First Quarter of the Fiscal Year Ending September 30, 2023 Financial Results Briefing Materials

Plus Alpha Consulting Co., Ltd.
(Tokyo Stock Exchange Growth: 4071)

February 13, 2023

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01 Company outline

Company outline

Company name	Plus Alpha Consulting Co., Ltd. (Tokyo Stock Exchange Growth: 4071)
Representative	Katsuya Mimuro, Representative Director and President
Headquarters location	25F Shiodome Sumitomo Building, 1-9-2 Higashi Shimbashi, Minato-ku, Tokyo
Osaka Branch	13F Osaka Nakanoshima Building, 2-2-2 Nakanoshima, Kita-ku, Osaka-shi, Osaka
Fukuoka Branch	4F Grand Cabin Tenjin-minami, 3-3-33 Yakuin, Chuo-ku, Fukuoka-shi, Fukuoka
Consolidated subsidiary	Grow Up Co., Ltd.
Established	December 25, 2006
Capital	131,742 thousand yen (as of December 31, 2022)
Business content	Providing cloud services for data analysis platforms
Number of employees	263 consolidated (as of December 31, 2022)
URL	https://www.pa-consul.co.jp/

Business concept

Platform to visualize big data

Explosive information growth = Creation of big data

Information in all areas will be digitized

Customer information
Customer feedback

Product information
Purchase history

SNS / Twitter
Social media

EC access logs
IoT / life logs

Patents / papers
Intellectual properties

Personnel / labor information
Interview records

Visualize

enormous information through technology

Text mining
Data mining
Natural language processing
AI / machine learning
+
Consulting Operational knowledge

Serving various sectors

Marketing area

Visualizing customer needs

見える化エンジン

CRM area

Visualizing client information and actions

CustomerRings
カスタマーリングス

HR/personnel area

Visualizing personnel information / employees

Talent Palette
タレントパレット

キミスカ

New business

Education/Sales area

ヨリソル

Sales Square

Main services

Developing profitable SaaS businesses in multiple areas

Marketing solutions

見える化エンジン

Text mining analysis for the use of customer feedback data from call logs, Twitter, etc.

Monthly subscription according to the amount of analyzed data

CRM solutions

CustomerRings
カスタマーリングス

Customer analysis using purchase histories, web access logs, etc., and automation of marketing initiatives

Monthly subscription according to the number of customers/e-mails delivered

HR solutions

Talent Palette
タレントパレット

Analysis of employee information for HR measures such as personnel development and optimal placement

Monthly subscription according to the number of employees

Subscription products

Technology and expertise behind the services

Language processing technologies	Visualized mining technologies	Mass data analysis expertise	Industrial / operational knowledge	Utilization support consulting

Business strengths

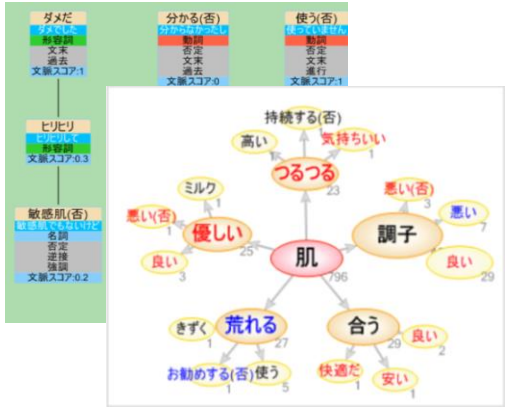
Advanced technologies to visualize big data for practical use

見える化エンジン

CustomerRings
カスタマーリングス

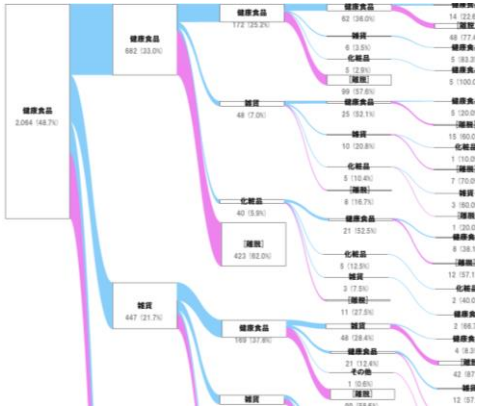
Talent Palette
タレントパレット

Syntax analysis, word maps



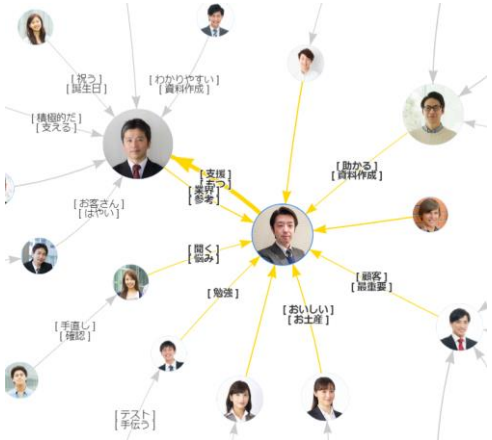
Analyze Japanese text to create maps for subjects / predicates and positive /negative sentiment to see customer feedback at a glance

Purchasing pattern analysis



Analyze product purchasing data, etc., to visualize purchasing patterns and ascertain how customers become loyal customers

Employee network diagram

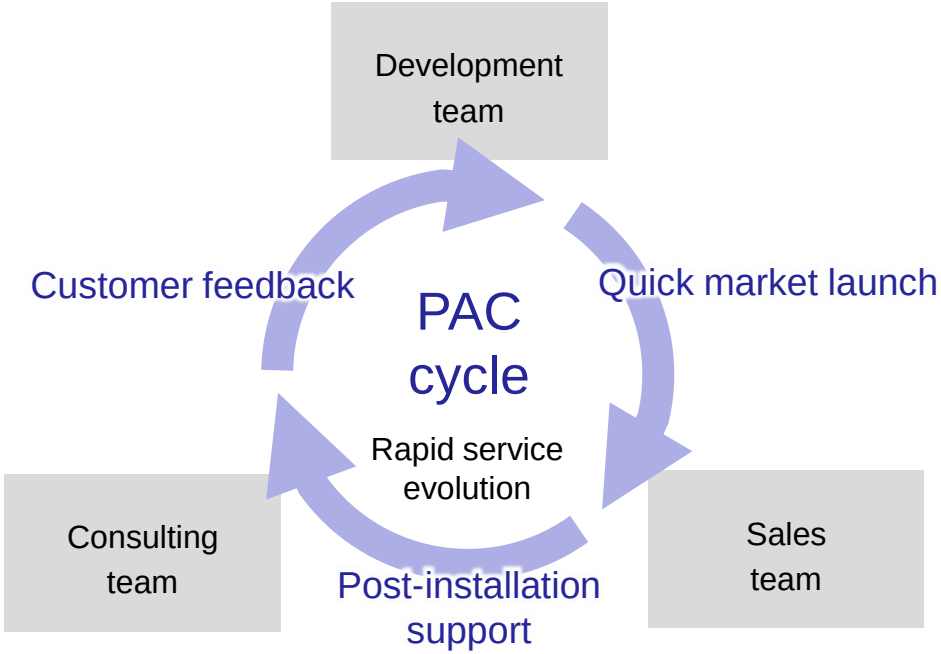


Through collaborative data between employees such as Thanks Points, ascertain volume and quality of communication between employees and departments

Business strengths

Organizational capabilities to realize rapid service evolution

We realize rapid implementation of general-purpose functions by ascertaining needs through consulting services for leading companies



Culture and framework to support the PAC cycle

PAC cycle realizes:

Differentiation
by rapid functional evolution

ARPU improvement
by creating high added value

Cancellation prevention / LTV improvement
through a concerted effort by the entire team

Partner relationships
on equal footing with clients

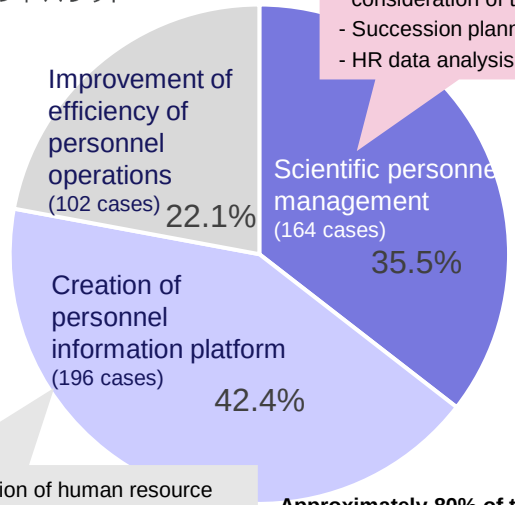
Early market launch
of new functions and businesses

Business strengths

High-speed development of consulting results as a general-purpose function

Realizing increased added value of services by leveraging enterprise consulting capabilities
Over 3,800 functions installed as standard over approximately six years through consulting for a variety of leading companies

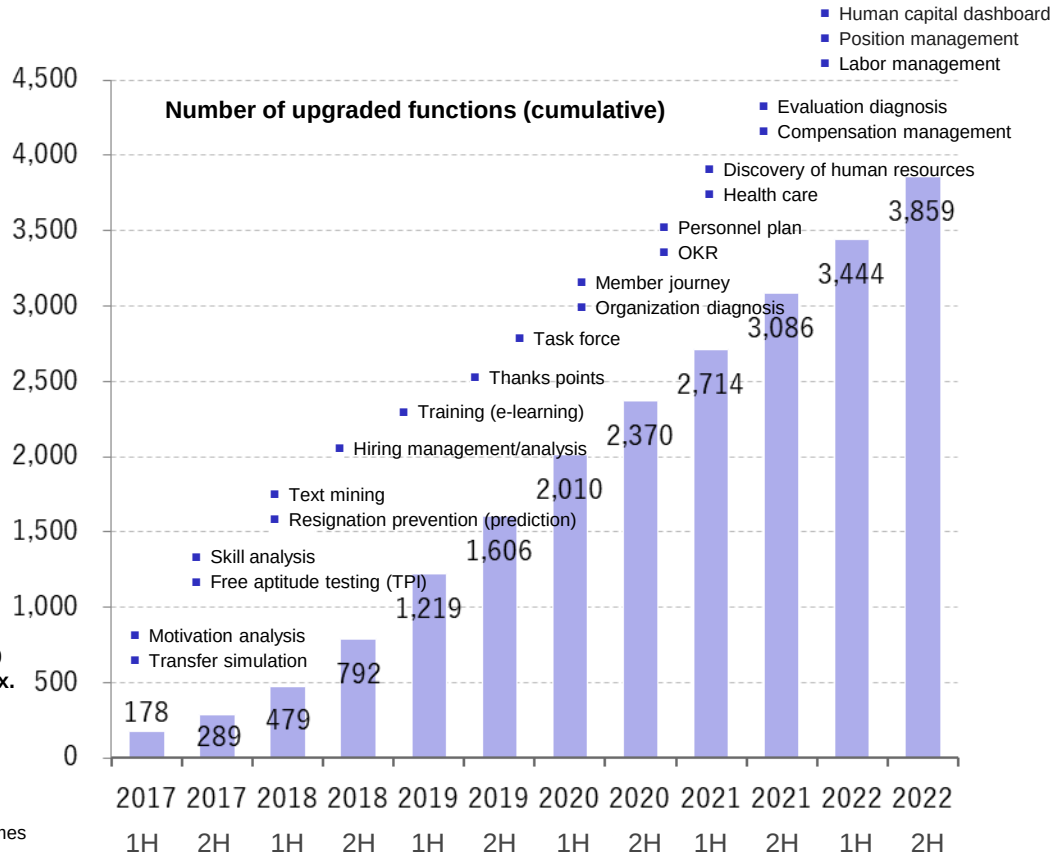
Talent Palette
タレントパレット



- Human resource development (skill analysis)
- Optimal assignment, consideration of transfers
- Succession planning
- HR data analysis, etc.

- Consolidation of human resource information
- Personnel portfolio analysis
- Creation of HR dashboard
- Creation of group portal, etc.

Approximately 80% of the approx. 200 annual consulting projects and approx. 460 themes are projects for the creation of a personnel information platform or scientific personnel management



Note) Annual delivery basis. Duplicates counted if a single project includes two or more themes

Business strengths

Capabilities to develop multiple businesses and create new businesses based on the SaaS business foundations

Rapid launch of new businesses such as Talent Palette by utilizing approximately 16 years of accumulated expertise in the SaaS business

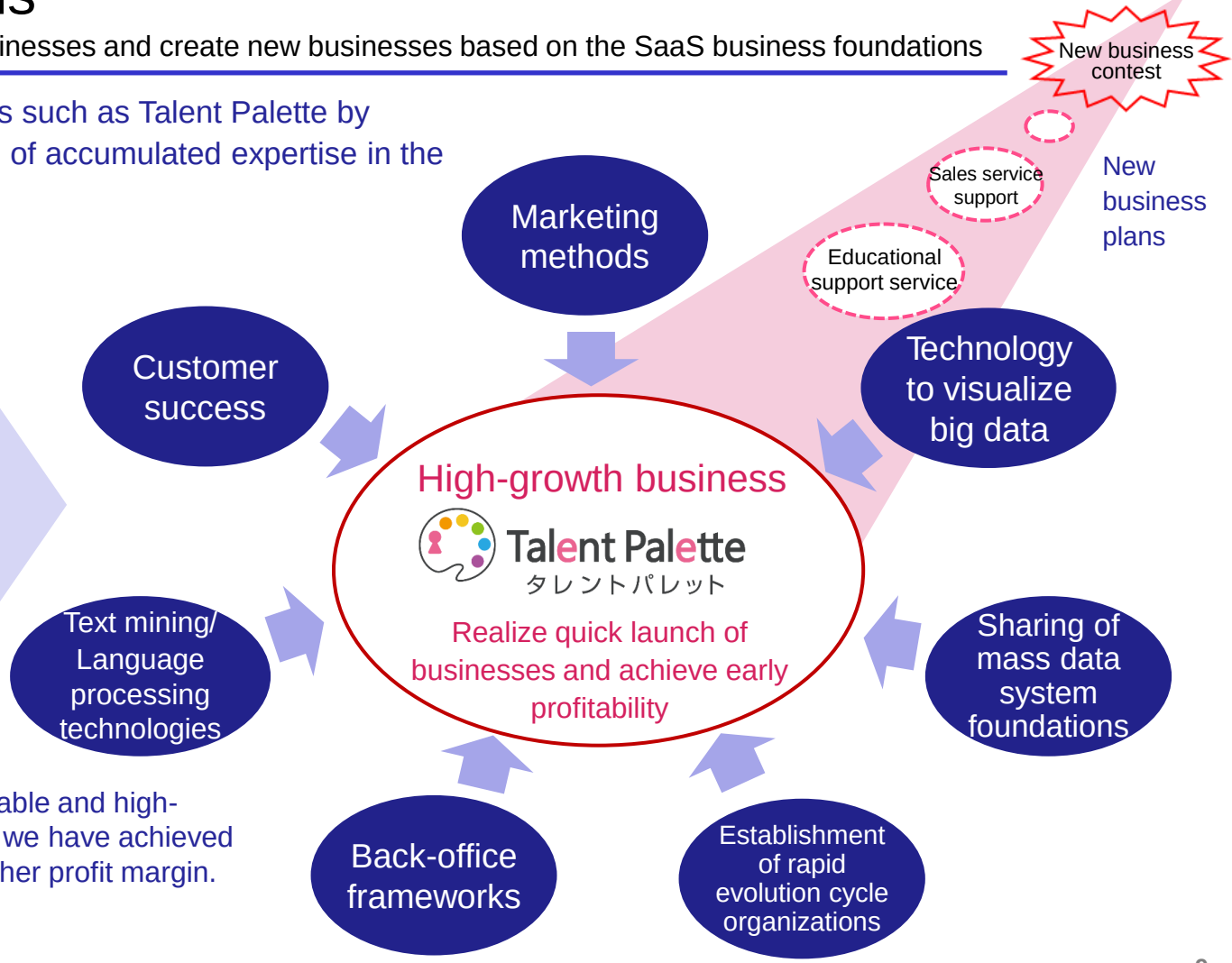
Accumulated SaaS expertise through existing services

Highly profitable business

見える化エンジン

Stable growth business

CustomerRings カスタマーリングス

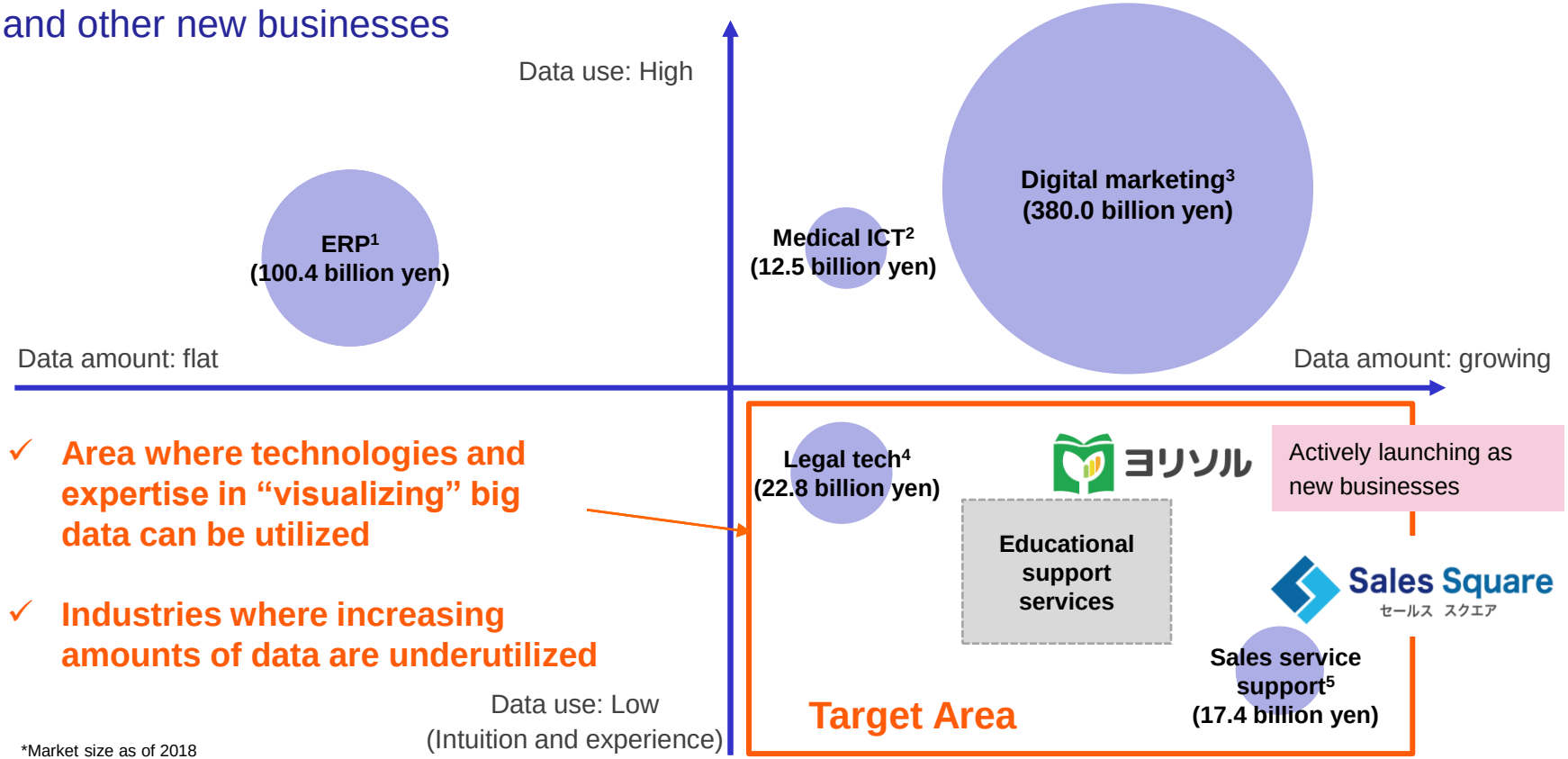


By developing multiple highly profitable and high-growth businesses simultaneously, we have achieved both a higher growth rate and a higher profit margin.

Approach to new business creation

New sector of “visualizing” big data

Currently planning educational support services, sales force automation (SFA) services, and other new businesses



- ✓ **Area where technologies and expertise in “visualizing” big data can be utilized**
- ✓ **Industries where increasing amounts of data are underutilized**

*Market size as of 2018

Note 1: “ERP Market 2020,” ITR
Note 2: “Current State and Future of the Next Generation Medical ICT Market, FY2020 Edition,” Yano Research Institute
Note 3: “Domestic Digital Marketing-related Service Market 2020 - 2024,” IDC
Note 4: “2019 Legal Tech Watch,” Yano Research Institute
Note 5: “Integrated Marketing Support Market 2020,” ITR

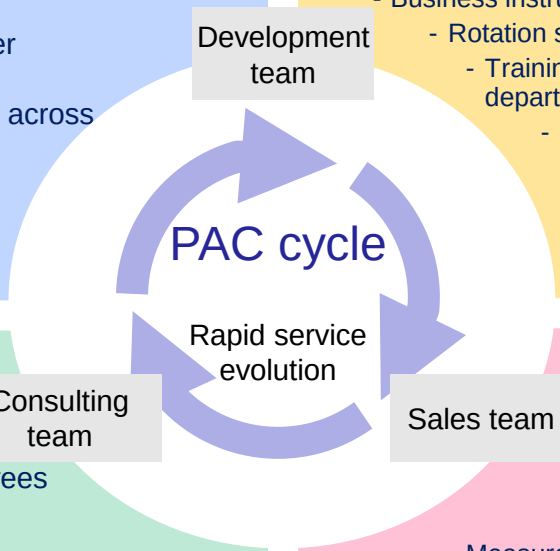
Initiatives to improve the human capital of PAC

Communication measures

- Thanks Points system * Standard function of Talent Palette
  Cultivation of culture for sending each other messages of thanks
- A committee active outside main operations across divisions
  20 teams are currently active
- Employee travel
  Original travel planned by employees

Human resource development

- Business instruction system for new employees
- Rotation system for understanding of other teams
- Training system implemented by occupation across departments
- Support system for book purchases and self-improvement
- Implementation of online education
  *Utilization of Talent Palette
- "Training for Learning Culture" for new employees



Penetration of strategy

- Strategy meetings (held once every six months)
  A total of five days by business, all employees can participate
- Overall meeting (held monthly)
  Sharing of company measures and department measures
- "Penguin Contest" for new businesses
  21 people participated last fiscal year

Workplace environment

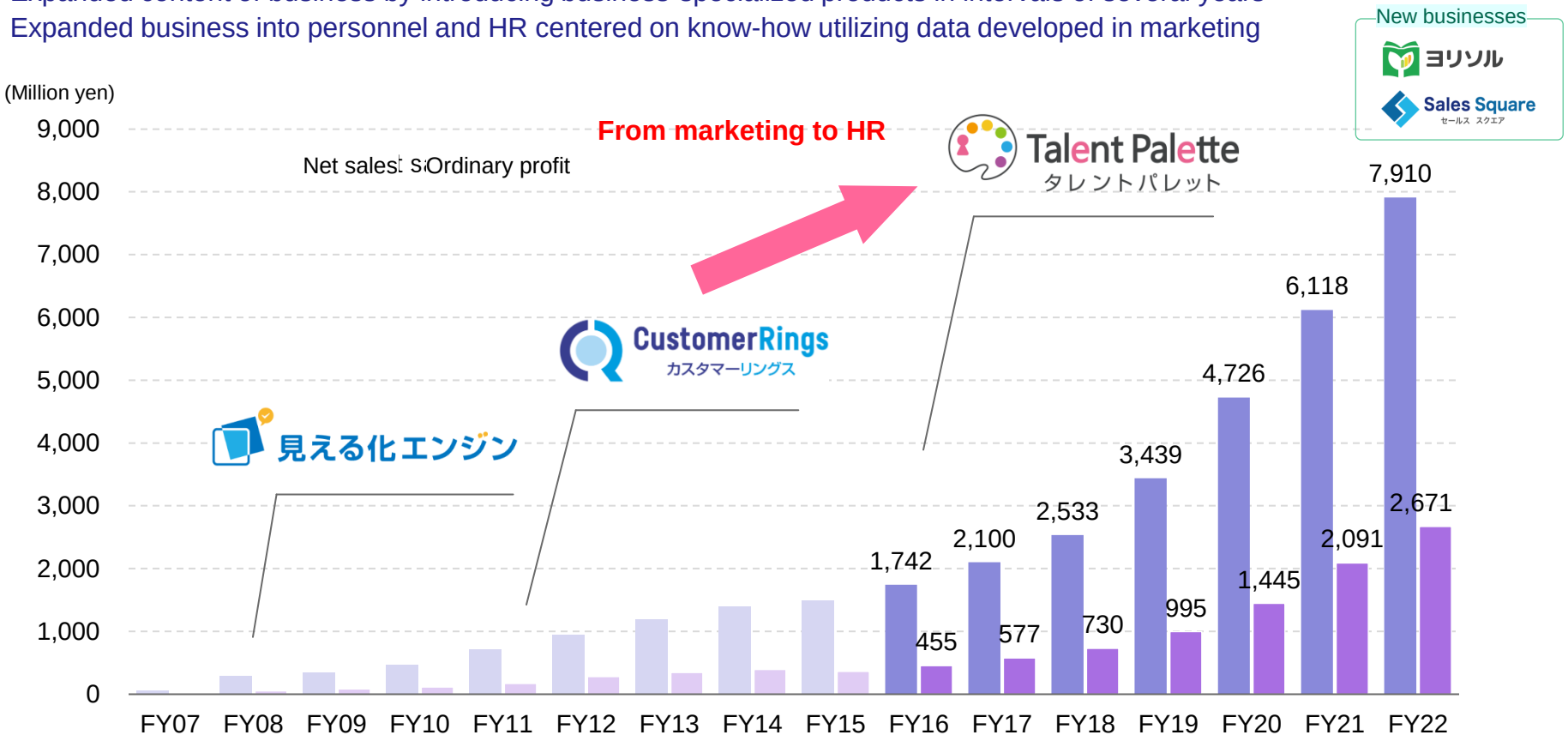
- Flexible work styles with flex time system
- Refresh holiday system enabling long holidays to be taken
- Measures for promoting employee communication (active support of activities outside operations such as sports activities)
- Improvement of refresh spaces (provision of light meals, etc.)

★ Employee awareness survey score (Company vision: 4.4/5.0), company atmosphere: 4.11/5.0, benefits: 4.2/5.0)
★ Annual turnover rate: 7.3%

02 Overview of Talent Palette Business

Course of Growth

Expanded content of business by introducing business-specialized products in intervals of several years
Expanded business into personnel and HR centered on know-how utilizing data developed in marketing



Background of Rapid Growth of Talent Palette

- It has become necessary to take initiatives such as how to **maximize utilization of HR** by current employees and whether **reskilling** can be achieved amid the increasingly serious labor shortage caused by the low birthrate and aging population and the diversification of work styles.

- COVID-19 has led to an **outflow of talented human resources** and a lowing of understanding of employees due to **remote work**, and it is no longer possible to ensure adequate precision with existing personnel systems.

- The Ministry of Economy, Trade and Industry has also begun nationwide efforts such as advocating that companies perceive human resources as "capital" that is the source of corporate growth, leading to to enhancement of medium- to long-term corporate value through "**human capital management**" that fully draws out their value.

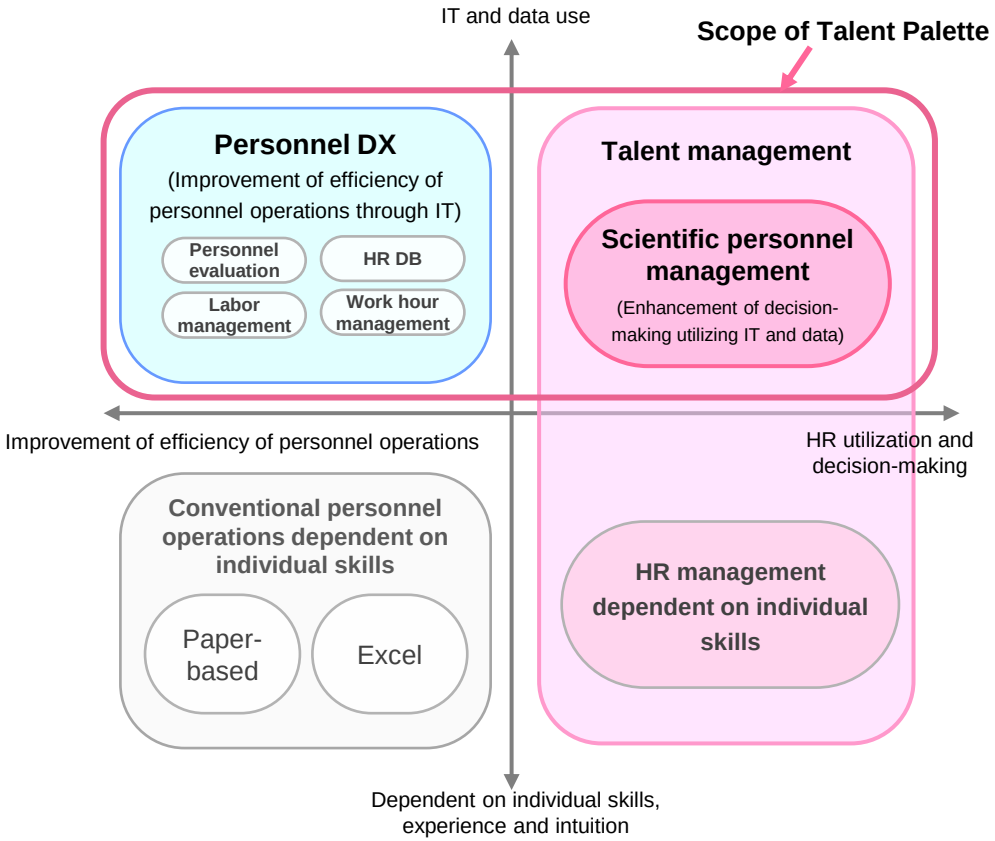
⇒ **Based on this trend, the HRTech cloud market is expected to grow by +32.2% year on year in FY2022.** (Research by Deloitte Tohmatsu MIC Research Institute Co., Ltd.)

Characteristics of Talent Palette

Entering the HR sector leveraging our expertise in “scientific personnel management”

By applying our marketing method to the HR sector, we not only increase efficiency in HR operations but also support the decision-making process.

Marketing strategy	HR / personnel strategy
Ascertain customer needs	Ascertain employee needs Self-reporting, ES surveys
Develop loyal customers	Develop employee skills Succession planning
Prevent customer defection	Prevent employee resignations Motivation management
Capture new customers	Employee hiring activities
Visualizing customers	Visualizing employees



Characteristics of Talent Palette

All-in-one service from personnel DX to scientific personnel management

For enterprises, we differentiate with scientific personnel functions through the utilization of data, and for small and medium businesses, we integrate tools required for personnel management and realize the improvement of efficiency of personnel DX through IT

Scientific personnel management

Enhancement of decision-making utilizing IT and data

Personnel DX

Improvement of personnel operations using IT

Visualizing employees

Support for personnel decision-making

Hiring management
Similarity analysis of current employees and candidates, improvement of matching precision

Training management
Recommendation of optimal training according to skill status

Target management
MBO, OKR, evaluator diagnosis, organization mission analysis

Skill management
Skill improvement analysis, personnel portfolio management

Position management
HR requirement management, analysis of matching conditions, succession

Transfer simulation
Optimal assignment and organizational reform based on analysis of condition of organization after transfer

Safety confirmation
Swift and smooth implementation of safety confirmation in the event of a disaster

Stress checks
Support for stress checks that are mandated to be conducted once per year

Internal job posting

Labor management
Various procedures when joining and leaving the company, My Number management and year-end adjustment

Pulse surveys

Health management
Central management of data on employee health status, lifestyle habit checks and health diagnosis

Prevention and analysis of rejection of informal offers

Personnel FAQ
Creation of knowledge on systems and procedures in the Personnel and General Affairs Division

TPI
Aptitude testing

Organization diagnosis
Recommendation of improvement measures by identifying organizational characteristics and issues based on surveys

Thanks points
Increasing engagement through employees expressing gratitude to each other

Surveys
Visualization of employees' opinions through free question setting and text mining

Evolution of Talent Palette

Integrated personnel information platform

Evolved into a one stop service for various personnel measures by rapidly functionalizing the needs of leading companies

Active data → **Improve efficiency of personnel data management** → **Support advanced analysis / decision-making (Scientific personnel management)** → **Maximize employee performance**

Active data

Data that can be collected by Talent Palette

- Free aptitude tests
- One-on-one interview
- Self-reporting
- Various surveys
- 360-degree evaluations
- Hiring data
- E-learning training history

Data already managed by each company

- Skills / qualifications
- Personnel information
- Work hour data
- Retiree data
- Health checkups / stress checks

Improve efficiency of personnel data management

Unification →

HR dashboard

Grasp employee information instantly
- -Sales skills
- -Achievements, career records
- -Training history and results

Drill down (Insect's-eye)

Overview of organization (Bird's-eye)

Organization dashboard

Grasp organization status instantly
- -Skill/personnel analysis
- -Personnel portfolio
- -Personnel plan
- -Resignation prediction

Support advanced analysis / decision-making (Scientific personnel management)

Analysis / sharing / utilization →

- Manage appropriate evaluations
- Analyze HR
- Prevent hiring mismatches
- Develop HR strategically
- Improve engagement
- Place HR optimally
- Manage / promote health
- Prevent resignation of talented staff

Skill analysis / training function

Visualize employee skills / experience

Text mining function

Analyze employee feedback (qualitative data)

Personnel transfer simulation

Realize strategic HR placement

Hiring management function

Match applicants with actively working employees

Maximize employee performance

Management

- ✓ Grasp current status of organizations and HR
- ✓ Identify the gap between ideals and reality
- ✓ Improve accuracy of decision-making

Personnel

- ✓ Improve efficiency in operations by eliminating use of Excel
- ✓ Collect, accumulate, grasp, and extract HR information
- ✓ Implement and improve various personnel management strategies
- ✓ Develop new strategies

Managers, ordinary employees

- ✓ Easy-to-use interface to reduce the burden of data input
- ✓ Promote mutual understanding of employees
- ✓ Invigorate HR development by sharing information
- ✓ Enhance autonomous HR development (training function)

Talent Management System Chosen by Leading Companies

プラスアルファコンサルティング

メーカー（生活関連・部品・化学・医薬・建築・その他）

Panasonic, 三菱重工, YAMAHA, RICOH, Kao, DENSO Crafting the Core, Ajinomoto, LION, 亀田製菓, Calbee, ニチレイ, SAPPORO, BRIDGESTONE Solutions for your journey, 住友電装 Connect with the Best, Orientalmotor, HIROTEC, NISSIN HOLDINGS, alfresa group, ロート製薬, 小林製薬, NICHI-IKO, NGK NTK 日本特殊陶業, LOTTE, スターゼン, DyDo, Rinnai, maxell, FUJIBO, 東洋製罐グループ, ZEBRA, brother, TOKUYAMA, PILOT, MIZUNO, Daiwa House, SEKISUI HOUSE, 三井住友建設, 理研ビタミン株式会社, THERMOS, nissha

金融（銀行・生損保・カード・リース）

第一生命 Dai-ichi Life Group, MS&AD あいおいニッセイ同和損保, ゆうちょ銀行, 三菱HCキャピタル, 大同生命, SAISON INSURANCE セゾン自動車火災, Asset Management One, TRUST CLUB, 横浜銀行, ちばぎん, 西日本シティ銀行, 野村證券, 野村信託銀行, イオン銀行, 八十二銀行, YMfg, Orico

公共インフラ（電力・ガスなど）・通信・運輸・自治体・その他

東北電力, ほくでん, JR九州, Osaka Metro, SoftBank, TOKYO GAS, 西部ガスホールディングス, 北陸電気保安協会, Make Next. 九電工, ヤマト運輸, 日立物流 Hitachi Transport System, CO-OP ジーエックスカーゴ, F-LINE株式会社, peach, 生駒市 IKOMA CITY

流通・小売・外食・不動産・サービス・医療・介護・福祉・教育

welcia, AEON TOWN, UNITED ARROWS LTD., BEAMS, 洋服の青山, ニトリ NITORI, J. FRONT RETAILING, SETAN, MITSUKOSHI, みんなの食卓でありたい。松屋, コーナン, さくら薬局グループ, Spa Resort Hawaiians, odakyu RESORTS, ベルク, しまむら, ZOZO, 福井ダイハツ, HottoMotto, くら KURA, HANDS, TSUTAYA, Honda Cars 博多, Joshin, 学校法人三幸学園, 阪南大学, RELO GROUP, DAISO, Japanet, OPEN HOUSE, 東京建物, 三井住友トラスト不動産, WEGO, ニチイ, P's-first, Takano Yuri, OASIS, 日清医療食品株式会社, SOMPOケア

IT・システム開発・コールセンター・エンタメ

NTT DATA Trusted Global Innovator, 株式会社 日立社会情報サービス, MUFG 三菱UFJインフォメーションテクノロジー, WORKS APPLICATIONS, KYOCERA 京セラコミュニケーションシステム, NSD, LIFULL, ぐるなび, IIJ, MSYS, Bell System24, CCC, BANDAI NAMCO Bandai Namco Studios Inc., SEGASammy

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en エン・ジャパン, ManpowerGroup, Out-Sourcing!, B-NEXT, SMS エス・エム・エス キャリア, 日テレ, tv asahi, 毎日新聞, intage, ADK

- Scientific personnel management
- Human capital management
- Personnel DX
- Shift to Job-based employment
- Autonomous career building
- Use of holding companies

Strengths of Talent Palette

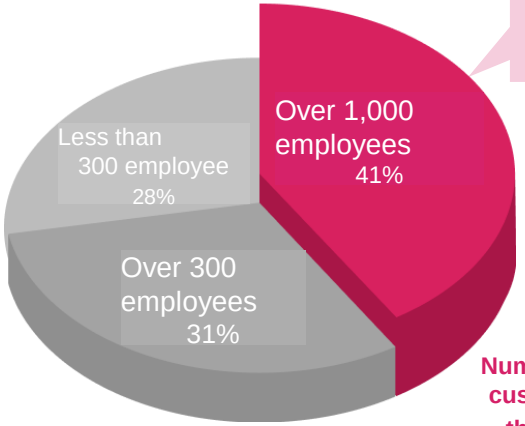
Enterprise penetration and high evaluation

The percentage of implementation in large enterprises with 1,000 of more employees (on a contract basis) is approximately 40% or more

Detailed functions and advanced consulting for enterprises are highly regarded

Percentage of contracts by plan

As of September 30, 2022

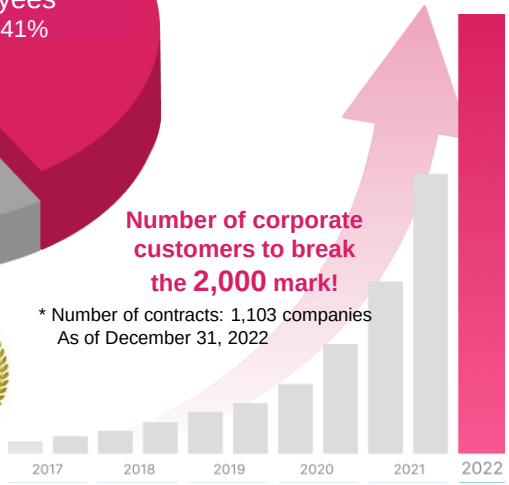


The service is highly regarded among enterprise user with 1,000 or more employees and implementations are progressing

Note 1

Number of corporate customers to break the 2,000 mark!

* Number of contracts: 1,103 companies
As of December 31, 2022



Received the Leader award in a record nine sections as a talent management system in the ITreview enterprise review site Note 2

Evaluation points

- Analysis functions specializing in diverse HR measures
- Systems for collecting a variety of data such as employee questionnaires
- Setting of detailed authority to refer to various HR data
- Flexible data linking functions with core systems
- Speedy development and frequent updates of required functions
- Advanced consulting and strong support system

Note 1 2022 Forecast of Personnel and Assignment Cloud Market
Deloitte Tohmatsu MIC Research Institute Co., Ltd. “HRTech Cloud Market Facts and Outlook FY2021”

Note 2 ITreview Grid Award 2023 Winter Talent Management Division, Personnel Evaluation and OKR Division, Recruiting Management (ATS) Division, Motivation Management Division, e-learning & LM Division, Health Management Division, Organization Survey Division, HCM Division, Labor Management Division

03 Growth strategy

Further development of Talent Palette Business

Expand services to sectors surrounding HR

By utilizing HR data accumulated in Talent Palette, we have improved the accuracy of services surrounding personnel. We aim to expand business not only in the company but also by utilizing partnerships and capital alliances with partner companies

Staffing / hiring
Matching of HR similar to employees working actively at a company

キミスカ

Training / development
Recommend appropriate training for employee evaluations, skills, and aptitudes

Schoo

Benefit programs / events
Propose measures including benefit programs to solve organizational issues

Health care
Offer health-promoting measures tailored to employee health checkups and working patterns

Labor management
Improvement of efficiency of various application operations

Expand business into a new subscription model that combines and optimizes various personnel information

Talent Palette
タレントパレット

Personnel information platform
(Evaluations, skills, aptitude, motivation, career, etc.)

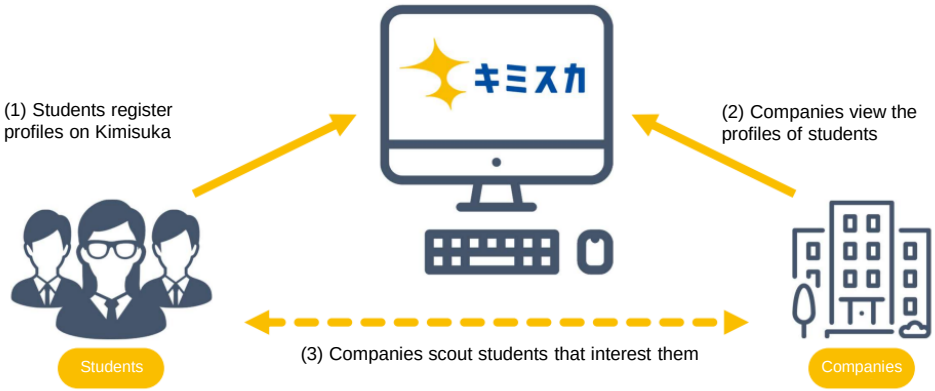
Expand service to surrounding fields

Cancellation prevention, ARPU improvement
Capture customers in new markets

Further development of Talent Palette Business

Staffing / Hiring

Entry into hiring business through new graduate area by making Grow Up a subsidiary



Cross-selling of each other's services

Common aptitude tests are utilized to increase precision of matching with similar active employees

Hiring management and management of recipients of informal offers

Recommendation of candidates

(1) Increase of added value through the enhancement of hiring operations

Linking of hiring management and analysis functions of Talent Palette with Kimisuka. Recommendation of candidates that match job specs

(2) Promotion of cross selling of each other's services

Expansion of sales through cross selling of each other's services utilizing each other's customer base

(3) Sharing of knowhow on functional development and the hiring business

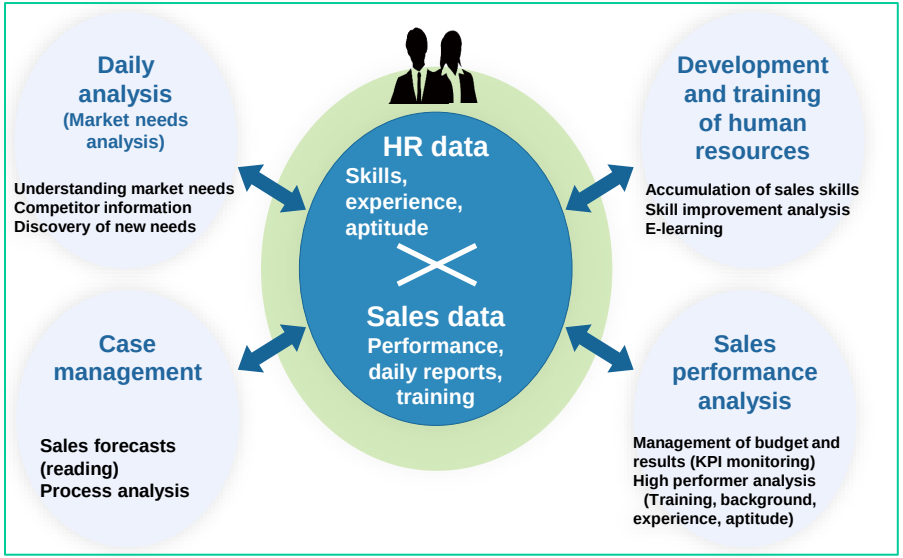
Functional development and sharing of knowhow for accelerating expansion in the hiring area through a high level of coordination of each other's services

Operation of New Businesses

Start of trial introduction in two new businesses

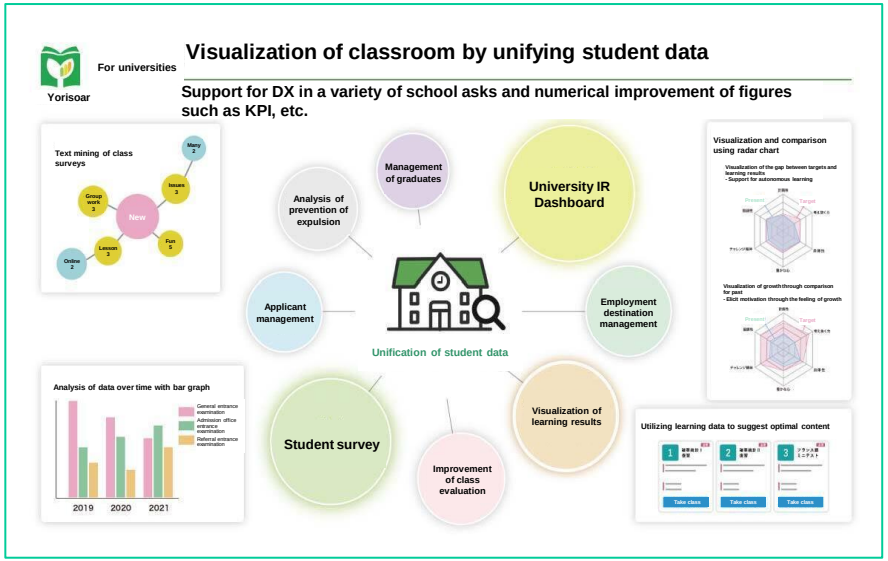
Sales Square

Integrated sales strategy solution for simultaneously realizing maximization of sales results and improvement of organization performance



Yorisoar

School management system supporting visualization of classrooms and university IR



Start of full implementation (including trial implementation)

IT Sales Division (tens of people): HR development, daily analysis (factors leading to closing deals, behavior analysis)
Manufacturing marketing department (tens of people): Operational reform, case management, task management
Manufacturing sales department (several hundred people) Daily analysis, case management, skill visualization

Incorporated educational institution (several thousand people): LMS, learning portfolio, teaching staff portfolio
National university (several thousand people): Learning portfolio, university IR
General incorporated foundation (several thousand people): LMS, learning analytics, graduate management

04 Latest topics

Latest topics

(1) Support functions of Japanese job based employment

(2) Support for creation of human capital information dashboard

(3) Training management and reskilling functions

(4) Publication of example of implementation in global enterprise

(5) Publication of new book: “Implementation and Evolution of Scientific Personnel Management”

(6) Publication of example of implementation of new “Yorisoar” business

Topics (1):
Support functions of Japanese job-based employment

There has been an increase in the number of companies making the transition to a job-based employment system as a personnel measure for supporting management strategy
Provision of enterprise functions and consulting supporting the Japanese job-based system

Changes in the external environment
- Globalization
- Work style reform
- Remote work due to COVID-19
- Digitalization (DX)
- Diversification of values

Management Strategy

Strategic linking of management and personnel

Personnel Strategy

Changes in the role of the Personnel Division
- Business partner of management
- Securing and developing the necessary human resources for sustainable growth
- Monitoring of human capital KPIs
- Revision of employment system

Basic functions of job-based employment
Definition of human resource requirements and optimal assignment of necessary positions (jobs)

+

Applying functions of Japanese job-based employment
Support for the acquisition of positions through autonomous growth of employees

Position management
Definition of necessary positions for realization of management strategy

Human resource requirement definitions
Definition of experience and skills required for jobs (duties)

Assignment simulation
Selection and assignment of potential human resources matching positions

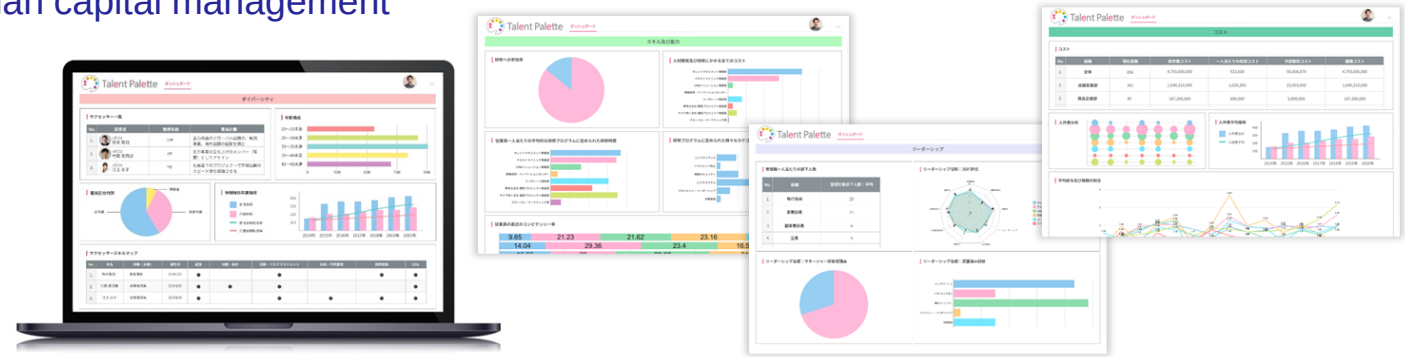
Recommendation through internal job posting
Encouraging motivation to voluntarily embrace challenge

Matching of human resource requirements
Understanding the gap between one's own desired career and skills

Autonomous career building
Recommendation of training content for filling the skill gap

Topics (2):
Support for creation of human capital information dashboard

Support such as formulation of human capital indicators and creation of a dashboard for companies aiming for human capital management



1. Basic information on human resources
- Diversity
- Total number of employees
- Age, gender, years of service, composition ratio
- Employment type, occupation, position
- Productivity, personnel expenses, personnel planning, etc.

2. Engagement and organizational soundness
- Organizational culture
- Employees' opinions, employee satisfaction
- Engagement indicators
- Communication score
- Wellbeing indicators, etc.

3. Hiring capability, turnover, optimal assignment
- Hiring and turnover rate
- Employees' opinions, employee satisfaction
- List of people requesting transfers and reasons
- Activity after joining and reason for joining
- Turnover exit point, reason, etc.

4. Succession planning and voluntary challenges
- Definition and improvement of personnel requirements in key positions
- Supply of potential personnel and talent pool
- Level of improvement and rate of preparation of successors
- Next-generation personnel development plan
- Challenge indicators
- Rate of internal offering and acceptance of positions, etc.

5. Skills and capabilities
- Definition of skills required for the organization
- Skill map, personnel available, level of skill
- Personnel portfolio
- Learning conditions, development conditions
- Percentage of training received in each organization, etc,

6. Health management
- Health care score
(Mental, lifestyle habits, smoking...)
- Percentage of medical examinations taken, number of people with findings
- Number of people on leaves of absence, number of interviews
- Labor conditions and overtime
State of stress by organization, etc.

Topics (3): Training management and reskilling functions

Execution of personnel measures through visualization of skills, recommendations linked to skills, autonomous career building

Talent management

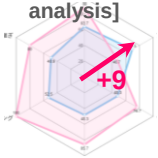
[Individuals] Accumulation of experience and confirmation of own growth

[Lesson history management]

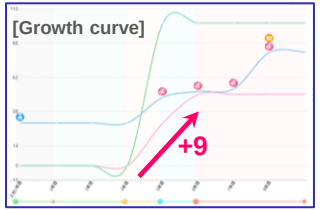
Training title	Status	Completion date
★セキュリティ・テスト ②（穴埋め問題） 期間 2017-12-22 ~ 2022-12-0 進捗 1 / 1ページ	受講済	2099-07-26
電話応対(学習ページ付) 期間 なし 進捗 0 / 0ページ	受講済	2021-05-21
電子メールの基本マナー 期間 なし 進捗 6 / 6ページ	受講済	2021-01-26

Shinjiro Takeoka

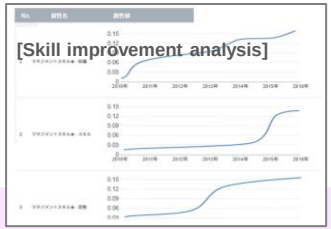
[Skill analysis]



[Growth curve]



[Skill improvement analysis]



[Management and personnel] Analysis of employees' skill information and utilization in personnel strategy

- One-on-one interview
- Optimal assignment and selection
- Next-generation personnel development
- Building personnel portfolio

Training linkage

Attendance history + skill update

Training management (autonomous career building)

[Training (e-learning) function]

	e-ラーニングセット名	ステータス	対象スキル	おすすめ度	
1	★セキュリティ・テスト ②（穴埋め問題） 期間 2017-12-22 ~ 2022-12-02 進捗 1 / 1ページ	e-ラーニング	営業共通スキル	46.7%	受講
2	電話応対(学習ページ付) 期間 なし 進捗 0 / 0ページ	e-ラーニング	営業共通スキル	31.0%	受講
3	電子メールの基本マナー 期間 なし 進捗 6 / 6ページ	e-ラーニング	営業共通スキル	15.2%	受講

Confirmation of attendance and learning level

Recommendation of training according to skill level

Training (e-learning, class training)
Testing of level of understanding

Topics (4): Publication of example of implementation in global enterprise

Talent Palette supports the OKR system of all Kao Group companies including those located overseas

Kao Corporation commences "Kao OKR" with Talent Palette talent management system

Kao

Talent Palette
タレントパレット

Plus Alpha Consulting

- Started operation of the OKR system as a companywide measure including global, as an core initiative of the Mid-term Plan
- Systemization of connections between employees transcending organizational framework through announcement and publication of individual goals and opinions to the entire company
- Resolution of organizational issues that tend to become siloed, while supporting development of each person's growth and aspirations linked to a career plan

Background to Implementation

In order to realize "maximizing the power and potential of employees" linked to the K25 business strategy, Kao needs to centralize and appropriately collect human resource data of all employees including global, and it is necessary to disclose and utilize information not only in the human resources department, but also in management, and operation of OKR was part of this.
However, at the time, human resources information was only managed on mission-critical systems, and a major issue was that only the human resources department was able to confirm information due to complexity of rights settings and operability, resulting in consideration of a talent management system.

Deciding factor in using Talent Palette

In addition to resolving issues during implementation, there are multiple imperatives such as "being able to support our unique OKR management," "multilingual implementation for global utilization" and "detailed setting of rights."
While considering multiple talent management systems, Talent Palette encompasses all of these, and viewing further corporate growth, it was found that it is necessary to promote and realize a personnel strategy by not only storing data, but also analyzing and utilizing personnel data, and that the philosophy and approach to data utilization matches Kao's policy. This led to the introduction of Talent Palette enabling support of aspects ranging from day-to-day operation to future personnel strategy.

Topics (5): Publication of new book: “Implementation and Evolution of Scientific Personnel Management”

Launch of second book effective for promotion and popularization of scientific personnel management, and branding in January

NEW

2023 launch!

Implementation and Evolution of Scientific Personnel Management

Katsuya Mimuro, Kenji Suzumura, Takashi Nakai

[Chapter 1] Work styles that have changed with COVID-19
[Chapter 2] Changes in the corporate value axis of human capital
[Chapter 3] What is scientific personnel management strategy? Utilization of personnel not misguided by buzzwords in the HR industry
[Chapter 4] The most advanced scientific personnel management initiatives
[Chapter 5] Implementation of scientific personnel management by personnel measure
The way to success for scientific personnel management
[Chapter 6] Role of personnel management in the era of human capital management
[Special Interview] Hideo Owan, Professor, Faculty of Political Science and Economics, Waseda University

It is recommended for people like these

- Want to learn about the most recent personnel issues such as disclosure of human capital, job-based employment and reskilling
- Want to learn about theory and practice linking management strategy and personnel strategy

Published and on sale with good reviews

Published in 2019

Impact of Scientific Personnel Management

Katsuya Mimuro, Kenji Suzumura, Takashi Nakai

It is recommended for people like these

- Want to learn about scientific personnel management utilizing marketing approaches and IT
- Want to fully increase performance of employees with “visualization of personnel”

Topics (6):
Publication of example of implementation of new “Yorisoar” business

Examples of implementation of “Yorisoar” for the purpose of accumulation and analysis of educational data on classes and students

The “Yorisoar” integrated school management system began to be implemented at Kawahara Gakuen

Implementation of quiz attendance management and problem management in the Yorisoar LMS system.
“Yorisoar” supports the building of a teaching staff portfolio based on accumulated teaching data.

Incorporated educational institution
Kawahara Gakuen

Visualization of education data
Yorisoar
Plus Alpha Consulting

Visualization of education data
Yorisoar

1. Operation of LMS
(Learning Management System)

From April 2023
Implementation in schools

■ **Operating items**
- Quizzes
- Surveys
- Grades
- Assignments
- Attendance
- Q&A on grades

■ **Management points**
- ✓ Enables content management for each lesson
- ✓ Improvement of efficiency and enhancement of quiz creation with the question bank function

Accumulation of educational data

2. Building teaching staff portfolio

From April 2023
Implemented for teaching staff in sequence

■ **Assessment items, content**
- Quiz results → Level of understanding
- Submission of assignments
- Attendance rate
- Results of class evaluation questionnaire, etc.

✓ Create a guidance and improvement cycle by providing feedback of results to teaching staff

Analysis and collection of educational data

05 Financial results for the three months ended December 31, 2022

Highlights

Consolidated basis

Overview

- Talent Palette continues to perform well. The number of customers continued to grow, and performance exceeded targets
- The number of customers for Visualization Engine and Customer Rings are also increasing, and continued to make progress as planned.
- Grow Up was included in the scope of consolidation from the three months ended December 31, 2022, and is reflected in consolidated results (recorded in the Talent Palette Business) .

Financial results for three months ended December 31, 2022

- Consolidated financial results for the three months ended December 31, 2022 showed a **36.0**% increase in net sales and an **11.2**% increase in operating profit from the same period of the previous fiscal year, with an operating profit margin of **30.9**%
- Non-consolidated financial results for the three months ended December 31, 2022 showed a **25.5**% increase in net sales and an **18.2**% increase in operating profit from the same period of the previous fiscal year, with an operating profit margin of **35.6**%
- On a non-consolidated basis, due to the increase in the number of customers, the revenue churn rate kept low and the stable rise of revenue per user of Talent Palette resulted in a favorable MRR of **700** million yen (up **30.9**% year on year)
- With Grow Up included in the scope of consolidation, it contributed to sales, income and amortization of goodwill,etc., temporarily lowering the consolidated operating profit margin and increase in profit growth rate.

Earnings forecasts for the fiscal year ending September 30, 2023

- We forecast net sales of **10,600** million yen (up **34.0**% year on year) and operating profit of **3.400** million yen (operating profit margin of **32.1**%)
- In addition to the expansion of Talent Palette's revenue, increases in the number of customers for Visualization Engine and Customer Rings are also expected to contribute to increase revenue and earnings

Financial results highlights

Consolidated basis

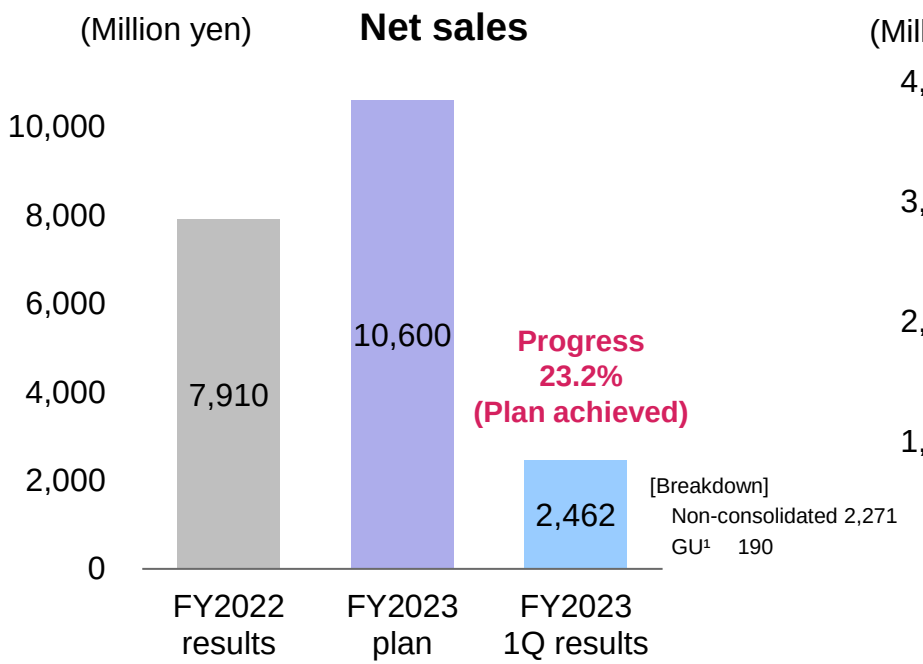
- Grow Up joined the scope of consolidation from the three months ended December 2022, and net sales increased by 36.0%, and operating profit increased by 11.2% with amortization of goodwill also having an impact
- Net sales and profit were both above target

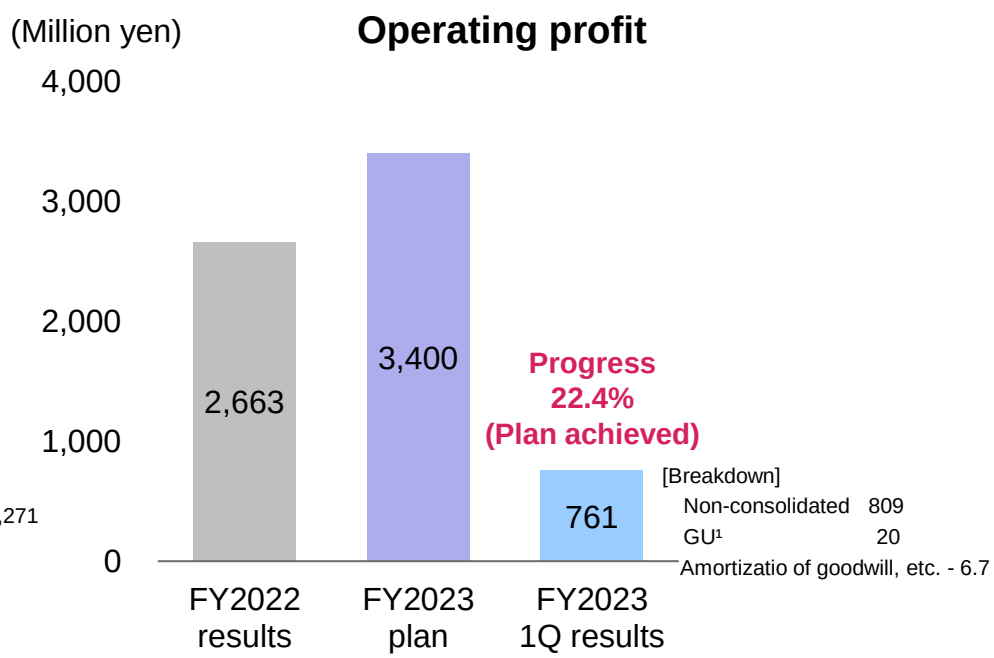
Net sales	**2,462**	million yen	YoY change	**36.0**	% up
Operating profit	**761**	million yen	YoY change	**11.2**	% up
Ordinary profit	**763**	million yen	YoY change	**11.2**	% up
Profit	**506**	million yen	YoY change	**12.8**	% up

Financial results progress for the three months ended December 31, 2022 (1Q)

Consolidated basis

- The rate of progress in 1Q was 23.2% of the full-year plan for net sales and 22.4% for operating profit, with both sales and operating profit exceeding the planned levels.





Note1: Grow Up

Financial results summary

Consolidated basis

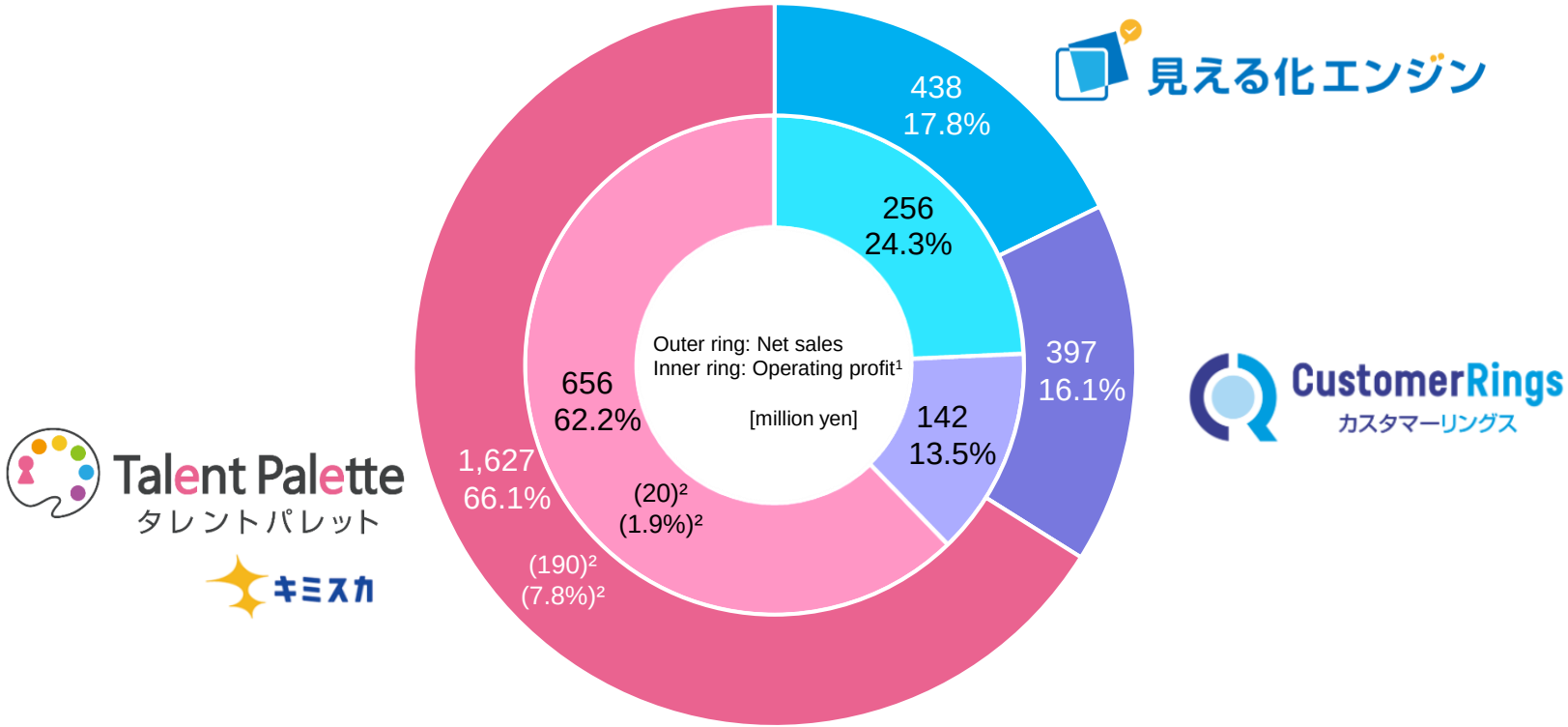
- 1Q results were steady with sales up 36.0% year on year
- Operating profit increased by 11.2% year on year due to the impact of leveling the timing of implementation of marketing expenses over the entire year compared to the previous year, and the burden of amortization of goodwill, etc.

Million yen	FY2023 (Oct.-Dec.)			FY2022 (Oct.-Sep.)	
	1Q	1Q, FY2022		FY2023 plan	
	Results	Results	YoY	Plan	Progress
Net sales	**2,462**	1,810	36.0%	10,600	23.2%
Cost of sales	**652**	496	31.5%		
Gross profit	**1,810**	1314	37.7%		
Selling, general and administrative expenses	**1048**	629	66.5%		
Operating profit	**761**	685	11.2%	3,400	22.4%
Ordinary profit margin	***30.9%***	*37.8%*	-	*32.1%*	-
Ordinary profit	**763**	686	11.2%	3,350	22.8%
Profit	**506**	448	12.8%	2,600	19.5%

Financial results (by segment) for the three months ended December 31, 2022 (1Q)

Consolidated basis

- The Talent Palette business including Kimisuka accounted for 66.1% of companywide sales and 62.2% of profit, driving growth
- The high profit margin Talent Palette contributed to the improvement of companywide profitability



Note 1: Amount of operating profit of the segment in 1Q of FY2023 (before elimination of shared expenses, before amortization of goodwill)
Note 2: The figures in parentheses are for Kimisuka (inclusive)

Financial Highlights (Talent Palette)

プラスアルファコンサルティング

Non-consolidated basis

- The Talent Palette Business continued to perform well, showing a 37.7% increase in net sales and a 16.7% increase in operating profit

	FY2022 1Q		FY2023 1Q		YoY change	
Net sales[1]	1,043	million yen	1,436	million yen	37.7	% up
Operating profit[2]	545	million yen	636	million yen	16.7	% up
Ordinary profit margin	52.3	%	44.3	%	8.0	points dowr
MRR[3]	291	million yen	423	million yen	45.4	% up
Number of customers[4]	765	cases	1,103	cases	338	cases up
Revenue churn rate[5]	0.38	%	0.37	%	0.01	points dowr
ARPU[6]	376	thousand yen	387	thousand yen	3.0	% up

Note 1: Results for 1Q of FY2022 and 1Q of FY2023 (cumulative)

Note 2: Amount of operating profit of the segment in 1Q of FY2022 and 1Q of FY2023 (before elimination of shared expenses)

Note 3: Monthly Recurring Revenue. Total of the monthly fee of contracted subscription users in December 2021 and in December 2022

Note 4: Number of monthly billed contracts as of December 31, 2021 and December 31, 2022

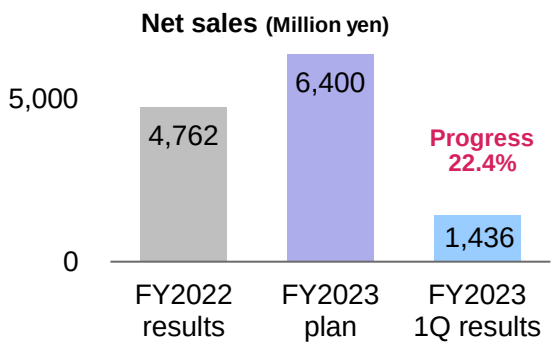
Note 5: Ratio of reductions as a result of cancellations to total monthly billed amounts as of December 2021 and December 2022 (average for the past 12 months).
This ratio is calculated as the reduced subscription fee due to cancellations divided by the sum of the monthly fee revenue of the former month.

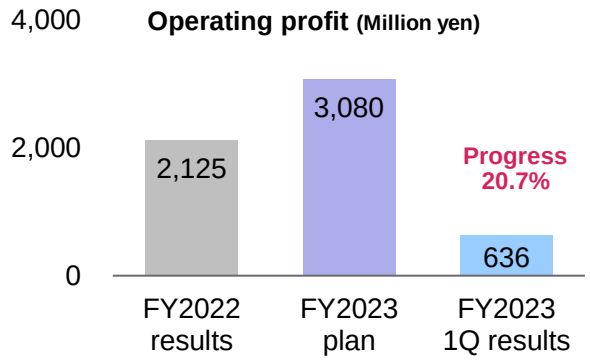
Note 6: Average Revenue Per User. Calculated by dividing the average MRR for 1Q of FY2022 and 1Q FY2023 by the average number of paid billing enterprise users of each month for the same period.

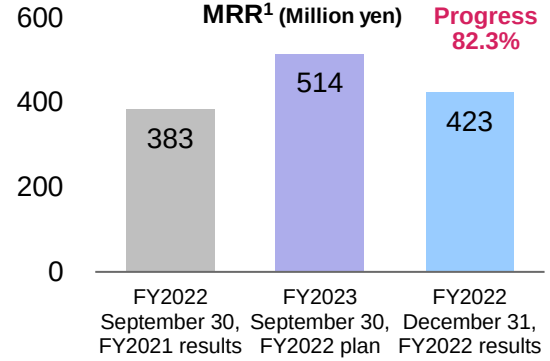
Performance (Talent Palette)

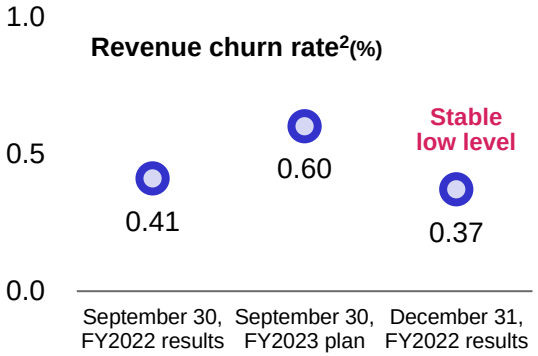
Non-consolidated basis

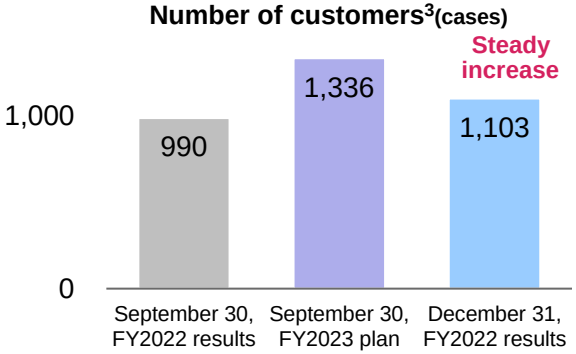
- In Talent Palette, all major KPIs exceeded initial plans
- In particular, an increase in the number of customers contributed to increases in net sales and MRR.

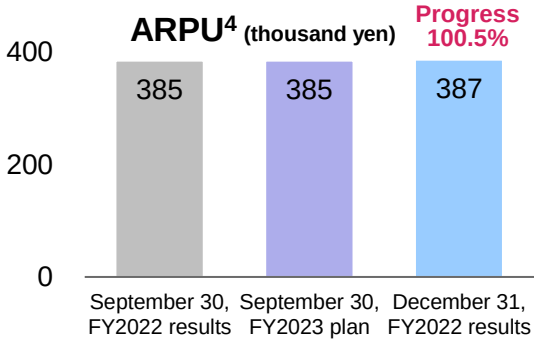










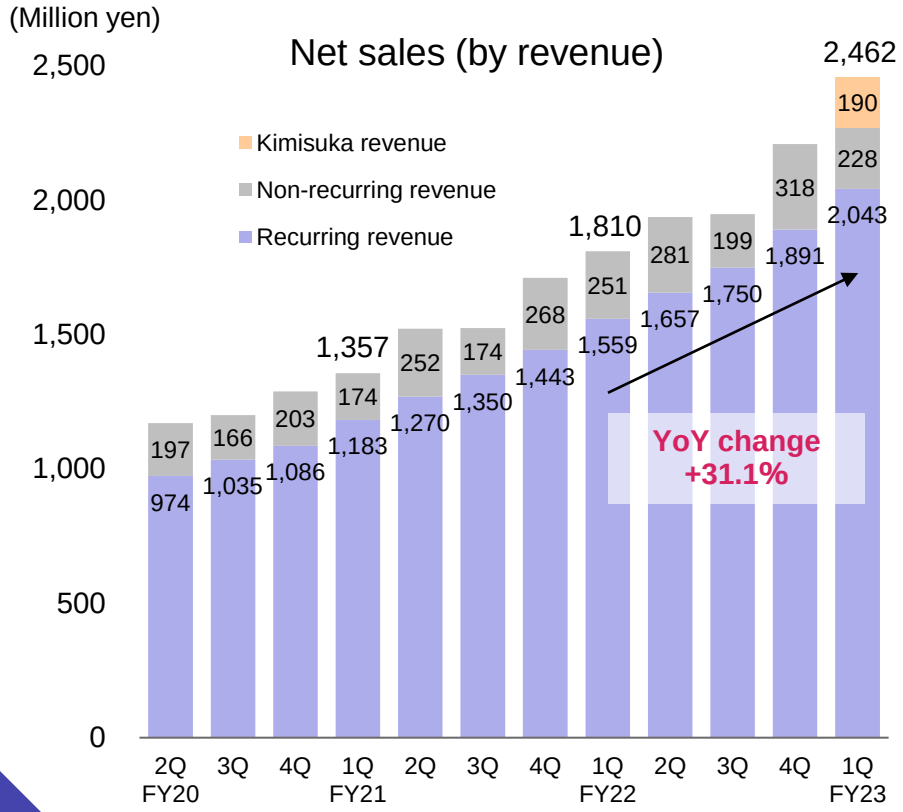


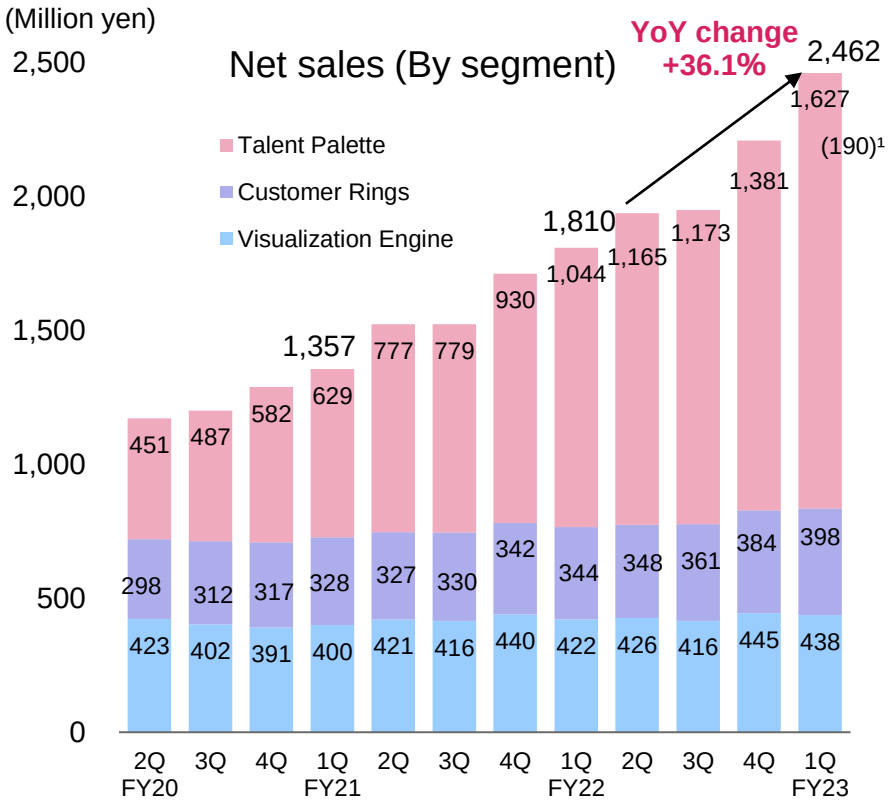
Note 1: Monthly Recurring Revenue. Total of the monthly fees of contracted subscription users.
Note 2: Ratio of reductions as a result of cancellations to total monthly billed amounts (average for the past 12 months)
Note 3: Number of monthly billed contracts
Note 4: Average Revenue Per User. Calculated by dividing MRR by the number of customers at the end of the month.

Net sales trends (Companywide)

Consolidated basis

- Recurring revenue steadily increased and expanded to 2,043 million yen (+31.1% year on year) in 1Q
- Net sales of all businesses exceeded those of the previous fiscal year, and with the inclusion of Kimisuka, expanded to 2,462 million yen in 1Q (up 36.1% year on year)





Note 1: The figure in parentheses is for Kimisuka (inclusive)

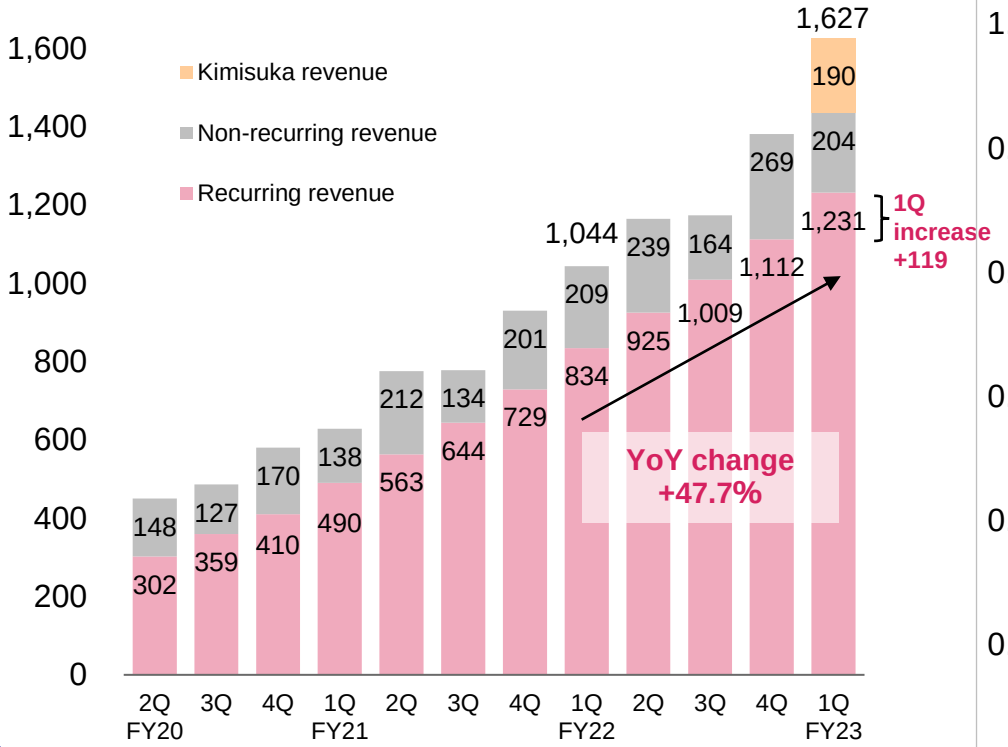
Net sales trends (Talent Palette Business)

Consolidated basis

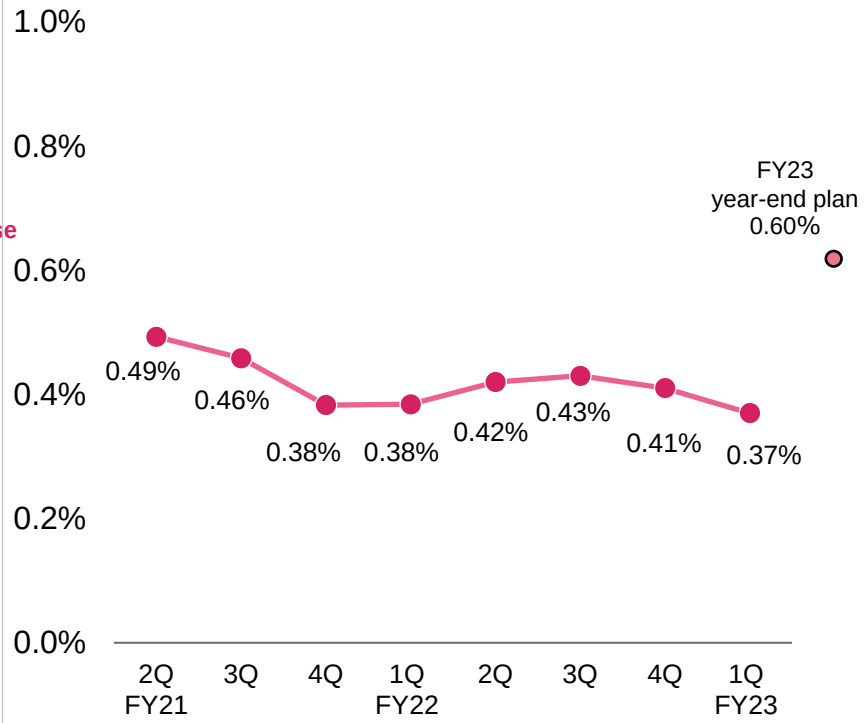
- Recurring revenue steadily increased and expanded to 1,231 million yen (+47.7% year on year) in 1Q
- The churn rate was stable at the low level of 0.37%, which was lower than the FY2023 year-end plan of 0.60%

(Million yen)

Net sales of Talent Palette Business (by revenue)



Talent Palette revenue churn rate[1]

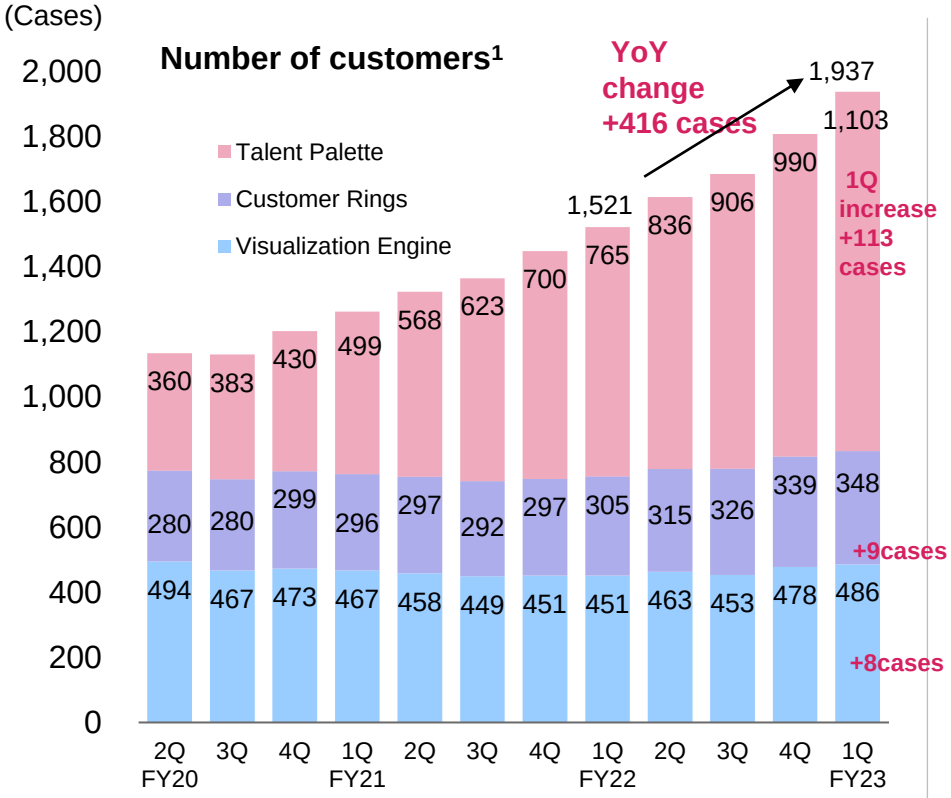


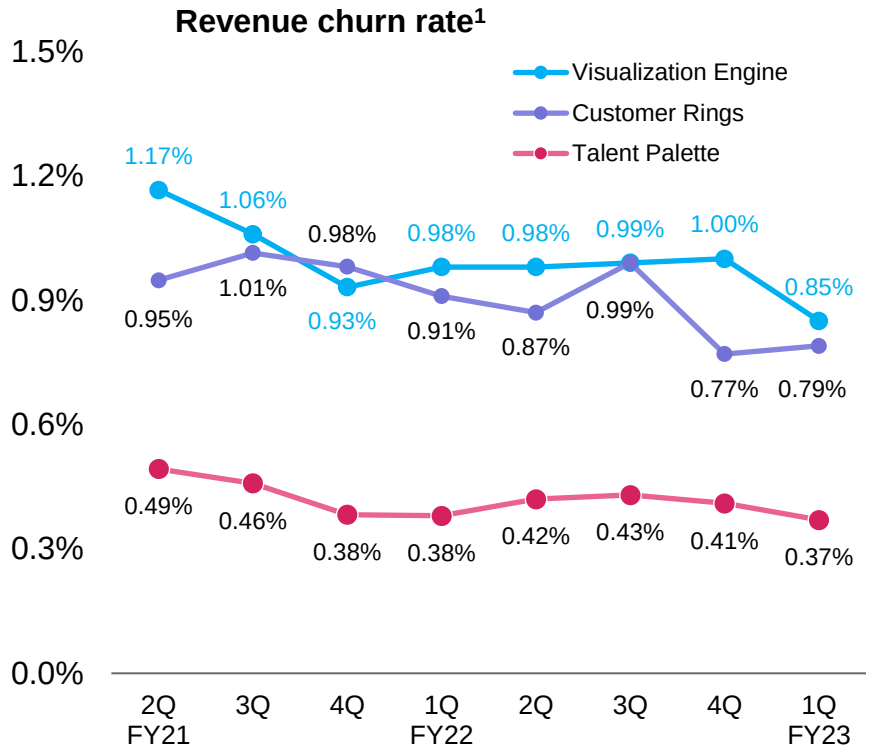
Note 1: Ratio of reductions as a result of cancellations to total monthly billed amounts (average of the past 12 months at the end of each quarter), excluding Kimisuka

Trends in number of customers and revenue churn rate

Non-consolidated basis

- The increase per quarter in the number of Talent Palette customers exceeded 100 for the first time
- The number of customers of Visualization Engine and Customer Rings continued to recover due to the acquisition of new customers





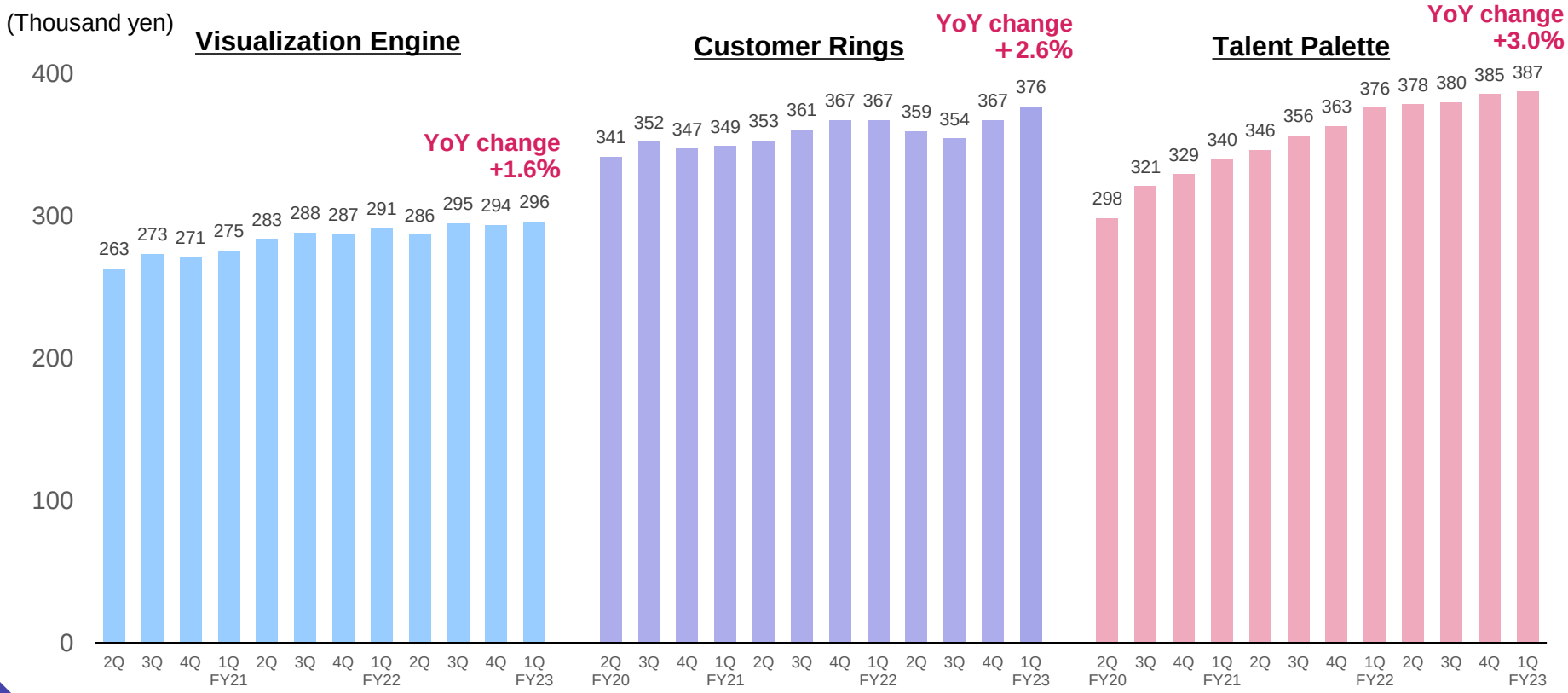
Note 1: Number of monthly billed contracts

Note 2: Ratio of reductions as a result of cancellations to total monthly billed amounts (average of the past 12 months at the end of each quarter)

Trends in average revenue per user (ARPU)

Non-consolidated basis

- ARPU[1] was steady due to up-selling to existing customers in each business



Note 1: Average Revenue Per User. Average monthly revenue per paid billing enterprise user. Calculated as dividing the average MRR for each quarter by the average number of paid billing enterprise users of each month for the same period.

Major KPIs for 1Q of FY2023

プラスアルファコンサルティング

Non-consolidated basis

MRR[1]

Companywide

700 million yen

■ Visualization Engine	144 million yen
■ Customer Rings	133 million yen
■ Talent Palette	423 million yen

MRR growth rate[2]

Companywide

30.9%

■ Visualization Engine	9.4%
■ Customer Rings	18.7%
■ Talent Palette	45.4%

Average monthly revenue churn rate[3]

Companywide

0.56%

■ Visualization Engine	0.85%
■ Customer Rings	0.79%
■ Talent Palette	0.37%

Number of users[4]

Companywide

1,937 companies

■ Visualization Engine	486 companies
■ Customer Rings	348 companies
■ Talent Palette	1,103 companies

Recurring ratio[5]

Companywide

89.9%

■ Visualization Engine	97.1%
■ Customer Rings	97.2%
■ Talent Palette	85.7%

ARPU[6]

Companywide

362 thousand yen

■ Visualization Engine	296 thousand yen
■ Customer Rings	376 thousand yen
■ Talent Palette	387 thousand yen

Note 1: Monthly Recurring Revenue. Total of the monthly fee of contracted subscription users in December 2022 (excluding temporary sales).
Note 2: MRR growth rate from December 2021 to December 2022
Note 3: Ratio of reductions as a result of cancellations to total amounts of the existing monthly billed contracts as of December 2022 (average for the past 12 months).
This ratio is calculated as the reduced subscription fee due to cancellations divided by the sum of the monthly fee revenue of the former month.
Note 4: Number of monthly billed contracts as of December 31, 2022
Note 5: Calculated as dividing total monthly billed amounts for the first quarter of the fiscal year ending September 30, 2023 by net sales for the same period.
Note 6: Average Revenue Per User. Calculated as dividing the average MRR for the first quarter of the fiscal year ending September 30, 2023 by the average number of paid billing enterprise users of each month for the same period.
Companywide result is calculated by dividing total amounts of the average MRRs of the three businesses for the same period by the average number of total enterprise users for the three businesses of each month for the same period.

Major KPIs: Year on year change

Consolidated basis

<1Q non-consolidated>	FY2022 1Q		FY2023 1Q		YoY change	
Net sales[1]	1,810	million yen	2,462	million yen	36.0	% up
Operating profit[2]	685	million yen	761	million yen	11.2	% up
Ordinary profit margin	37.8	%	30.9	%	6.9	points down
MRR[3]	534	million yen	700	million yen	30.9	% up
Number of customers[4]	1,521	cases	1,937	cases	416	cases up
Revenue churn rate[5]	0.68	%	0.56	%	0.12	points down
ARPU[6]	348	thousand yen	362	thousand yen	3.9	% up

Note 1: Results for 1Q of FY2022 and 1Q of FY2023 (cumulative)

Note 2: Results for 1Q of FY2022 and 1Q of FY2023 (cumulative)

Note 3: Monthly Recurring Revenue. Total of the monthly fee of contracted subscription users in December 2021 and in December 2022 Excluding Kimisuka.

Note 4: Number of monthly billed contracts as of December 31, 2021 and December 31, 2022 Excluding Kimisuka.

Note 5: Ratio of reductions as a result of cancellations to total monthly billed amounts as of December 2021 and December 2022 (average for the past 12 months). This ratio is calculated as the reduced subscription fee due to cancellations divided by the sum of the monthly fee revenue of the former month. Excluding Kimisuka.

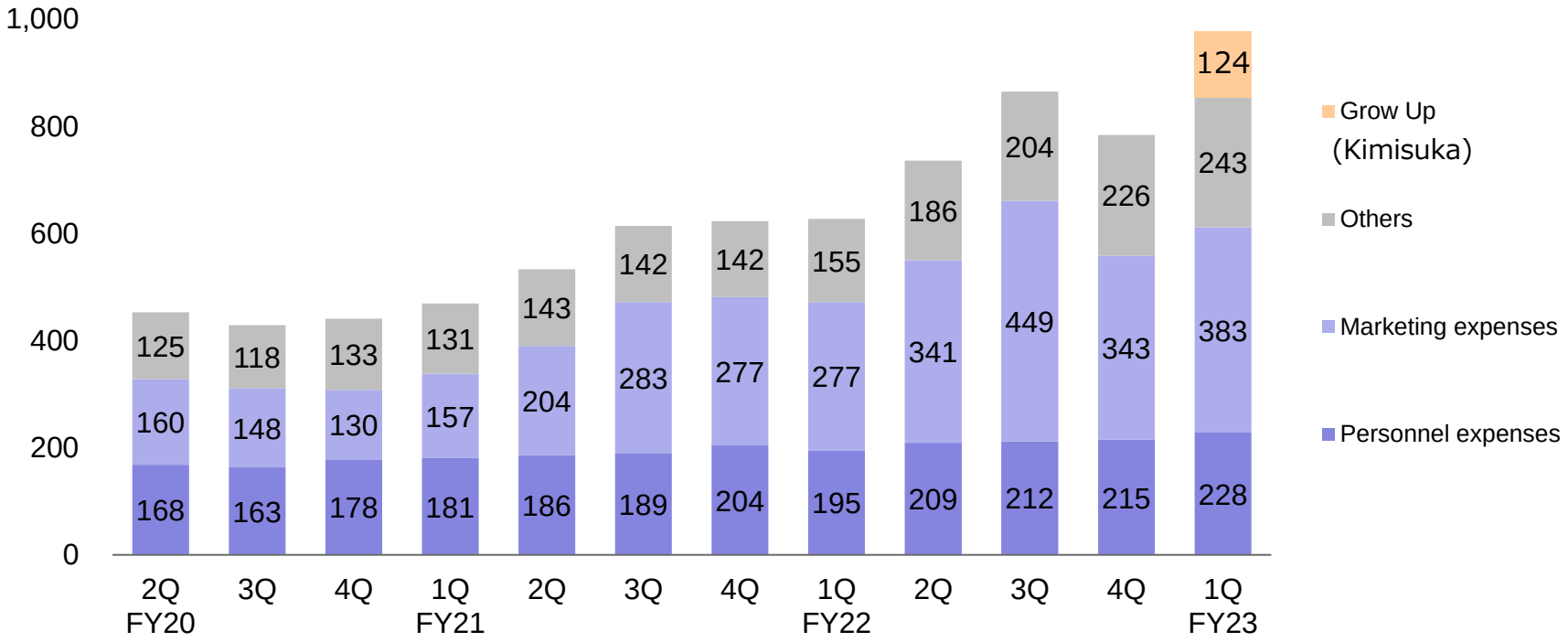
Note 6: Average Revenue Per User. Calculated by dividing the average MRR for 1Q of FY2022 and 1Q FY2023 by the average number of paid billing enterprise users of each month for the same period. Excluding Kimisuka.

Trends in selling, general and administrative expenses

Consolidated basis

- Marketing expenses are generally as planned with the timing of implementation being leveled over the year compared to the previous year
- “Others” also increased as planned compared to the plan due to strengthening of inside sales and outbound sales

Selling, general and administrative expenses[1]

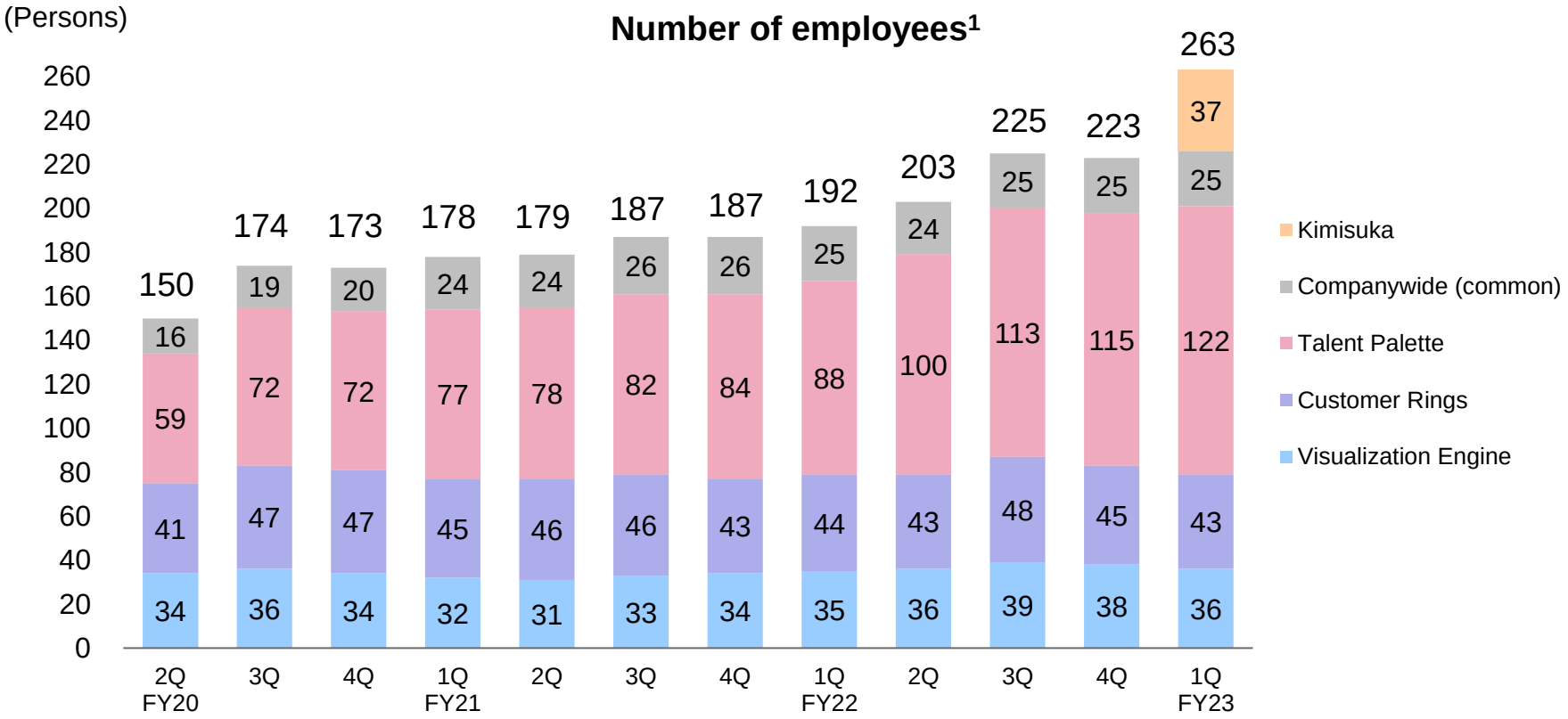


Note 1: FY2023 1Q does not include amortization of goodwill, etc. (67 million yen)

Trends in the number of employees

Consolidated basis

- Increased the number of personnel, especially in consultant positions, due to the need to respond to the increasing number of Talent Palette customers
- Strengthened system through by continuously hiring sales personnel to acquire new business and engineers for strengthening functions



Note 1: The number of permanent employees as of the end of each quarter

Status of Balance Sheets

Consolidated basis

- Part of this is due to the impact of consolidation of GU, but net assets increased by 243 million yen from the previous quarter due to continually recording profits
- The slim financial structure was maintained, and the equity ratio was maintained at the high level of 79.0%

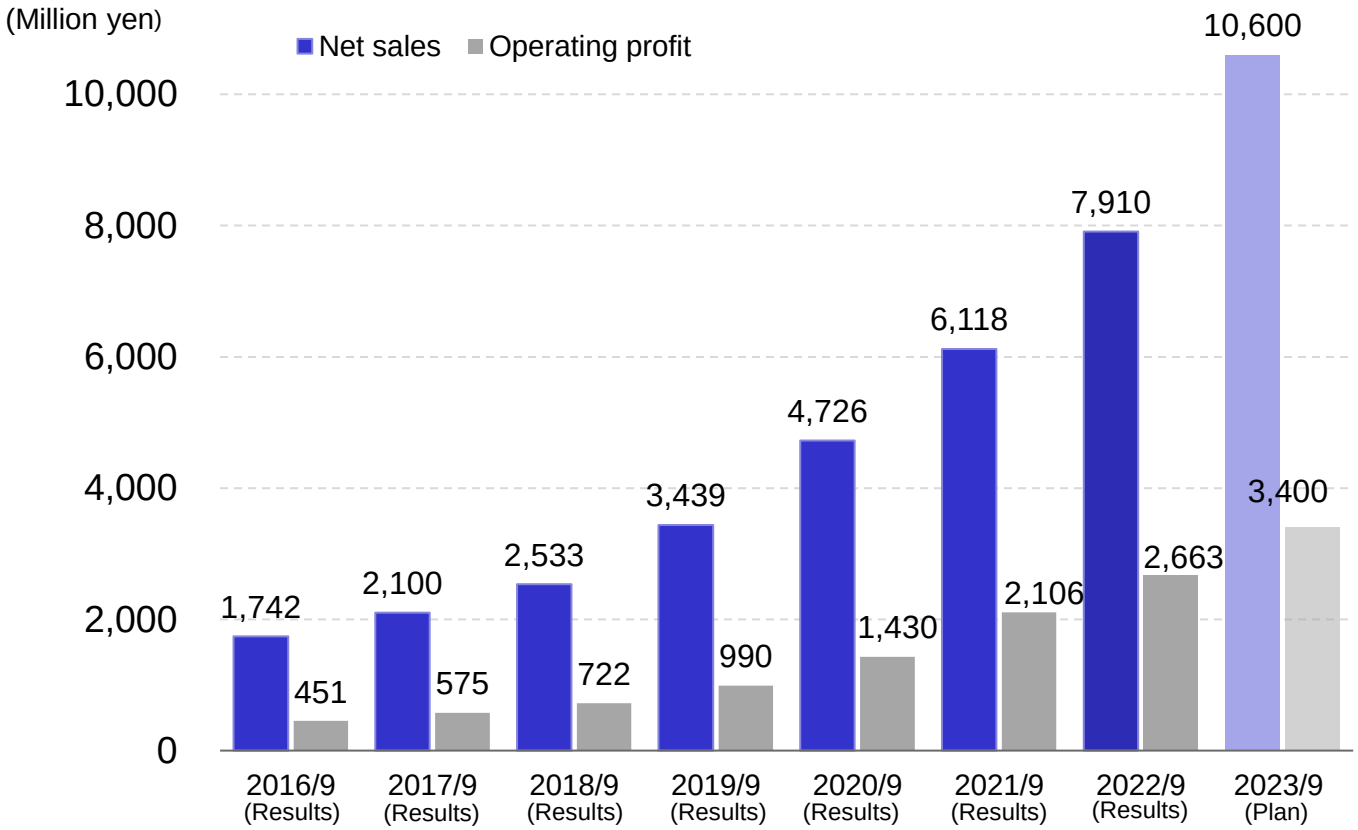
(Million yen)	Sep. 30, 2022	Dec. 31, 2022	Changes from Sep. 30, 2022
Current assets	6,598	5,983	down 615
(Cash and deposits)	5,478	4,848	down 629
(Accounts receivable-trade)	941	967	up 25
Non-current assets	1,345	2,499	up 1,154
Total assets	7,944	8,483	up 538
Current liabilities	1,480	1,632	up152
Non-current liabilities	-	-	-
Net assets	6,464	6,707	up 243
Equity ratio	81.2%	79.0%	

06 Earnings forecasts for the fiscal year ending September 30, 2023

Earnings forecasts for the fiscal year ending September 30, 2023

Consolidated basis

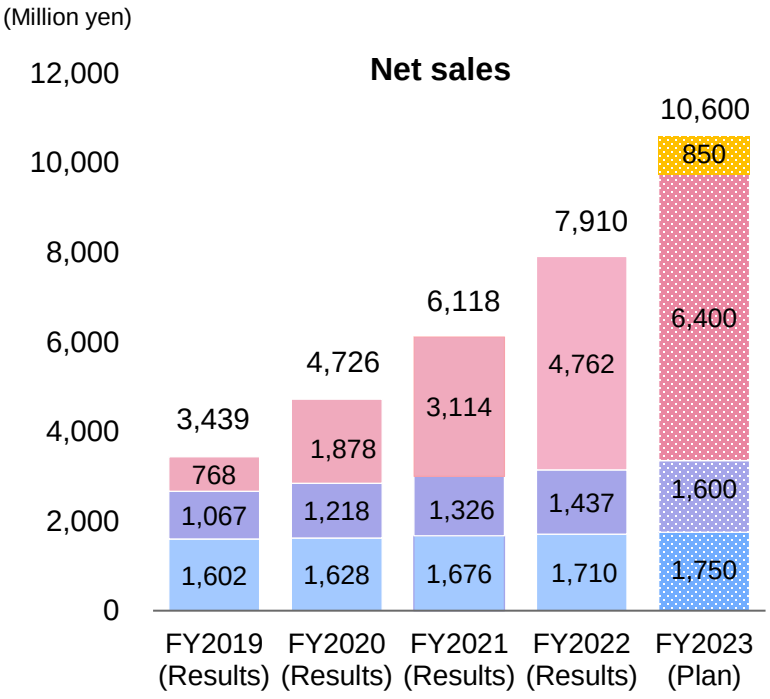
- Revenues and profits are expected to increase year on year, with sales growth mainly in the Talent Palette Business
- We are aiming for a 34.0% growth in net sales and an operating profit margin of 32.1%

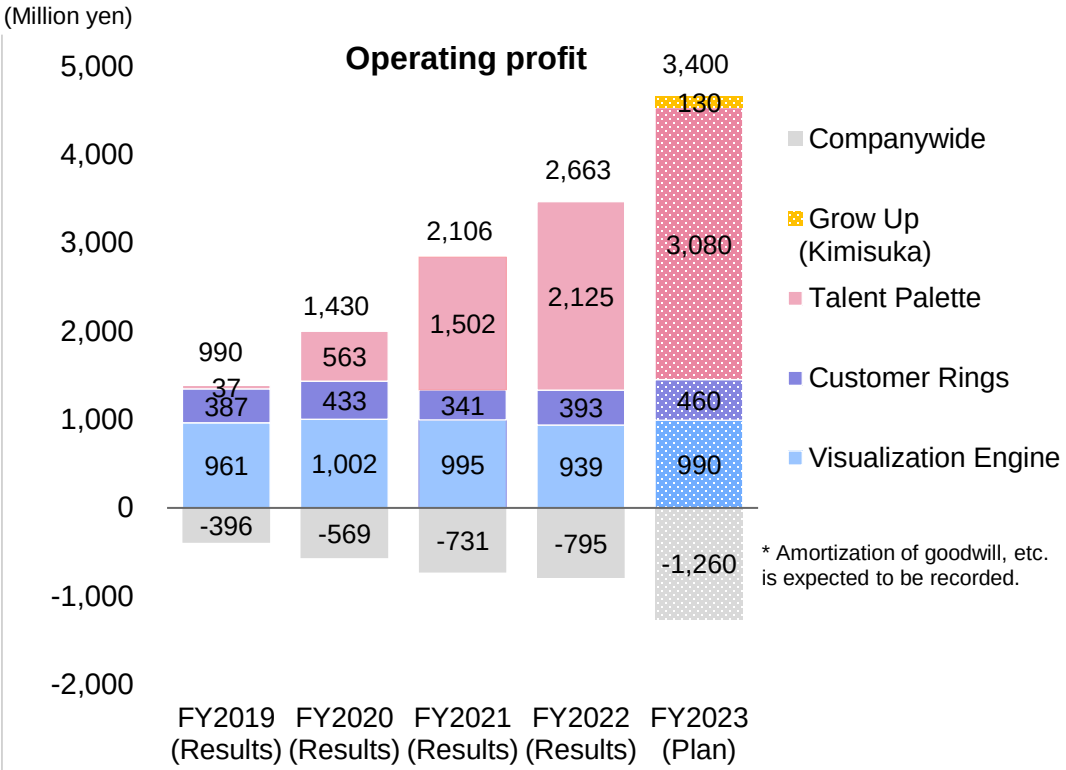


Earnings forecasts for the fiscal year ended September 30, 2023 (By segment)

Consolidated basis

- Companywide growth in revenues and profits driven by sales and profit growth in Talent Palette
- In addition to revenue and profits being expected to increase for Visualization Engine and Customer Rings, the consolidation of Grow Up will also contribute to profit. Companywide costs will increase due to the amortization of goodwill.

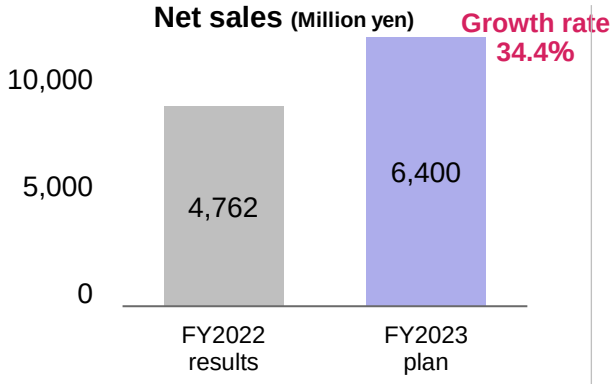


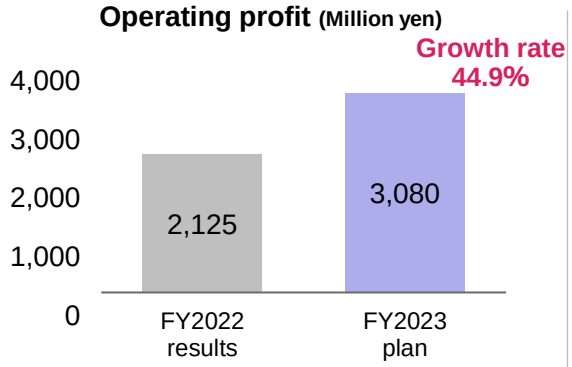


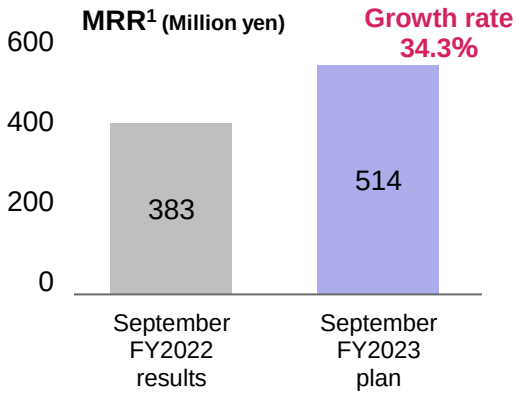
* Amortization of goodwill, etc. is expected to be recorded.

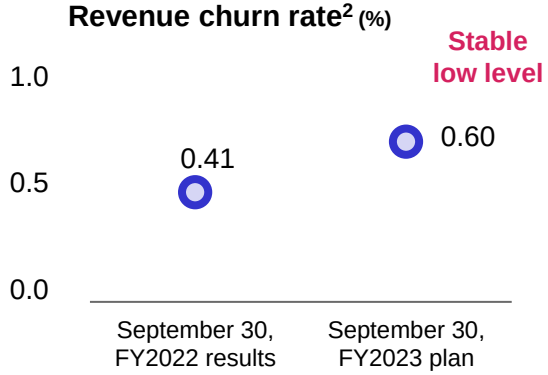
Earnings forecast assumptions (Talent Palette Business)

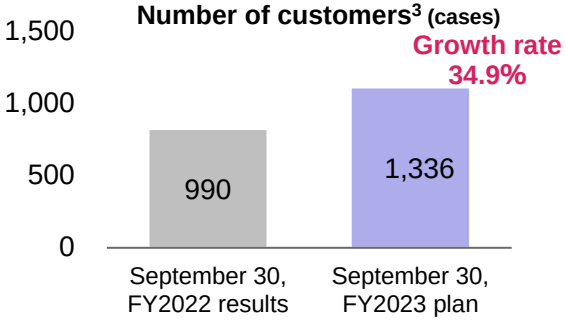
Non-consolidated basis

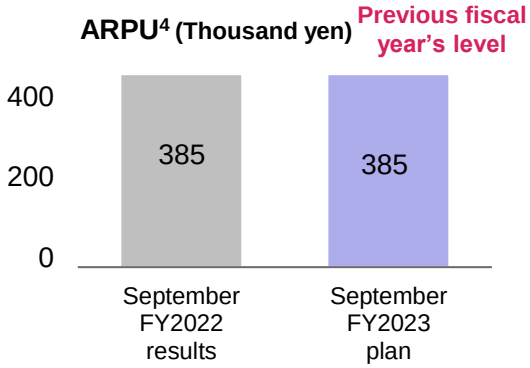










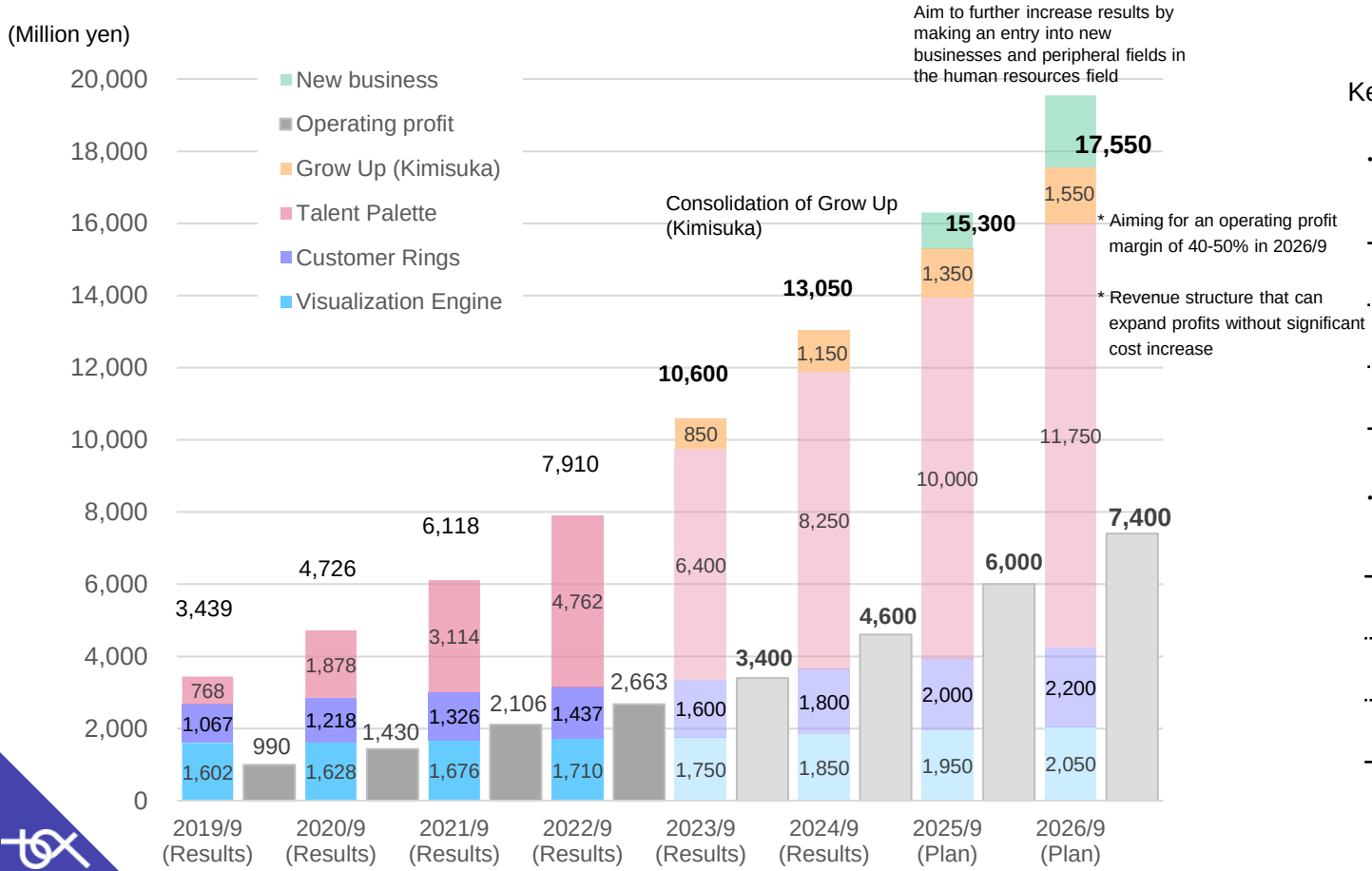


Note 1: Monthly Recurring Revenue. Total of the monthly fees of contracted subscription users.
Note 2: Ratio of reductions as a result of cancellations to total monthly billed amounts (average for the past 12 months)
Note 3: Number of monthly billed contracts
Note 4: Average Revenue Per User. Calculated by dividing MRR by the number of customers at the end of the month.

Medium-term growth image

Consolidated basis

- Sales of 17.5 billion yen or more, operating profit of 7.4 billion yen or more and operating profit margin of 40% or more expected in existing business in 2026/9
- Aim to further increase sales by promoting a full-scale entry into new businesses and peripheral fields in the human resources field



* Aiming for an operating profit margin of 40-50% in 2026/9

* Revenue structure that can expand profits without significant cost increase

Key performance indicators

・Number of customers

	2022/9 (Results)	2026/9 (Increase)
Visualization Engine	478	+140
Customer Rings	339	+170
Talent Palette	990	+1,430

・ARPU (thousand yen)

	2022/9 (Results)	2026/9 (Forecast)
Visualization Engine	294	295
Customer Rings	367	370
Talent Palette	385	400

07 Reference materials

Service characteristics

	Visualization platform	Marketing automation tool	HR utilization platform
	見える化エンジン	CustomerRings カスタマーリングス	Talent Palette タレントパレット
Service overview	Text mining analysis of massive amounts of customer feedback from surveys, call logs, social media, etc.	Support for optimal communication with customers based on analysis results gained from integrated data for customer attributes and action histories	Utilized for talent management by visualizing personnel information such as employee skills, aptitude, evaluations, and survey results and hiring related data
Users and usage	Introduced mainly into companies' contact centers and marketing divisions Used for improving clients' services and developing new products	Introduced mainly into companies in EC (apparel, health foods, cosmetics, general goods, etc.) and retail industries Used for planning and implementing measures for online marketing	Introduced mainly into personnel divisions Used for personnel planning and strategies to improve employee performance by utilizing human resources
Major characteristics	No. 1 market share in the text mining tool area with functions of supporting a wide range of data sources, highly accurate natural language processing, an intuitive user interface, etc.	Intuitive interface, various functions to analyze and visualize customer actions, and support for multiple channels such as e mail, social media, chat, and apps	Personnel database on employee information, evaluations, and skills. Support for optimal placement, HR selection, resignation analysis/prediction, and improvement in matching efficiency
Fee system	Monthly fee: Monthly subscription plan according to data amount, etc. Initial cost: For establishing system at service introduction, etc. Fee for on demand services: Paid consulting, etc.	Monthly fee: Monthly subscription plan according to the number of members and distribution, etc. Initial cost: For establishing system at service introduction, etc. Fee for on demand services: Paid consulting, etc.	Monthly fee: Monthly subscription plan according to the number of employees Initial cost: For establishing system at service introduction, etc. Fee for on demand services: Paid consulting, etc.
Number of users[1] Rate of recurring revenue[2]	Number of users (486 companies) Rate of recurring revenue (97.1%)	Number of users (348 companies) Rate of recurring revenue (97.2%)	Number of users (1,103 companies) Rate of recurring revenue (85.7%)

Note 1: Number of contracts as of December 31, 2022
Note 2: Ratio of total monthly billed amounts to net sales (average of the first quarter of the fiscal year ending September 30, 2023)

Characteristics of Visualization Engine

見える化エンジン

プラスアルファコンサルティング

Service characteristics

- Instantly visualize big data (customer feedback and actions) in the digital age
- Tool with No. 1 installation share, used by over 1,500 companies
- Intuitive user interface and high usability
- Highly accurate natural language processing that can handle free-form remarks and comments

ここがポイント！

- Text mining analysis of massive amounts of customer feedback from social media such as Twitter, call logs, and even surveys
- Visualization of sentiments such as requests, dissatisfaction, and satisfaction
- One-stop support for customer feedback-oriented improvement activities on a companywide basis using the dashboard function

A “customer experience feedback management system” to maximize a company’s customer experience (CX) by understanding consumer voices

Customers

Changing environment

- Diversifying needs
- Digitalization
- New normal

Establishing a “customer experience feedback management system” with the Visualization Engine

Feedback (feeling) on CX (customer experience) felt by customers

Call centers	SNS (Twitter, etc.)
Surveys	…

Improvement in products / services (CX) provided

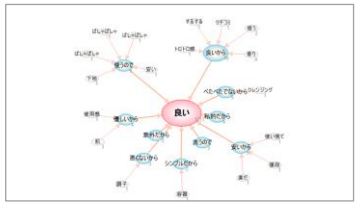
Companies

Ascertain wants and feelings to ward pro ducts and services	Discover and create ideas for new products	Ascertain effects of new products, promotions, etc.	Detect risks early

Visualization of customer feedback = Text mining

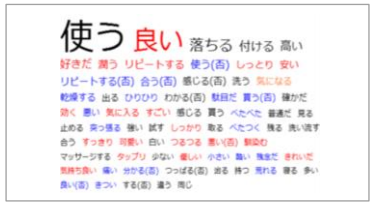
Establish an organizational improvement and planning cycle

Visualized output of customer thoughts and wants (proprietary text mining technology)

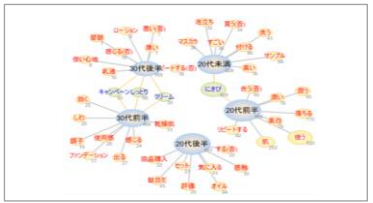


Reason map
(Ascertain elements linked to central word)

Extract needs
(Understand feelings at a glance)



Word cloud
(Ascertain frequency of word occurrence)



Characteristic map
(Compare characteristics by age group)

Companies that have introduced visualization engine 見える化エンジン

プラスアルファコンサルティング

Introduced by companies large and small as a tool enabling visualization of voices of customers

No.1 share for 11 consecutive years

Manufacturing

SUNTORY	雪印メグミルク	SUBARU	YAMAHA
Nestlé Good Food, Good Life	おいしさと健康 Glico	湖 KOIKEYA	今日を愛する。LION
Panasonic	KOKUYO	nippn	KAI

11年連続シェア No.1 テキストマイニングSaaS市場 ※富士キメラ総研2022年版調べ

THE SECOND HALF OF 2021 ITトレンド GOOD PRODUCT

Good Product

VOC (voices of customers)

Receipt of large awards

Retail distribution business

OIOI	Belle Maison	SHOP CHANNEL	ADASTRIA Play fashion!
ORBIS	co-op 日本生活協同組合連合会		

Food/Service

ハンバーグレストラン びっくりドンキー	CBON To create and produce the beauty

Pharmaceutical

NEVER SAY NEVER ロート製薬	
Daiichi-Sankyo	SARAYA

Infrastructure/IT

ANA	SKY	NTT東日本	PayPay
NEXCO 中日本	西武鉄道	阪神高速道路株式会社	

BtoB/BPO

SPN Security Protection Network	Designing The Future KDDI	WOWOW COMMUNICATIONS

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Note 1: Fuji Chimera Research Institute, Inc. "New Markets in the Software Business"

Growth strategy for Visualization Engine Business

見える化エンジン

プラスアルファコンサルティング

Strengthen infrastructure functions that facilitate customer experience feedback, expand the scope of applicable data, build intimate relationships with customers through high value-added consulting services, and raise LTV.

Text mining analysis tool used by departments

Strengthen companywide infrastructure functions; differentiated functions with AI / mining technologies

Improve added value by strengthening consulting abilities; dig deep into clients' operations

Companywide customer experience feedback platform

Establish framework for "customer experience feedback," from expanding analysis data to improvement operations

Realize higher LTV via deep integration into client operations by companywide use

Characteristics of Customer Rings

CustomerRings
カスタマーリングス

プラスアルファ
コンサルティング

Service characteristics

- A CRM/MA tool that realizes optimal communication with customers by integrating and analyzing massive amounts of customer information and purchase histories
- An intuitive interface that does not hamper users' thinking
- Enables timely approaches to customers through optimal channels, ranging from e-mail, LINE, SMS, web customer support, app notifications, direct mails, etc

ここがポイント！

- Supports the planning and execution of marketing initiatives via diverse analysis functions and a wealth of visualized output that allow users to gain a firsthand understanding of each customer's behaviors and preferences.
- Supports digital marketing strategies in any industry or business type, including EC, finance, and retail businesses.
- Consultants provide comprehensive support by aiding in strategy and analysis.

Automates the optimal communication with customers by directly understanding customers with big data
An essential marketing automation system for the digital marketing age

Data integration (CDP)

Analysis (BI: understanding customers)

Use (MA)

Automation (allows users to focus on more creative work)

Companies that have introduced Customer Rings

CustomerRings カスタマーリングス

プラスアルファコンサルティング

Supporting digital marketing / CRM enhancement of more than 700 growing companies in total

コスメ/ヘアケア

MILBON
SUNSTAR
アンファー
mandom
Vitabrid C12
NATURE'S WAY
Beautiful Skin
ALAVITA
シャボン玉石けん
小豆島ヘルシーランド株式会社
REDVision
tattva
ファンファレ
アートネイチャー
CHURACOS

健康食品

everlife
株式会社あじかん
フジッコ
ともに豊かに さくらの森
株式会社 京福堂
ZENCARE
ワダカルシウム製薬
株式会社九州自然館
OM-X
Sixth sense Lab.
Q'SAI

アパレル

PAL GROUP
WEGO YOUR FAN
GENEXY
It's a beautiful day. The SAZABY LEAGUE
NEUVE A
FELISSIMO
RAVIJOUR
Co.medical Co.,ltd.
finetrack
HRC
J Lounge online store

旅行/観光

DAIWA ROYAL HOTEL
びゅう
VELTRA
不死王閣
VALUE MANAGEMENT

食品

morinaga
LeTAO
TeaLife
最北の海鮮市場
餃子の王将
MURATAEN
華味鳥
虎ノ門市場

金融

ポケットカード株式会社
りそな銀行 RESONA

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DeAGOSTINI
GENTOSHA

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TAT
配管部品.com
アウンワークス
EXEA
ストアーエキスプレス

総合通販・その他通販

B-tops
釣りがつなぐ笑顔の先へ… キャスティング
藤巻百貨店
いのちをつなぐ SARAYA
EVERYTHING FROM JP
SOFT99
あなたと、信頼関係。 オカ株式会社
LESTAS
GREEN DOG

人材

bstyle
資格のキャリカレ

会員サービス

SHIMAUMA PRINT
Hiroo Thoroughbred Club

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Growth strategy for Customer Rings Business

Expand differentiated “customer feeling” functions, create high added value for analysis consulting, and evolve into a marketing platform that can be linked with various marketing actions.

Differentiation via analysis functions from AI / mining technologies and “customer feeling” functions

Expand industries by expanding services through high value-added consulting

Create a platform that also enables various marketing actions

A digital marketing platform highly sensitive to customer needs

- LINE linkage
  App linkage
- EC website linkage
  Web customer
- Sending e-mail
  Sending SMS
- Inventory management
  Various core systems

Shift from EC centric to expand the scope of industries and realize higher MRR and ARPU

Characteristics of Talent Palette

Talent Palette
タレントパレット

プラスアルファ
コンサルティング

Service characteristics

- Realizes data-based scientific personnel management strategy to enable users to succeed in an age of labor shortage
- Employee visualization functions that can be used for optimal employee placement or human resource selection
- Hiring functions including increasing efficiency of hiring operations, mismatch prevention, and performance forecasting
- Employee performance analysis and learning facilitation functions such as e-learning
- Resignation prevention functions such as resignation analysis and prediction and motivation measurement

ここがポイント！

- A first in the industry, we took our approach to analyzing massive amounts of data in marketing, an area in which we excel, and applied it to the HR field.
- A human resource platform that realizes “scientific personnel management,” including data-driven optimal placement, appropriate evaluations, discovering and hiring more talents, and resignation prevention.
- Analyzes employees’ aspirations and requests to the company using text mining technology. Enables management to reflect previously untapped “employee voices.”

Realizes proprietary scientific personnel management that incorporates marketing thinking

Evaluation / selection

Transfer simulation

Resignation prevention

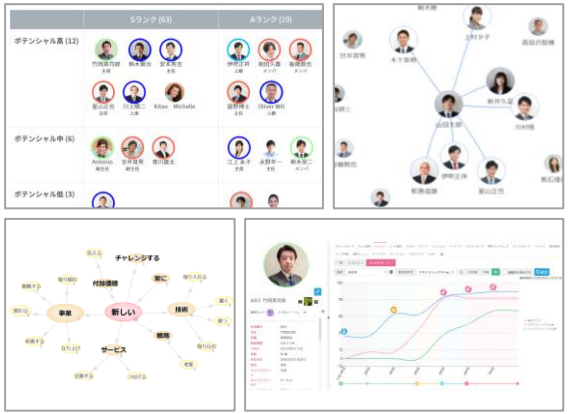
Labor analysis

Training tailored to each employee

Hiring mismatch prevention

Organizational diagnosis engagement

Intuitive visualization of human resources and organization status

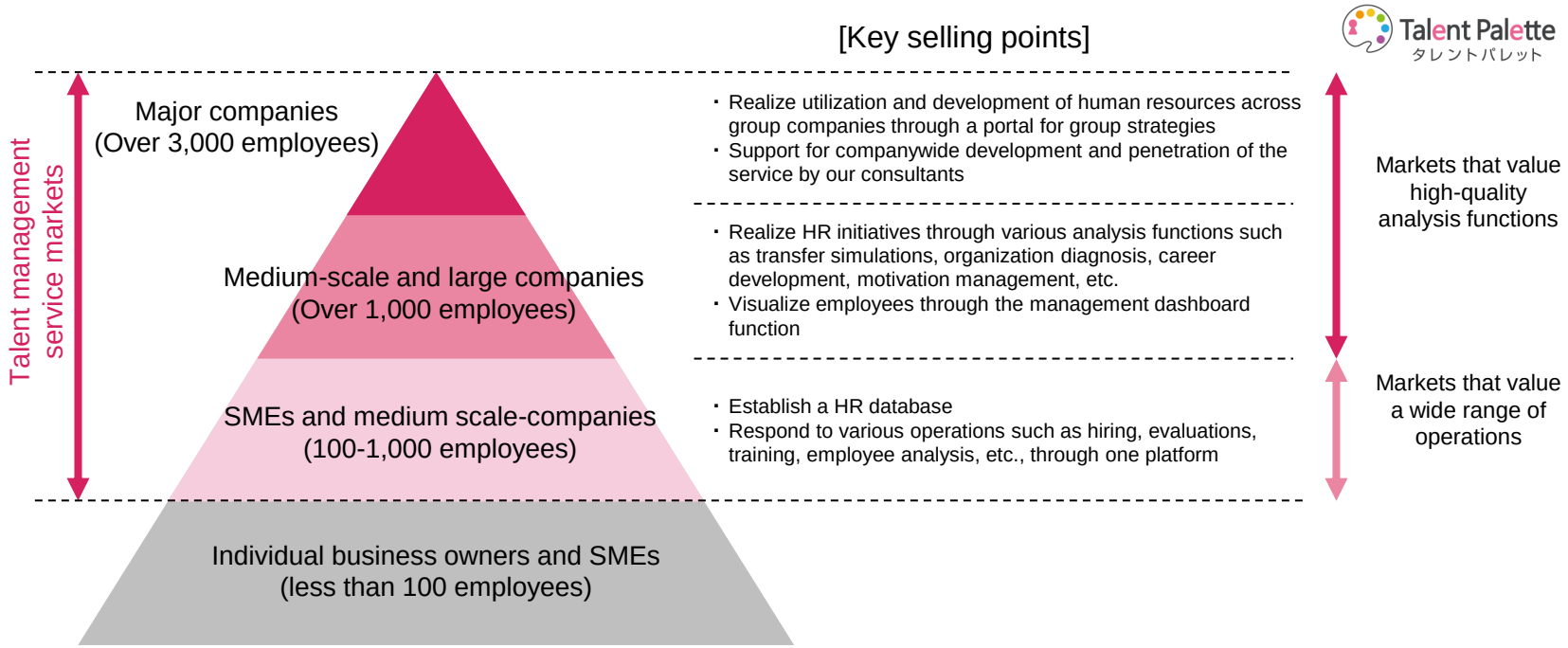


Experience and intuition × Visualization of employee information = **Realize scientific personnel management strategy (Data-driven creative personnel strategy)**

Talent Palette's target market

The talent management service is targeted for companies with 100 or more employees.
Since market characteristics differ depending on the number of employees, we adopt a method of approach focusing on selling points suitable for each market.

Target markets and selling points of the talent management service



Unique position as an integrated human resource platform

Differentiate Talent Palette from competing services by supporting a wide range of operations with integrated and accumulated personnel data, and enriching analysis functions

■ Status of competition seen from our services[1]

Field of expertise

Analysis

Management

Narrow

Wide

Available areas

Our position
- Providing a service to analyze wide - ranging data from different perspectives

Analysis-oriented tools for HR information management

- Primarily for personnel information management
- Has standard analysis functions
- Mainly targets personnel divisions

[Status of competition]
✓Limited competitors due to fewer newcomers that target small markets.
✓Possible to compete with rivals by highlighting diverse functions.

Integrated HR utilization platform

Talent Palette
タレントパレット

- Comprehensively analyzes and utilizes work hour data, aptitude tests, employee feedback, motivation (dynamic data), hiring data, etc in addition to personnel information
- Superior UI, usable by management and department managers

Tools specialized in optimization of certain operations

- Specialized in increasing efficiency in certain operations, such as making evaluations available on the web and placing personnel information into databases
- These tools are cheap and simple to install as they offer a single function

[Status of competition]
✓Fierce price competition between many newcomers with low prices.
✓Offer basic functions such as centralization of HR data and making evaluations available on the web.
✓Some superficially overlapping concepts between Talent Palette and competitors due to additional functions such as simple analysis.

Core integrated personnel systems

- Handle many types of information, such as personnel information, work hours, salary, and evaluations
- Dedicated to administrative functions, used as core personnel systems at large companies

[Status of competition]
✓Since many have already been introduced as core systems company or group-wide, replacement is difficult.
✓However, there are many cases of coexistence through data linkage, etc., because of advantages in price and functionality.

Note 1: According to our company's study, as of June 30, 2021

Growth strategy for Talent Palette Business

Talent Palette タレントパレット

プラスアルファ コンサルティング

Expand the methodology and functions of “scientific personnel management,” advance expansion in services for sectors surrounding HR, and realize an HR information platform that promotes use of new human resources and workstyle reforms.

(1) Expand scientific personnel management analysis methods and functions from a marketing viewpoint

(2) Promote human resource utilization and workstyle reforms through the entrenchment and penetration of scientific personnel management

(3) Establish an HR information platform and full-scale expansion into sectors surrounding HR

Scientific personnel management
HR information platform

Staffing / hiring

Training / development

Benefit programs / events

Health care

Acquire a dominant market share in the HR space by acquiring core personnel data

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