



August 1, 2019
Fincross DIGITAL Co., Ltd.

Development and Implementation of a
Financial Products Recommendation System that Leverages AI Technology

Five member banks of the Fincross Partnership*¹, The Gunma Bank, Ltd. (President: Akihiko Fukai), Shikoku Bank, Ltd. (President: Fumiaki Yamamoto), The Chiba Kogyo Bank Ltd. (President: Hitoshi Umeda), The Tsukuba Bank, Ltd. (President: Masahiko Ikuta), and The Fukui Bank, Ltd. (President: Masahiro Hayashi), have decided to jointly develop and implement a cloud-based financial products recommendation system that leverages AI technology, as per the details below.

*¹The Fincross Partnership is an alliance between seven regional banks (The Senshu Ikeda Bank, Ltd., The Gunma Bank, Ltd., The San-In Godo Bank, Ltd., Shikoku Bank, Ltd., The Chiba Kogyo Bank Ltd., The Tsukuba Bank, Ltd., and The Fukui Bank, Ltd.) aimed at jointly conducting research and development for digitization of operations. Fincross DIGITAL Co., Ltd. provides secretariat operations for the Partnership.

Notes

1. Background/Circumstances

The banks have been dedicated to supporting the building of assets with a customer-first attitude, and have agreed to jointly develop this System in order to further enhance their financial services (providing information that relate to asset building, providing precise consulting services, etc.) by leveraging AI to better analyze and utilize various data within each bank.

2. Key Functions of the System

- (1) Banks will be able to roll out sales initiatives with higher standards by understanding customer situations and psychologies that were formerly difficult to grasp, thereby grasping the needs of customers that wish to purchase financial products and providing information related to asset building. [refer to Section 3.(1)]



- (2) A cloud-based system infrastructure has been selected, considering the characteristics of big data (large scale, speed of generation, diversity of data types) and the ability to meet the high demands of financial institutions (regarding information security, etc.). [refer to Section 3.(2)]
- (3) Solutions that will support the establishment and maintenance of “organizations with expertise in specific fields” and “foundations that enable secure usage” will be provided simultaneously, to allow banks to use the cloud safely and with assurance.

3. Systems to be Developed/Services to be Used/Vendors

Systems to be Developed	Developing Vendor
(1) Financial Products Recommendation System	Daiwa Institute of Research Business Innovation Ltd. (Eitai Dia Building, 1-14-5 Eitai, Koto-ku, Tokyo)
Services to be Used	Providing Vendors
(2) System Infrastructure Amazon Web Services (AWS) ^{*2}	Amazon Web Services Japan K.K.
(3) Solution Utilizing the Public Cloud A-gate™ ^{*3}	NTT DATA Corporation (3-3-3 Toyosu, Koto-ku, Tokyo)

^{*2} Amazon Web Services, Amazon Web Services Japan K.K., and AWS are trademarks of Amazon.com, Inc. or its affiliates in the United States and/or other countries.

^{*3} A-gate™ is a trademark of NTT DATA Corporation.

4. Expected Benefits of Joint Development and Implementation

- (1) Reduction of system development costs
- (2) Compression of development schedule through joint development
- (3) Increasing stability and quality of AI-generated predictions
- (4) Sharing of usage know-how and knowledge regarding the System

5. Schedule Going Forward

Scheduled Launch of System	Applicable Banks
Around October 2019	Gunma Bank
Around November 2019	Chiba Kogyo Bank, Tsukuba Bank
Around January 2020	Shikoku Bank, Fukui Bank



We will continue to aggressively support the digitization of the participating banks of the Fincross Partnership.

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