49.5%
3	HPE	866	964	11%
4	IBM	635	918	43.6%
5	Cognizant	696	897	28.9%
6	Accenture	601	821	36.6%
7	ATOS	400	800	100%
8	Oracle	450	745	65.6%
9	Deloitte LLP	350	716	104.6%
10	EY	450	655	45.6%

© 2018 ReGIS Inc. / The Open Group Japan / CRM Association Japan

5

Please watch that TATA Consulting as a group globally jumped up 96% growth in 1.5 years to reach up as the number one TOGAF based companies. Cap Gemini also 50% growth. IBM jumped up 44% growth from no. 6 closely followed her heel by accenture 1.5 years ago, but now try to change “Half Open” to Full Open Strategy, by M&A of Red Hat for her weakest spot; strategy for Clouds and TOGAF in Agile to architect an IoT design putting the target for realizing IoT business, which absolutely needs a scope of iterative TOGAF in Agile to discover the heuristics.

World top Consultation companies dominating  
 TOGAF9 Certified architect Top 11-20th ranking  
 Strong DX Transformation impact

Rank	Name	2017 April	2018 October	% Growth
1 1	DXC	—	579	—
1 2	WIPRO (India)	448	560	25%
1 3	CGI Group (Canada)	295	442	49.8%
1 4	CISCO	250	391	56.4%
1 5	PWC LLC	179	382	213%
1 6	Dell. EMC	199	321	62%
1 7	KPMG LLC	126	289	229.4%
1 8	Microsoft	190	251	32.1%
1 9	Fujitsu	83	199	240%
2 0	HCL	122	188	54%

© 2018 ReGIS Inc. / The Open Group Japan / CRM Association Japan

6

Look up all accounting consultant group starting from Deloitte LLP, PWC LLC, KPMG LLC, all average growth rate is 182% increased in 1.5 years. Why?

Simple answer is their customers, whom they consul for accounting consulting and audit, are using TOGAF a lot in great depth. Auditor or consultant has to study more in quantity and quality than their customers. The customers are very much studying TOGAF than you think. In two years, 1000 pages of TOGAF book were down loaded .up to 200K copies from the open group home pages.

Look Fujitsu made a big stride in overseas right after Fujitsu became The Board Member of The Open Group. But, Japan market is still sleeping.

#### **Proposal for Japan top 1,000 company.**

So, let me propose minimum test for the company's global competitiveness and sustainability in global business for you to know. In 6 months, please assign your current company CIO or CTO plus 2 future CTO in 10 years, and 2 CIO candidates in 20 years out of Top HMP (High Management Potential Candidate) from each top 1000 companies in Japan, should start studying TOGAF courses for 3 days full plus half day for global Certification Tests in Japanese.

Other than current CIO or CTO, 4 people to be selected (2 from 30s and 2 from 40s) with CTO or CIO, in 2019. Bi-lingual is better but not mandatory.

I am very much proud of this dramatic change was done in 2016~2018, caused by 4 top companies CEO & CIO made a strategic decision, not a bottom up, but made decision to use The Open Standard EA (TOGAF) method, one is NTT holding, another is Fujitsu, both increased dramatic way in their Overseas operation.











The 3rd company was TATA consulting in Japan (Tata Consultancy Services) and 4th company was SAISON Information Systems, Package software and IT services company. Both company happened to have a few architects but not developed as a corporate strategy, I proposed the newly appointed Presidents, one for 3 years ago and latter only 1.5 years ago, separately and both agree to use TOGAF as a corporate principle to use strategic way to increase their competitive powers.

The Open Group globally achieved cumulative 82,000 TOGAF 9 certificate by Oct. 2018 with individual company name as much as 56,955 Enterprise names were registered and remainder 25K certified people did not write their company names; i.e., 31% of TOGAF certified are paying learning cost by oneself. 2015 study of TOGAF self paying rate globally was more than 40%. So, corporation now start realizing its strategic use of TOGAF needed for real implementation of DX (Digital Transformation) as a corporate top down decision.

It was reported by the Open Group, 3 years ago, 80% of Global 50 companies and 60% of Fortune Global 500 companies had used TOGAF.

In 2018, ReGIS opened TOGAF 9 Certification Training Courses #39<sup>th</sup> to #44<sup>th</sup> were opened in Japan., In 2018, we had taught 68 people about half of recent two years average, 2016 and 2017 Japanese training in Japan resulted as cumulative numbers up to 700 (TOGAF 9 only) and TOGAF 8 cumulative 262 Certified, together we certified 962 people at 137 companies in Japan. Due to NTT's overseas use of TOGAF was so exciting so, I checked their global competitor's doing on TOGAF. Following are the summary of my research. We shall tight our horses to work(Study) harder.

**The World's Top 15 Telecommunications Companies TOGAF Certificate** As of Aug. 2018  
No.1 Verizon 521, No.2 Vodafone Group 318, No.3 BT Group; 289, No.4, NTT Group 279

Ranking	1	2	3	4	5	6	7	8	9	10
Company	Verizon Communications Inc.	AT&T Inc.	China Mobile Ltd.	Nippon Telegraph & Telephone Corporation	Softbank Group Corp.	Deutsche Telekom AG T-mobile +t-Ststems	Vodafone Group plc	Telefonica S.A.	Orange S.A.	China Telecom
										
Country	U.S.A.	U.S.A.	China	Japan	Japan	Germany	U.K.	Spain	France	China
Market Value (billion \$)	\$201.00	\$198.00	\$193.00	\$96.00	\$85.00	\$81.00	\$76.00	\$51.00	\$48.00	\$39.00
TOGAF Certification People	521	32	11	279 (※1)	0	198	318	66	171	1

(Note) BT Group was ranked 15<sup>th</sup> in Revenue \$ 27.3B but on TOGAF Certified Architects was 289 people ;No.3 after Vodafone

※1 break down :  
53人(Nippon Telegraph & Telephone Corporation)  
135人(Dimension)  
91人(NTT Group Companies)

So, we need to let all top big Japanese companies to think more globally and invest to his employee not only overtime payments but more to introduce the concept of open standards. We need to encourage NTT and Fujitsu to enhance their Japanese local capability of consultation to be

armed by TOGAF, ArchiMate, IT4IT and O-DA standard as every other consulting competitors are increasing education. (See the attached Slide of Top Consultation companies how they are increasing their TOGAF Architect. Why?)

World top Consultation companies dominating  
TOGAF9 Certified architect Top 11-20th ranking  
Strong DX Transformation impact

Rank	Name	2017 April	2018 October	% Growth
1 1	DXC	—	579	—
1 2	WIPRO (India)	448	560	25%
1 3	CGI Group (Canada)	295	442	49.8%
1 4	CISCO	250	391	56.4%
1 5	PWC LLC	179	382	213%
1 6	Dell. EMC	199	321	62%
1 7	KPMG LLC	126	289	229.4%
1 8	Microsoft	190	251	32.1%
1 9	Fujitsu	83	199	240%
2 0	HCL	122	188	54%

© 2018 ReGIS Inc. / The Open Group Japan / CRM Association Japan

6

It is important to teach TOGAF as an Open Standard EA in right way but to teach the implementation of digitalization by TOGAF is more important. To do that, we need to teach to the TOGAF certified architect the visualization of EA as a standard “ArchiMate” and “TOGAF ArchiMate based consultation reference model ; IT4IT” to use IT4IT consulting reference cases together with O-DA 2.0 to challenge reducing the risk of Software Recall. Without practicing corporation wide Enterprise Architecture.

CIO department had been these 3 decades “Cost management division”. By 2030, Japan has to have a global level of “Digitalization” that also make CIO department transformation to “Profit making division”. To do this, you need 4 The Open Group Standards; that is, TOGAF as EA process, ArchiMate as its communication and IT4IT for IT value and O-DA2.0 for Software quality assurance.

I invested in these years for that development with our researchers and partners. We need more field partners on TOGAF, ArchiMate, IT4IT and O-DA to study voluntary how to use them better in use case. Welcome anybody agree with my points. Please feel free to give me e-mail.

The top group of TOGAF users in Japanese companies from No.1-No.25<sup>th</sup> in Japan :  
No.1; NTT Group(279), No.2; Fujitsu Group (199), No.3; HP (105) Now split into 3 companies.,  
No.4; SAISON Information Systems (83), No.5; Tata Consulting-J (70), No.6; CISCO-J (63),  
No.7;Oracle-J (39), No.8;Nissan (35), No.9;IBM-J (30), No.10; LTS (25), No. 11;AXA-J (22) ,



No. 12; NEC (15), No.13; Miroku Jouhou (14), No.14; Tokyo Gas System (12), No.15; Kansai Electrics System (12), No.16; Hitachi Group (10), No.17; JR systems (9), No.18; SIOS (8), No.19; Nomura Security (7), Mizuho Financial Group (7), SMBC Nikko security Group (7), No.22, Itochu Techno (5), Rococo (5), Kyoto University (5), EMC Japan (5), No. 26; No.137 are 4 people to 1 per company: As of Nov. 2018 (ReGIS Researched 10 Years)

Important findings are in the world, not only vendors but industry people on the top line companies are increasing the TOGAF learning dramatically every year. This is the effect of Global digitalization trend. Without stoic enterprise wise pursuance of what is the true requirements triggered by key stakeholders concerns and architected, optimized with consensus toward the goals of the long range business target.

Problem is if you ask CIO of No.1 Tokyo stock exchanges companies whose business is still mainly in domestic operation. Except the companies I quoted above, they would not know what EA means and they do not know why TOGAF is important for them.

They use the word of “Chief Digital Officer” but never understand how to use TOGAF, so that we can have an added value via innovation. We need to authorize EA governance team to design the future digital vision of your company with much of innovation and its values, then transform the current operations to much digital directed optimized operation for the transformation with fully prepared accountability to be extended.

So, 1<sup>st</sup> strategy; we are focusing the follow up of any large companies who has growing their global business who shall have to learn, apply and assure the implementation the global standard for their success of business.

2<sup>nd</sup> strategy is based upon the reaching of basis of TOGAF penetration, we expand on the knowledge of TOGAF to add on productivity engine using ArchiMate on EA innovation and

3<sup>rd</sup> strategy is to add the dollar & time 2 market value with O-DA (Open Dependability through Assuredness) by reducing Software recalls by D2C (detect 2 correct) bugs not at customer sites but D2C in earlier EA phases, that should reduce to half of system tests cost.

4<sup>th</sup> Strategy, we need to upgrade our O-DA standard from 1.0 to 2.0.

5<sup>th</sup> Strategy is to have an agreement with co-Marketing with IT4IT.

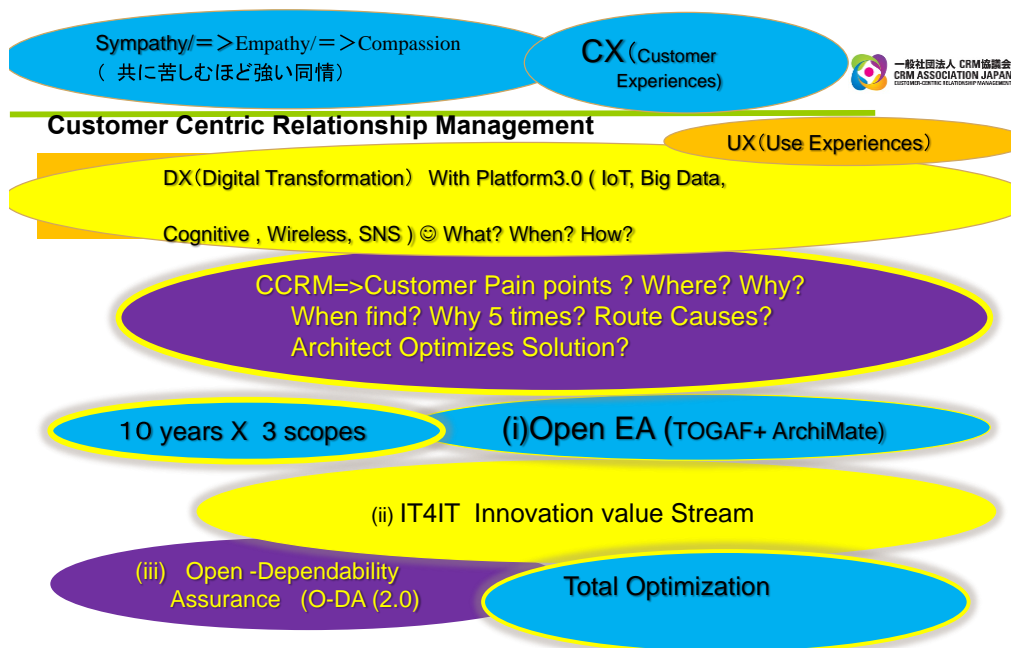
6<sup>th</sup> strategy, we taught Version 8 to 262 certified for 52 companies. Good Conversion targets.

7<sup>th</sup> We reached 700 certified on Version 9 covering 137 enterprises.

8<sup>th</sup> Let recommend to use ArchiMate 2 & 3; We certified total 39 ArchiMate architects in 18 companies:

9<sup>th</sup> We developed IT4IT V.2 certification 11 architects at 7 companies. IT4IT and do some consultation work for actual TOGAF implementation to shift customer CIO's gear from cost centers to profit center.

10<sup>th</sup> We also developed 2.5 days Preliminary O-DA 2.0 Japan only WG certification to 11 people at 7 companies.



© Copyright 2018 CRM Association Japan

We had been education ArchiMate 2 courses from 2016, 2017 and 2018 ArchiMate 3 Certification Training Course #3, 2 days plus half day test covering 18 companies and 40 people certified including lecturers. Where the world exceeded 6,000 ArchiMate Certified architects which is 150 times of Japan.

I had attended all 4 The Open Group Conferences (San Diego-Jan; London-April, Houston-July, Singapore-Nov.) together with Fujitsu from the USA, UK, Australia and Japan, Japan Tabaco, Dell EMS, Yokogawa from Japan. Every after The Open Group Quarterly conference, we open a half day updates inviting all TOGAF Graduates plus The 13 member company reps.



From right;  
**Mr. Christopher Frost,**  
Deputy Head, Fujitsu Limited  
Jack, Mrs. Frost

**Mr. Greg Hunt**  
Architecture Director  
**Fujitsu Australia**

From right;  
**Mr. Yasuhiro Noda,**  
Lead Architect, Manager, **Japan Tobacco Inc.**  
**Mr. Kenichiro Hattori,**  
Advisory Account Systems Engineer,  
Systems Engineering-West, **EMC JapanK.K.**



From left: **Dr. Michelle Supper,** Director, The Open Group  
**Mr. Etienne Terpstra-Hollander,** Micro Focus  
**Mr. Mark Bodman,** Sr. Product Manager, ServiceNow  
**Ms. Linda Kavanagh,** Director, The Open Group  
**Jack Fujieda**



I set up the important session meeting on Secure Procurement Standard (O-TTPS) Presentation at JAXA and JAPAN Government Security Team at Ministry of Internal Affairs and Communications(MIC) by The Open Group Board member Ms. Joanna Woytek, NASA SWEP Program Director + NASA CIO Office 3 Mangers.

*Oct. 26(FRI) 2018*

*@JAXA Tokyo HQ*



**From left front:**

**Ms. Joanne Woytek, Mr. Masahito Nakamichi**, Associate Director General, Japan Aerospace Exploration Agency(JAXA), **Jack Fujieda**.

*Oct. 26(FRI) 2018*

*@ Ministry of Internal Affairs and Communications (MIC)*

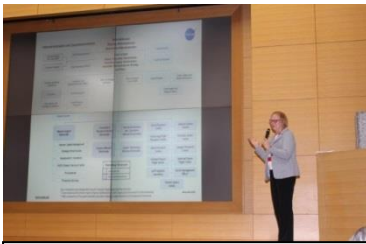


**From left:**

**Mr. Robert Powell, Mr. Dennis Tayler, Jack Fujieda,**

**Mr. Shigeki Suzuki**, Vice-Minister for Policy Coordination, Ministry of Internal Affairs and Communications, **Ms. Joanne Woytek, Ms. Randi (Miranda) Gidderon**, Senior IT Department Manager, SEWP PMO, NASA, **Mr. Kimihiko Kimura**, Counselor, Office of the Director-General for Cybersecurity Ministry of Internal Affairs and Communication, **Mr. Akira Fukushima**.





**Ms. Joanne Woytek**  
Program Manager, SEWP NASA  
Board Member of The Open Group



**Mr. Dennis Tayler**  
Security Forum Co-Chair **The Open Group**



**Mr. Robert Powell**  
Senior Advisor for  
Cybersecurity, NASA

### O-DA T3 dependability Architect Advance Workshop #1 (Sep.13) ~ #2 (Oct. 4-6)~#3 (Nov.)

3 vender companies + 3 end user companies, 10 task member spent 3 days Training.

Lecturer: Dr. Shuichiro Yamamoto & Junkyo Fujieda



### ***[112 GIS FORUM TOKYO Joint Forum]***

*<Open Technical Forum 2018-4 / CRM Executive Forum Tokyo 2018-2>*

*Dec. 4(Tue) 2018*

*@Tokyo American Club*



**Main speaker:**

**Mr. John Richard Maddison**

IT Consultant,

Formerly Director • Airline • Support • Center,  
IBM







**Opening Remarks:**  
**Mr. Shigeki Suzuki,**  
Vice-Minister for Policy Coordination,  
Ministry of Internal Affairs and Communications (MIC)



**Junkyo Fujieda,**  
CEO & President, **ReGIS Inc.**  
Chairman of **The Open Group-Japan**



**Mr. Norishige Morimoto,**  
Vice President,  
IBM Research & Development,  
**IBM Japan, Ltd.**



**M.C.: Kiichi Kawano,**  
Adviser, **ReGIS Inc.**



**Mr. Koki Shimada,**  
CEO, **SyntheticGestalt Inc.**



**Mr. Kiyoshi Kimachi,**  
Senior Project Director(O&M),  
Global Service Integration business,  
Service Technology Unit,  
Digital Infra Service Division,  
**FUJITSU LIMITED**



**Mr. Ken Senoo,**  
Director, Enterprise business Division,  
**NTT COMWARE CORPORATION**  
<Director, CRM Association Japan>

**【Panel Discussion】**



**Mr. Yoshio Kawakami,**  
TEG Leader,  
Digital Transformation Services Division,  
**Tata Consultancy Services Japan**





【Communication Party ☆Christmas & Farewell Party 2018☆】



**Dr. Michihiko Minoh,**  
Director, **RIKEN**



**M.C. : Mr. Takayuki Atsumi,**  
Senior Vice President, **Dentsu Isobar Inc.**  
<Director, CRM Association Japan>



【Happy Gift Time】



**Mr. Naofumi Kajitani**



**Ms. Minako Nakazato**



**Mrs. Kyoko Minoh**



**Mr. Kaku Oda**



**Mr. Yoshio Kawakami**





**Mr. Makoto Hayashi**



**Mrs. Hitomi Morishima**

**Mr. David Escalante C,**  
Food & Beverage Service Manager **American Club**  
**Ms. Chizuka Yamakita,**  
Senior Bridal Sales Manager, **American Club**



**Ms. Rieko Koshio**



**Mr. Takayuki Atsumi**



**Mr. Yukichika Azuma,**  
Director, **Oracle Japan**



**Break Speech :**  
**Mr. Masamichi Yamamoto,**  
Executive Director,  
**Shinnihon-kogyo Corporation.**



**ReGIS Inc. Staff member with John Maddison san & Jack.**



**Participants and ReGIS Inc. Staff member, After 112 GIS FORUM TOKYO Joint Forum and Christmas Party**

From right front: Mr. Toshimitsu Abe, Mr. Naoki Hashi, Jack, Mr. Yoshihiko Fujita, Mr. Koki Shimada,  
 From left back: Ms. Azusa Kawahara, Mr. Takuto Fujita, Mr. Sakito Matsuyama, Ms. Julia Kawashima,  
 Mrs. Miwako Kimura, Mr. Takeshi Ono, Mr. Kantaro Fushiki, Ms. Ritsuko Ono

***CRM Association Japan Activity in 2018***

General progress of CRM association appears in quite smooth progress both in numbers of members , number of awards , Forum events and quality.

We published the “2017 CRM Best Practice Annual White Book” since 2004 by CRM Association Japan at March 26(Mon). The books are all Japanese except my partner Bob Thompson’s greeting but we have English summary of all awarded papers at our home page ([http://www.crma-j.org/english/best\\_practice/best\\_practice\\_02\\_2017.html](http://www.crma-j.org/english/best_practice/best_practice_02_2017.html)).

300 Pages containing 2017, 15 companies CRM awarded Use case white papers plus one city Tsu city, Mie Prefecture Special English version of 2017 case written by Tsu city.

([http://www.crma-j.org/pdf/2017\\_Best\\_Practice\\_of\\_CRM\\_\[Tsu\\_City\]\\_Issued\\_on\\_March\\_30,2018.pdf](http://www.crma-j.org/pdf/2017_Best_Practice_of_CRM_[Tsu_City]_Issued_on_March_30,2018.pdf)) and special white papers on CCRM ( Customer Centric Relationship Management) (15 pages) by Junkyo Fujieda;

We compile them as a white paper every year steadily.

We sold them to the companies, individuals and also donated to about 100 domestic libraries in Japan.

***2017 CRM Best Practice Awards ;***

[https://www.crma-j.org/english/best\\_practice/best\\_practice\\_02\\_2017.html](https://www.crma-j.org/english/best_practice/best_practice_02_2017.html)







**\*2016 CRM Best Practice Awards ;**

[https://www.crma-j.org/english/best\\_practice/best\\_practice\\_02\\_2016.html](https://www.crma-j.org/english/best_practice/best_practice_02_2016.html)

**\*2015 CRM Best Practice Awards ;**

[https://www.crma-j.org/english/best\\_practice/best\\_practice\\_02\\_2015.html](https://www.crma-j.org/english/best_practice/best_practice_02_2015.html)

**\*2014 CRM Best Practice Awards ;**

[https://www.crma-j.org/english/best\\_practice/best\\_practice\\_02\\_2014.html](https://www.crma-j.org/english/best_practice/best_practice_02_2014.html)

**\*2013 CRM Best Practice Awards ;**

[https://www.crma-j.org/english/best\\_practice/best\\_practice\\_02\\_2013.html](https://www.crma-j.org/english/best_practice/best_practice_02_2013.html)

We, CRM Association (General Non-Profit Organization) succeeded the publishing of "CRM Best Practice awarded cases (annually 10~16 use-cases and a few contributed White papers on CCRM (Customer Centric Relationship Management) by me and my global partners in USA, Bob Thompson almost, always and some time from Japan board members and their greeting messages on around 10~16 in an annual White book.)".

Every multiple times applying member applicant has better to have a long range view of improving their CCRM experiences as an enterprise. So, some of leading group started to use TOGAF (De Facto standard of Enterprise Architecture) to architect their long range CRM journey.

To get continuing awards, applicant needs creative thinking and taking DX actions in line with "Customer Centric Relationship Management (CCRM) scenario".

We need to know how each applicant designed and experienced differently and creatively in architecture & implementation of CCRM with an innovative idea and earned results to be proved by data evidence of stepping up from the past awarded cases.

We had been selecting from self-application, our CCRM member's recommendations and third party recommendations, especially recommendation from awarded members to their friendship companies are big.

As an annual pattern, ending up almost one city government or two and 10 industry Customers as a typical pattern. This is a maximum capacity to run awarded forum in one day.

They are selected by the selection committees composed by 10 distinguished journalist, professors, business & marketing architects, and business executives who's almost of them are qualified TOGAF certified, who had been working in this CRM industry more than 2~3 decades.

## Attending Customerthink.com 20<sup>th</sup> Anniversary Retreat;

28(Thu), June 2018

I was invited at Customerthink.com (300K visiting members;3K writers, each month, the site serves 150,000 visitors from over 200 countries around the world managed by my long- time CRM partner & founder of “Customerthink.com’s 20th anniversary” at Coronado, San Diego on July 28; Theme of discussion was “what we will do on 2028 for Customer”.

He gathered 10 top writers and speakers who had been read and been referenced as most frequently including Bill Price who worked as 1st VP of Marketing, customer support , with Bezos founder of Amazon for initial 3+ years since starting as he founded Amazon 1994.

Before lunch and before great dinner at “Il Folio”, we enjoy TOGAF Business scenario type discussion as you see the snaps.

### Our CCRM Partner “customerthink.com” 20th Anniversary:2 million Vistors:3 K authors:



Jeremy Watkin, Bob Thompson, Lynn Hunsaker, Bill Price, Chris Ryan, Matthew Thompson, Regina Neu  
From Left to Right Front line; Bob Hayes (seated), Barry Trailer, Jack Fujieda, Andy Rudin

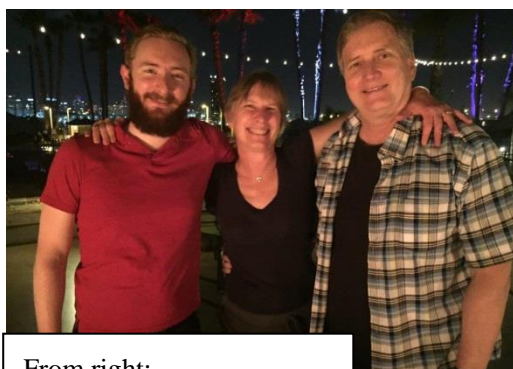
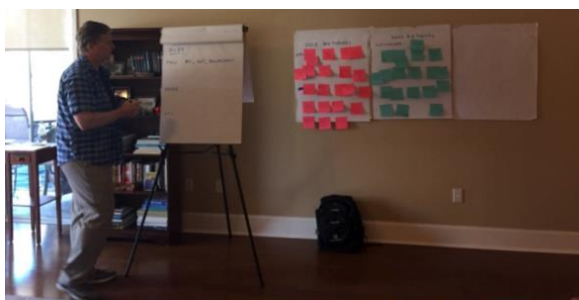
20<sup>th</sup> Anniversary  
Retreat 2018

customer  
THINK

Coronado  
California USA

© Copyright 2018 CRM Association Japan 10

### Bob's Family

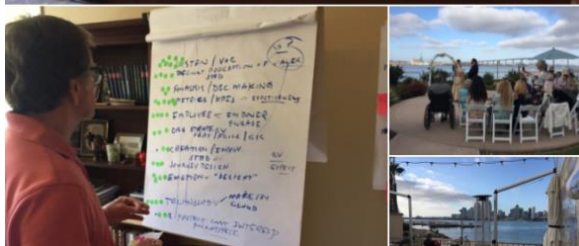


From right;

Mr. Bob Thompson

Mrs. Regina Thompson

Mr. Matthew Thompson



**CRM Chubu Forum 2018 by CRM Association Japan**

**May 25(Fri), 2018**

**@MIROKU JYOHU SERVICE CO., LTD. Nagoya branch, Aichi,  
NAGOYA LUCENT TOWER 33F**



**Mr. Kazuhiko Yoshioka**  
Director,  
Chubu METI



**Mr. Naoto Kameshima**  
Rinnai Corporation



**Mr. Junkyo Fujieda**  
Chairman, CRM Association Japan



**Mr. Hirohisa Hayashiguchi**  
Honda Auto Mie



**Mr. Koichi Hanada**  
Mizuho Securities Co., Ltd.

**【Panel Discussion】**



**Closing; Mr. Naoki Hashi**  
Senior Director, CRM Association Japan



**Q&A Time**



**Mr. Akihiro Bonno**  
Vice Mayor, Tsu city



**Mr. Yukichika Azuma**  
Director, Oracle Japan



From right front: Mr. N. Kameshima, Jack, Mr. H. Hayashiguchi, Mr. K. Hanada,  
From left back: Mr. D. Hashi, Mr. R. Yuda, Mr. N. Hashi, Mrs. H. Morishima



**MC;**  
**Mrs. Hitomi Morishima**



*General meeting of CRM Board Members*

*July 10(Tue) 2018  
@Tokyo American Club*

*All Board members companies by names sub Industries*

<u>All Board Members companies</u>
Research Environment for Global Information Society Inc.
SIOS Corporation
CXM Consulting Ltd.
Daiki Information Systems Co.,Ltd
MIROKU JYOHU SERVICE CO., LTD
Asahi Techneion Co., Ltd
Oracle Corporation Japan
Panasonic Corporation
FUJITSU RESEARCH INSTITUTE
TechMatrix Corporation.
ABeam Consulting Ltd.
salesforce.com Co.,Ltd.
NTT COMWARE CORPORATION
Dentsu Isobar Inc.
SMBC Nikko Securities Inc.
SATO HOLDINGS CORPORATION
Pasona Inc.
Mizuho Securities Co.,ltd

*<< ReGIS & CRM Association Japan Joint Forum>>>*

*#110 GIS FORUM TOKYO / CRM Executive Forum Tokyo 2018-1*

*July 10(Tue) 2018  
@Tokyo American Club*



**Main speaker: Mr. H Joseph Fuster,**  
Global Head Customer Experience (CX) Cloud,  
**Oracle Corporation**



**Jack Fujieda**



**Mr. Shigeki Miyo,**  
Senior Director, Product Marketing,  
**salesforce.com Co., Ltd.**



**Mr. Masahiko Suyama,**  
Customer center,  
strategic apartment planning dept,  
**Tokyu Community Corporation**



**Mr. Yukichika Azuma,**  
Senior Manager, Planning &  
Promotions-CX Business Development,  
Cloud Applications Business Unit,  
**Oracle Corporation Japan**





**Mr. Takeshi Suzuki,**  
General Manager, CRM Solution Division,  
**TechMatrix Corporation**



**【Panel Discussion】**



**Mr. Koichi Hanada,**  
Head of Retail Administration  
Department,  
Retail & Business Banking Division,  
**Mizuho Securities Co., Ltd.**



**Opening Remarks:**  
**Mr. Toru Uesaka,**  
President, **FujiSankei Business i.**



**Mr. Ken Senoo,**  
Director, Enterprise business Division,  
**NTT COMWARE CORPORATION**



**Kanpai speech: Mr. Naofumi Fuke,**  
Deputy President,  
Head of Retail & Business Banking Division,  
**Mizuho Securities Co., Ltd.**



**Break Speech : Mr. Naoki Hashi,**  
President, **Daiki Information System**  
<Senior Director, CRM Association Japan>



From right: **Mr. Naofumi Fuke, Mr. H Joseph Fuster, Jack**



**ReGIS Inc. Staff member with Jack.**

## CRM Best Practice Awards 2018 by CRM Association Japan

October 23(Tue) ,2018

@Tokyo American Club

We had 14 awards winners this year, Out of 14,  
we welcomed 1st Time winners are the following 4 companies.

Osaka Gas Co., Ltd., Shiseido Japan, Co., Starts Publishing Corporation. and DHL Japan.

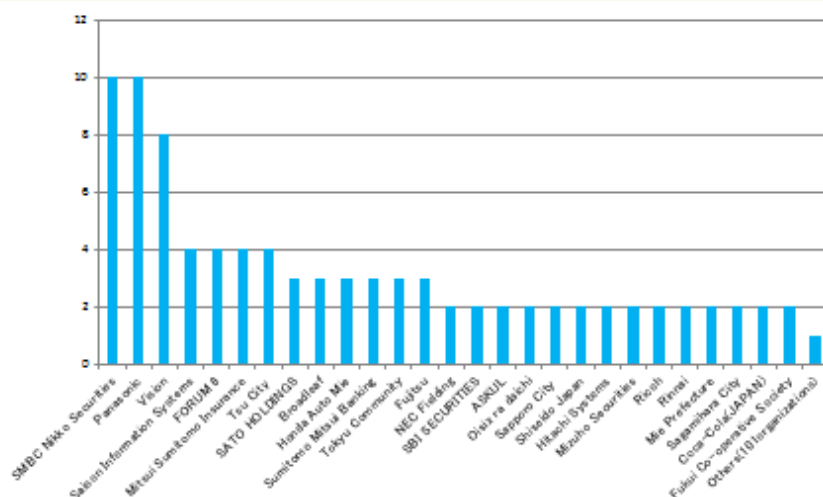
We also get impressed by 4 times continuos winners of Four organizations, Saison Information Systems Co., Ltd., Tsu city of Mie Prefecture, Mitsui Sumitomo Insurance Co. Ltd , Forum8. And 8th winings, Vision, Inc., one of our founding members. We had Panasonic Corporation and SMBC Nikko Securities Inc. wining 10 times as a record by now.

We also gave award to Mizuho Securities Co., Ltd. 2nd time, and 3rd Time winners TOKYU COMMUNITY CORP., Broadleaf Co., Ltd., Honda Auto Mie and SATO HOLDINGS CORPORATION.

We gave an encouraging award to re-challenge to HOTEL OKADA and Yoriso.Co.Ltd.

### “CRM Best Practice Award”

#### Total number of awards (From 2004 To 2018)



In total 15 CRM Best Practice Awards, 191 organizations have been awarded.

27 organizations have won multiple awards in this period.

© Copyright CRM Association Japan 2018

In industry, both Panasonic and SMBC Nikko Security counted 10 times of award in 15th years.

### “CRM Best Practice Awards 2018 by CRM Association Japan”

Awards ceremony ▪ Special Lecture ▪ Case Study ▪ Reception Party



Mr. Takeshi Nakano,  
Director, METI



Mr. Toru Uesaka,  
President, Fuji Sankei Business i  
(Nihon Kogyo Shimibun)



**“CRM Best Practice Awards 2018  
by CRM Association Japan”**



**【Fuji Sankei Business-i Award】**

**SHISEIDO JAPAN CO., LTD.**

Consumer center



**SHISEIDO JAPAN CO., LTD.**

Consumer center



**【Continuance award】**

**Tsu City**



**【Oboshi Award】**

**Osaka Gas Co., Ltd.**



**【Continuance award】**

**FORUM8 Co., Ltd.**



**SATO HOLDINGS CORPORATION**



**Mr. Toshio Akiyama,**

Senior Director, CRM Association Japan



**Morning Part(Award Ceremony) M.C.**  
**Mr. Takayuki Atsumi**  
Director, CRM Association Japan



**Award Luncheon M.C.**  
**Mr. Kenji Masuda**  
Director, CRM Association Japan



**Afternoon Part M.C.**  
**Mr. Ken Senoo**  
Director, CRM Association Japan

## **CRM Mie Forum 2018 by CRM Association Japan**

*November 21(Wed),2018*

*@Mie Center for The Arts 2F, Tsu, Mie*

We held the seventh Mie Forum 2018 Oct.21 in Mie prefecture (Ise City 2012-2013, Tsu City, 2014~2018).with more than 130 people participated.

Tsu city won this year the 4 Consecutive years Award and is now no.1 runner in Japan local government CCRM activity. This Tsu city leadership in these 4 years CCRM concept not only into City Management area but also giving an indirect but encouraging impact to the industry operation inTsu city.

Let me congratulate the outstanding leadership of Maeba Mayer and Bonno Vice Mayer and Mie Forum Director, Hayashiguchi san of Tsu city Honda Auto Mie.



**Mr. Tomokazu Hayashiguchi**  
President, Honda Auto Mie



Opening of Guest Speech;  
**Mr. Akihiro Bonno**  
Vice Mayer, Tsu city



**Mr. Junkyo Fujieda**



**Mr. Masao Kodama**



**Mr. Akihiro Bonno**





**Mr. Hirohisa Hayashiguchi**  
Vice President, Honda Auto Mie



**Break Speech :**  
**Mr. Naoki Hashi,**  
Senior Director, CRM Association Japan



**From left front:**  
**Mr. H.Hayashiguchi, Mr. A.Bonno, J.Fujieda,**  
**From right back:**  
**Mr. M.Kodama, Mr. T.Hayashiguchi, Mr. N.Hashi, Mr. H.Yamamoto**

### ***CRM Country Forums from 2000 other than Mie***

We had run 18 Tokyo CRM forums jointly with GIS Forum We held local forums other than Tokyo like Sapporo 3 times, Nagoya 11 times. Kansai 8 times (Osaka-5 times, Kobe 2 times, Amagasaki 1 time), Shikoku 1time, (Takamatsu), Kyushu (Fukuoka 3 times), Okinawa 3 times.

**ReGIS Inc. Phone: 81-3-5360-8300 Fax: 81-3-5361-3123**

**The Open Group Japan Phone: 81-3-5360-8211 Fax: 81-3-5361-3123**

**CRM Association Japan Phone: 81-3-3356-7787 Fax: 81-3-5361-3123**

**Office Address: YAMADA Bldg. 10F, 1-1-14, Shinjuku, Shinjuku-Ku, Tokyo, Japan 160-0022**

25

