

# ABeam Consulting Company Profile



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'ABeam Consulting' is both our Company Name and our Brand Name.

'ABeam' has two meanings.

The first is the sailing term, 'abeam'. This means to move forward by utilizing the power of a crosswind. We apply this concept to our management philosophy by understanding maximizing propulsive power to lead the client's business to success.

The second is 'Asian Beam', indicating an Asian ray of light, and the power of Asia. It incorporates the intent to remain a powerful presence as a global consulting firm in Asia.

A global consulting firm in Asia leading client's business to success with propulsive power—that is the Brand 'ABeam Consulting'.

**Maximizing the strengths of one's own company while also continuing to change**

**Having the courage to take on enormous transformations for sustained growth into the future, departing from a linear extension of the past**

These themes are precisely the challenges that leaders of corporations and other organizations are now taking on.

The journey of many in Japanese society and industry throughout the 30 years of the Heisei Era speaks to just how hard it can be to implement these undertakings and bring about results. Japan is an advanced nation facing serious issues. In addition to confronting the challenges of a declining and aging population, Japan is about to enter the next stage in its development amid changes that are taking the sophistication of society and industry to a new level. This global tide of change includes increasingly multipolarized globalization, accelerating digitization, and the need to coexist with the global environment.

Throughout the roughly 40 years since our founding, we at ABeam Consulting have served as a global consulting firm out of Japan and out of Asia, supporting our clients in taking on the challenge of achieving transformative change by providing a full array of services including management strategy proposals, business consulting for strategy implementation, and IT implementation and operation.

In these rapidly changing, uncertain times, I believe the only consulting firms that can truly become trusted partners to clients moving forward with enormous transformations are those possessing the wherewithal to create tangible results together while exercising unprecedented speed and agility in addition to deep insights into society, markets and industry issues.

At ABeam Consulting, we aim to continue increasing our practical ability to generate results together as we share the challenges of transformative change with the clients on a global scale.

President and CEO **Tatsuya Kamoi**



Management Philosophy

**Mission / Vision / Core Values**

ABeam Consulting’s mission, beliefs, and value proposition. These three major points lie at the root of all of our corporate activities.

**Our Mission**

We lead our clients to new success through transformation contributing continual increased corporate value.

**Our Vision**

Without constricting ourselves into an unvarying set of values, we serve as a Real Partner to our clients, a global consulting firm from Asia that fully applies distinctive regional and corporate characteristics.

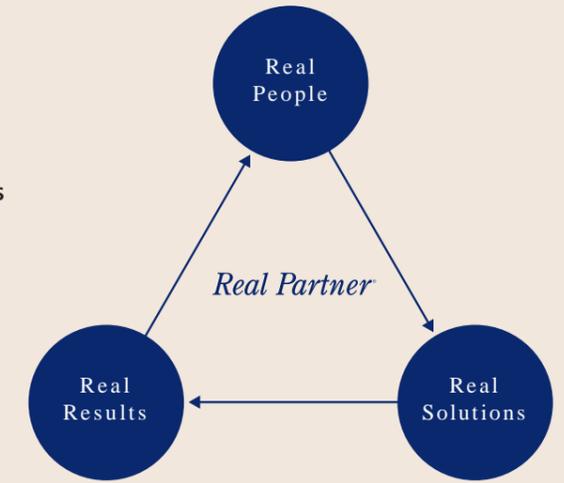
**Our Core Values**

As a Real Partner with the same vision of future and the same value for successes, we have always supported to make our clients’ transformation a reality through our sincere and passionate consulting.

Our Way

**Real Partner®**

A term that is the cornerstone of ABeam Consulting’s management philosophy and exemplifies our corporate attitude. It exemplifies our value system; a strong commitment toward realizing project success and innovation as a true partner of our clients.



**Everything begins with people**

The work of consulting consists of people; their skills, expertise, and earnest support that make it possible to present high-value-added proposals to our clients. And we value a human-oriented attitude of respecting and enhancing each other.



**Practical Solutions**

Providing feasible solutions, and always seeing them through to the end. To that end, we will clarify goals and work to solve our customers' problems with our intelligence in predicting the distant future, our speedy response, our creativity, and our spirit of challenge.



**Solid outcomes leading to the next stage**

Becoming one with customers to work hard on their projects and grow together. We will be a driving force to propel customers to the next stage, and they will truly feel success. That, we think, is our mission.



Brand Slogan

# Build Beyond As One.

Transforming the structure of companies and organizations,  
and building connections between them.  
This is how we help create new value and bring about social change.

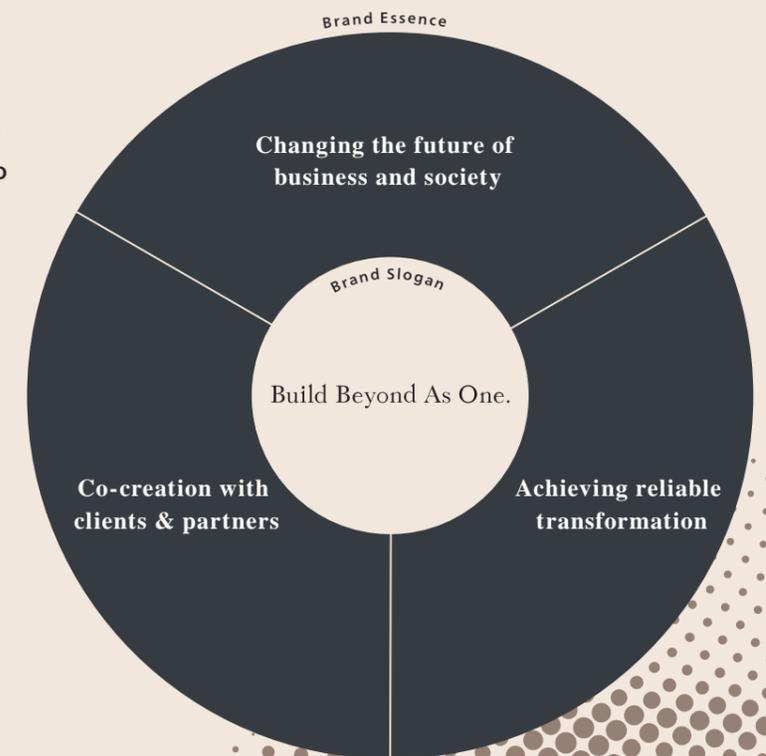
We unlock the power of vision and imagination to create the future,  
applying highly diverse and specialized capabilities and experience.  
Together with clients, we realize unrivaled value  
at key stages of their transformation.

To the professionals and business partners united in these efforts,  
we provide meaningful opportunities powered by  
our creativity and diversity.

Growing together with our clients and society,  
progressing as One Team.  
Remaining a Real Partner through it all.

**Build Beyond As One.**  
We strive to be a creative partner.

Brand Essence  
The three most essential  
points that are unique to  
ABeam Consulting



# Innovating through joint development

## ABeam Consulting

### Three Areas of Expertise

ABeam Consulting provides optimized consulting services to clients across all industries, challenges and regions, by leveraging our experience in technology. We make solid innovation a reality by engaging in problem-solving and added-value creation alongside our clients.

Meeting the broad needs of various businesses and industries

## Industry Expertise

We provide reliable services and solutions backed by our wealth of experience cultivated over many years as a business innovation partner of companies and organizations, as well as by our accomplishments in supporting businesses and industries.

Encompassing all management agendas and reorganization themes

## Service Line Expertise

From strategy to business reorganization, introduction of digital technology and subsequent operation and maintenance, we provide practical consulting services that address all themes necessary for companies and organizations.

A unique network that extends worldwide

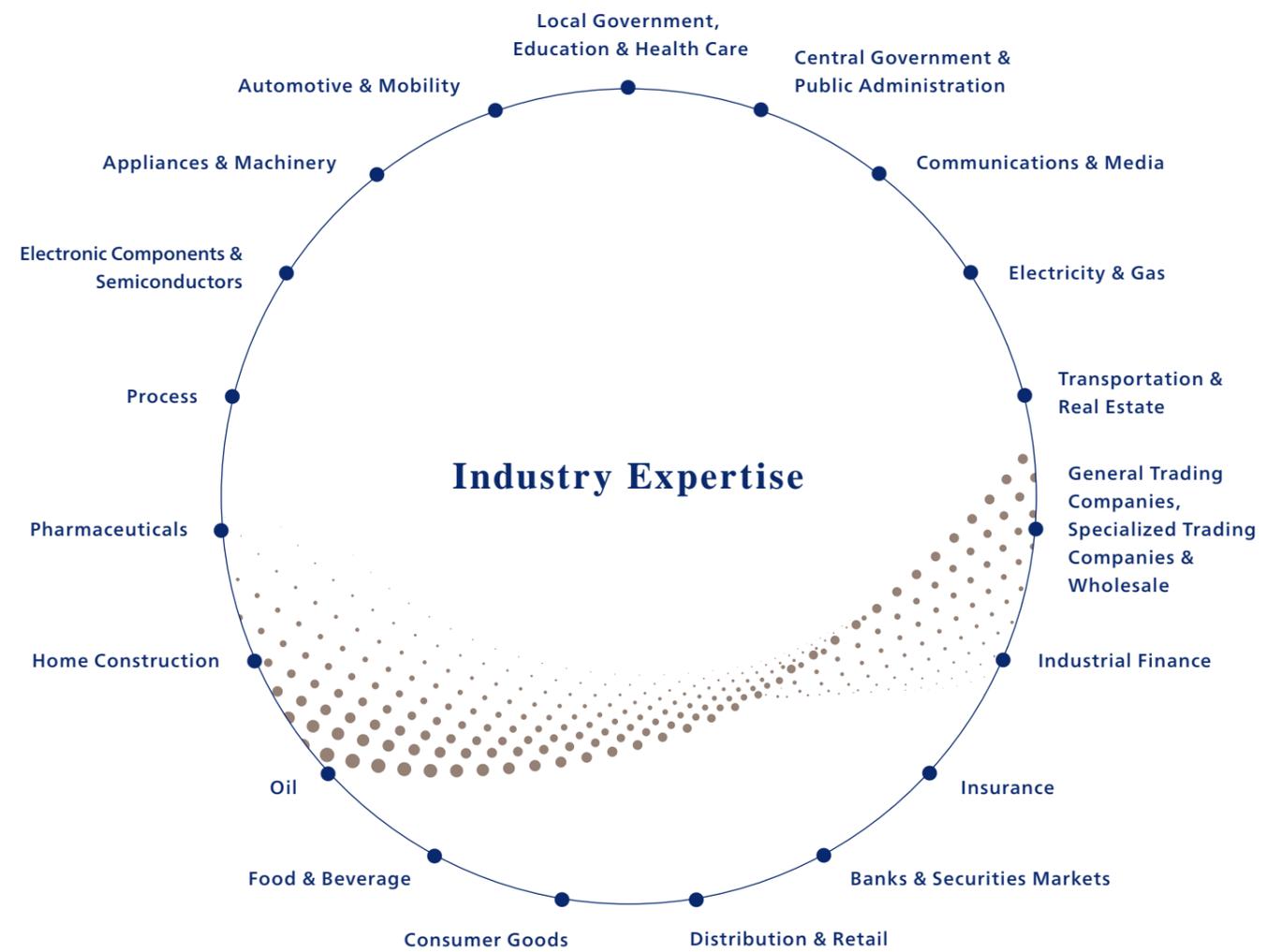
## Global & Regional Expertise

As a global consulting firm originating in Asia with unique bases in various cities, we support global operations and business growth while respecting diverse values and business customs.

Meeting the broad needs of various businesses and industries

## Industry Expertise

With best practices across various businesses and industries that have been accumulated over many years, and consultants possessing expertise in each of them, we contribute to innovation in businesses, enterprise groups and society by leading the way toward partnerships and value-creation that transcend the boundaries between companies, organizations, businesses and industries.



Covering all areas  
from strategy to execution to operations

# Service Line Expertise

We partner with our customers, using our skills to help them transform the way they work in areas like strategic planning , systems development, and operation and maintenance. Our specialists combine their expertise and experience to create great services that add value to our client's businesses.

## Services Provided by ABeam Consulting

### Strategy

#### Corporate Strategy / Business Strategy

- Operations vision setting
- Medium-term operations plan formulation
- Digital strategy formulation
- Sustainability strategy formulation

- Customer strategy formulation
- Value chain strategy formulation

#### Business Development

- New business development
- M&A
- PMI

#### Enterprise Reform

- Organizational reform
- Business management reform
- Cost structure reform
- Business process re-engineering (BPR)
- Cultural reform
- Strategic human resources
- Security

### Digital Processes and Technology

#### Digital Innovation

- Support in envisioning and realizing future industries in the digital era and novel business schemes
- Support in designing operations technologies and future operations reforms
- IP creation infrastructure support
- Support for startup co-creation and ecosystem formation
- Next-gen digital solution development

#### AI/Data Use & Application

- Data use and application strategy
- Data analytics support
- Data governance / data management planning and architecture support
- Data analysis platform architecture support

#### Operational Infrastructure Platforms (ABeam Cloud)

- Proposal, development, introduction and management of ABeam Cloud use / application strategies
- ERP industry-specific templates
- Business-specialized applications (SaaS)
- Operational infrastructure infra-services (IaaS)

#### Management

- DX / IT strategy formulation support
- DX / IT programs/ project management support
- DX / IT governance structure support
- Agile methodology introduction support

#### Technology

- Enterprise architecture formulation / structural support
- Investigation and discovery of state-of-the-art technology services

#### Outsourcing

- IT outsourcing strategy formulation / introduction support and implementation
- Data analysis outsourcing

#### Organization / Personnel Management

- Design and training support for future organizations and future human resources
- Proposal and implementation support for DX / IT organizations and human resources strategies, and human resources training
- Data use & application organizational design / Data analyst training support

#### Supply Chain

- Supply chain network optimization / reorganization support
- Management-and operations-level diagnosis
- Supply chain automation / autonomization support
- Low-carbon supply chain structure support
- Process reform support:
  - Design and development / product planning / PLM architecture, supply & demand / Global S&OP systems architecture, direct / indirect materials procurement / Cost reduction promotion, production affairs / Global MES integration, distribution / Distribution center automation, sales and trade / Global FTA promotion

#### Accounting / Asset Management

- Accounting / financial affairs reform, DX reform
- Global performance management process reinforcement
- Global treasury management
- Fraud detection/internal controls/GRC
- Data-driven operations structuring / establishment
- Support for transfers to FP&A-type organizations
- ESG operations management reform
- PMI support in business restructuring

#### Customer Relationship Management

- Customer experience:
  - Customer experience process restructuring / DX support, realization of customer 360
- Marketing transformation:
  - Marketing enhancement and DX support, privacy regulation compliance, sustainable marketing support
- Sales transformation:
  - Sales model restructuring / DX support
- Customer engagement transformation:
  - contact center / omni-channel reconstruction / DX support, workforce management reform

#### Human Resources / Personnel Management

- Realization of data-driven personnel management
- Optimization of human resources processes
- Talent management / global human resources management
- Communications reorganization / building knowledge-sharing and application / usage infrastructure
- Engagement improvement support
- Well-being promotion support

A unique network that extends worldwide

# Global & Regional Expertise

ABeam Consulting is expanding its network worldwide by leveraging its strengths as a global consulting firm originating in Japan and Asia.

We provide locally-focused and highly-practical services to customers in all regions and to multinationals and organizations expanding globally.

## 4 Points About ABeam Consulting's Global Network

### Unique Global Sites

We have offices in Japan and various countries in Asia, Europe, North America and South America, and a large team of experienced consultants who understand the legal systems, business customs, cultures and environments of each country and region, and provide support for our customers' businesses.

### Alliance Partners

Through strategic and close collaboration with leading alliance partners worldwide, including BearingPoint, which operates mainly in Europe, we provide optimal services for various industries and fields based on a deep understanding of global trends, business practices, and local cultures.

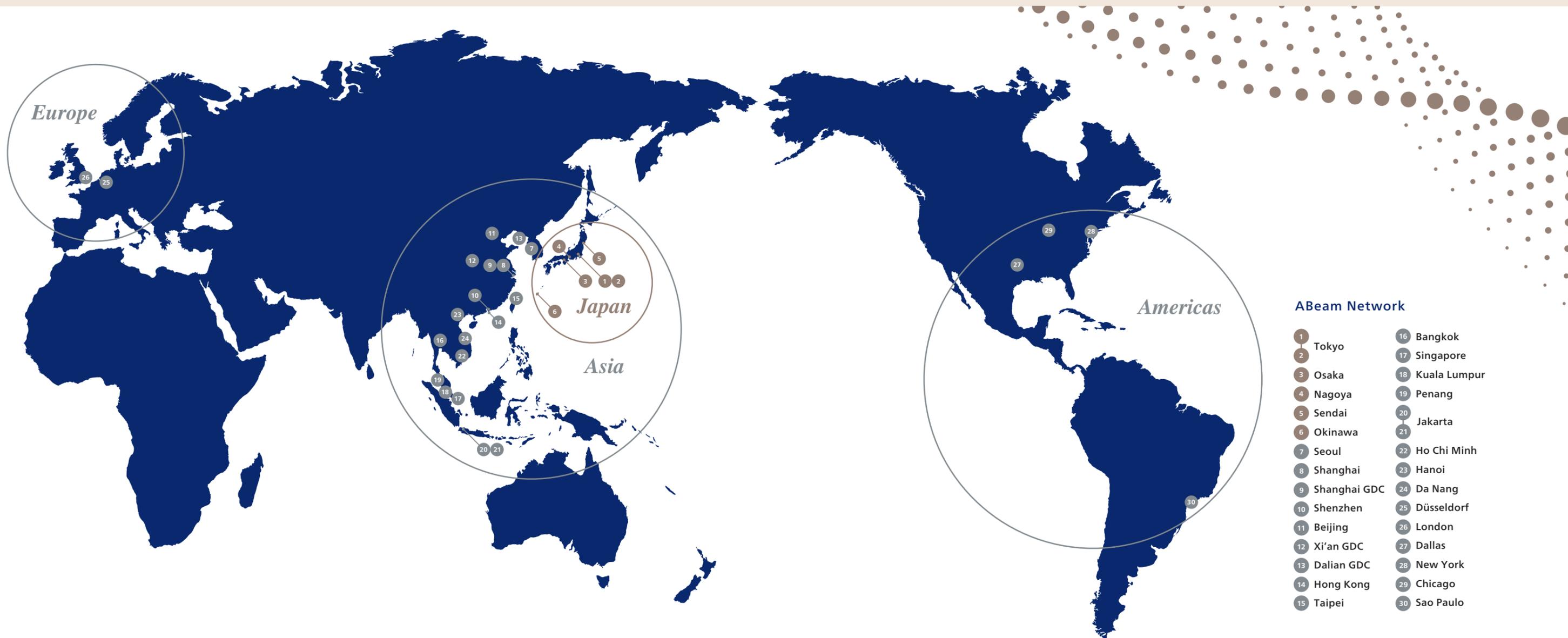
### Global Outsourcing

We have outsourcing sites in four countries (Japan, China, Malaysia, and the United States) capable of providing support systems 24 hours a day, 365 days a year, in Japanese, Chinese and English, and we provide lowly cost-effective, high-quality operation and maintenance services in support of our customers' global expansion.

### Global Development Center (GDC)

With our own development sites in Shanghai, Xi'an, and Dalian (China), we have systems in place to realize the construction of high-quality systems in a short timeframe. Shanghai GDC has also obtained CMMI\* Maturity Level 5 (the highest level) and ISO27001\* certification.

\* CMMI (Capability Maturity Model Integration): An integrated model for capacity maturity  
\* ISO27001: International standard for information security management



### ABeam Network

- |                |                 |
|----------------|-----------------|
| 1 Tokyo        | 16 Bangkok      |
| 2 Osaka        | 17 Singapore    |
| 3 Nagoya       | 18 Kuala Lumpur |
| 4 Sendai       | 19 Penang       |
| 5 Okinawa      | 20 Jakarta      |
| 6 Seoul        | 21 Ho Chi Minh  |
| 7 Shanghai     | 22 Hanoi        |
| 8 Shanghai GDC | 23 Da Nang      |
| 9 Shenzhen     | 24 Dusseldorf   |
| 10 Beijing     | 25 London       |
| 11 Xi'an GDC   | 26 Dallas       |
| 12 Dalian GDC  | 27 New York     |
| 13 Hong Kong   | 28 Chicago      |
| 14 Taipei      | 29 Sao Paulo    |

### Alliance Partner Network

#### BearingPoint :

Netherlands / Austria / Belgium / Czech / Denmark / Finland / France / Germany / Ireland / Italy / Luxembourg / Norway / Poland / Portugal / Romania / Sweden / Switzerland / Turkey / UK / China / India / Indonesia / Korea / Malaysia / Singapore / Thailand / Argentina / Brazil / Chile / Colombia / Mexico / Morocco / UAE / USA

#### Grupo ASSA :

Argentina / Brazil / Chile / Colombia / USA / Mexico / Belgium / Spain / Israel

#### Optimum Solutions :

Singapore / USA / China / Malaysia / India / Philippines

#### JK Technosoft :

India / UK / Netherlands / USA

#### Lupus Consulting :

Hungary / Germany / Netherlands

\* As of April 2022



[www.abeam.com](http://www.abeam.com)



Build Beyond As One.



ABeam Consulting Ltd.