

11 December, 2020

The Hokkoku Bank, Ltd.

Starting to the Next-Generation CRM System Development Project

The Hokkoku Bank, Ltd. (President Shuji Tsuemura) will start project to develop the Next-Generation CRM system that utilize Microsoft Azure, Microsoft Dynamics 365, and Microsoft Power Platform.

1. Estimated start of operation of the next generation CRM system

Fall 2021

2. Purpose of Introduction

This project aims to improve the added value to customers by adding requesting for decision functions, electronic signature functions, loan and financial product reception and business processing functions to the existing CRM system for the following purposes.

In addition, we will build a scalable system to accommodate changes in the business environment.

- ① By enabling effective understanding of customer needs, we will strengthen our proposal capabilities and provide optimal information to customers with optimal timing.
- ② To improve sales productivity and strengthen contact points and relationships with customers.. work flow will be reviewed
- ③ To reduce system operation costs by centralizing subsystems and rebuilding the data infrastructure on the cloud.

3. Project Overview

NEC Corporation (President and Chief Executive Officer, Takashi Niino) and Hitachi Solutions, Ltd. (President and Chief Executive Officer Tatsuhiro Hoshino) will work together to create the next-generation CRM system through in-house development.

By using Microsoft Power Platform, we can develop systems with low coding (creating the minimum required program code), and we can easily add functions in the future.

※ Microsoft Azure, Microsoft Dynamics 365, Microsoft Power Platform is the name of the service provided by Microsoft Corporation.

Microsoft Azure is a public cloud operated by Microsoft.

Microsoft Dynamics 365 is a customer information management system that allows users to seamlessly integrate data owned by Microsoft 365 products such as Excel and Word.

Microsoft Power Platform is a platform for developing business applications.