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Announcement of a Partnership Agreement Entered into by Our Consolidated Subsidiary ~Building Sustainable Operational Processes Through End-to-End AI Implementation Support~

We are pleased to announce that SynX Inc. (Headquarters: Chiyoda-ku, Tokyo; Representative Director and CEO: Junichiro Nishi; hereinafter “SynX”), a consolidated subsidiary of our company, has entered into a partnership agreement (hereinafter “this Agreement”) with Micronity Inc. (Headquarters: Shibuya-ku, Tokyo; CEO: Yuichiro Yamazaki; hereinafter “Micronity”), which operates an AI-driven software business succession platform.

In recent years, many companies have been introducing various tools with the aim of improving operational efficiency and advancing digital transformation. However, challenges have become apparent, such as insufficient utilization of these tools on the front lines after implementation and fragmented operations at the departmental level, which hinder effective company-wide progress management and situational awareness.

SynX provides IT solutions that comprehensively support companies in advancing their digital transformation (DX) by leveraging cutting-edge technologies such as cloud, AI, and IoT. By taking a holistic view of the entire business process, SynX provides integrated support from business process design through tool implementation and operational adoption, working to build business processes that function sustainably.

By implementing AI agents into the software business it has acquired, Micronity is automating tasks that traditionally relied on human labor and driving the transformation into a next-generation business entity. With the signing of this agreement, SynX will begin providing “mfloow,” the business improvement platform offered by Micronity, as well as supporting its implementation and adoption. “mfloow” utilizes AI to standardize business processes and eliminate reliance on individual expertise. By having SynX comprehensively handle everything from design and development to operational implementation and adoption, we will support client companies in improving productivity and creating an environment where employees can focus on the tasks they should be prioritizing.

Our Group, which holds a leading market share in game QA in Japan, has identified the domestic tech sector—centered on non-game software testing—as one of its growth areas. While we believe the impact of this agreement on our business performance will be minimal at this time, we will continue to prioritize the recovery of profitability and renewed growth as our top objectives, striving to enhance corporate value on a sustainable basis.

For details on this agreement, please refer to the attached document.

• SynX Signs Partnership Agreement with Micronity. Launches Provision and Adoption Support for the Business Process Improvement Platform “mfloow” ~Providing end-to-end support from process design to implementation and operational adoption to realize “business workflows that are truly used” ~

SynX Signs Partnership Agreement with Micronity

Launches Provision and Adoption Support for the Business Process Improvement Platform “mflow”

~Providing end-to-end support from process design to implementation and operational adoption to realize “business workflows that are truly used”~

SynX Inc. (Representative Director & CEO: Junichiro Nishi; Head Office: Chiyoda-ku, Tokyo; Major Shareholder: Pole To Win Holdings, Inc. 100%; listed on the Tokyo Stock Exchange Prime Market [Stock Code: 3657]; hereinafter “SynX”) is pleased to announce that it has entered into a partnership agreement with Micronity Inc. (CEO: Yuichiro Yamazaki; Head Office: Shibuya-ku, Tokyo), the provider of the business improvement platform “mflow.”



業務改善プラットフォーム「mflow」の
提供・定着支援を開始

業務設計から構築・運用定着までを
一貫支援



In recent years, while many companies have been introducing tools aimed at business process improvement and the promotion of digital transformation (DX), challenges such as “tools being implemented but not utilized on the front lines” and “operations being fragmented by department, making it difficult to see overall progress” have been on the rise.

In particular, for business processes involving multiple departments or personnel:

- It is unclear who is responsible for what
- It is difficult to track how far the process has progressed
- Work becomes dependent on specific individuals when personnel change

Such situations tend to arise frequently, leading to decreased operational efficiency and quality.

■ Background | Simply “introducing tools” does not improve operations

Many companies have introduced various tools with the aim of improving operations and advancing digital transformation (DX). However, it is not uncommon for these initiatives to fall short of expectations due to issues such as insufficient adoption on the front lines or a lack of cross-departmental collaboration. One factor is “insufficient organization and design of the overall business process.” Before introducing a tool, it is crucial to organize workflows, define roles and responsibilities, and clarify the flow of information sharing—specifically, “who does what and in what order.”

At SynX, we go beyond simply providing tools; we offer comprehensive support from business design through to operational adoption to build "business processes that actually keep running on the front lines." In particular, our ability to provide a seamless end-to-end process—from business design to tool implementation and adoption support—is a major difference from traditional tool implementation support.

■ About “mflow”

An end-to-end business improvement platform that leverages AI to support organizations from “visualization” of operations through to “adoption.” By scaling the expertise in “process standardization” cultivated in HR and back-office functions across the entire organization, it optimizes routine tasks in every department. With AI presenting the “best-practice model” for frontline work, it enables anyone—regardless of experience—to consistently deliver “perfect” outcomes, creating an organizational experience where excellence is easily reproducible.

Key Features

1. Visualization and Centralized Management of Workflows

Organize business processes into flows and list progress, assignees, and deadlines. You can manage them using display methods suited to the task, such as lists, gantt charts, and flowcharts.

2. Standardization of Workflows Through Templates

Create templates for business workflows to establish standardized procedures. Even when personnel change, tasks can be performed with the same quality and following the same workflow.

3. Automatic Initiation of Recurring and Annual Tasks

Monthly, annual, and other recurring tasks are automatically initiated based on scheduled settings. This reduces the risk of missed tasks and missed deadlines.

■ Support Provided by SynX

① Business Analysis and Process Design

The current state of operations is analyzed and organized to visualize duplicated tasks, inefficient processes, and organizational silos across departments. Based on these insights, we design business workflows that can be realistically and smoothly adopted by frontline teams.

② “mfloow” Implementation and Template Deployment

Implement the designed workflow into “mfloow”. We build the system, including tasks, assignees, operational rules, and manuals.

③ Post-Implementation Adoption Support and Improvement Follow-Up

We continuously monitor usage after implementation and provide improvement suggestions and operational support. We don’t just “implement and walk away”; we stay by your side until the system is fully integrated into your daily operations.

■ Benefits of Implementing Through SynX

At SynX, we go beyond simply providing tools to offer comprehensive support that includes the optimization of your entire workflow.

- Support for organizing and visualizing business workflows
- Custom template design
- Development of manuals aligned with actual operations
- Adoption support and improvement assistance
- Proposals for integration with other systems and business automation

As a result, we enable the creation of “business workflows that truly function in the field,” tailored to each company’s actual operational realities. Rather than simply introducing a tool, SynX’s strength lies in building a sustainable mechanism that keeps operations running smoothly and continuously. By handling everything from design and implementation to adoption support, we help create an environment where staff can focus on the tasks they should be prioritizing.

■ SynX’s Value Proposition

SynX has provided integrated services encompassing development, QA, IT infrastructure, operations, and security, supporting the realization of “unstoppable IT.” In addition, the company has been engaged in business process improvement and operational design support, including in back-office functions, helping optimize workflows based on each organization’s unique operational challenges. Through this partnership, SynX will further strengthen its support for business improvement and process standardization using “mfloow”, and will help optimize overall business operations by delivering:

- Visualization and standardization of business processes
- Optimization and streamlining of operational workloads
- Design of system integration and automation
- Continuous operational improvements

Going beyond mere operational efficiency improvements, this initiative contributes to sustainable organizational management and business growth by creating a framework in which business operations can function independently of specific individuals. Through this initiative, we aim to transform companies' operational processes themselves and establish an environment that enables continuous improvement.

■ Future Developments

Through this partnership, SynX will strengthen its support for the advancement of back-office operations, primarily for small and medium-sized enterprises, and will drive highly effective transformation in areas where business process reform is required.

■ Comment from Junichiro Nishi, Representative Director & CEO for SynX

“While back-office operations are critical in many organizations, they remain areas where visualization and standardization have not been sufficiently advanced. Through this partnership, we will leverage “mfloow” to build mechanisms that enable workflows to run continuously, supporting the realization of an operational foundation that does not depend on individuals.”

■ About SynX

SynX Inc. is an IT partner that supports companies in solving their challenges through business process improvement, DX promotion, and system development. Centered on “SynX One,” which provides end-to-end development, QA, IT infrastructure, and security services, the company has established a one-stop support system for corporate IT challenges.

In our DX support services, our strength lies in providing hands-on support from business process reorganization and visualization through to operational design and the institutionalization of improvements. We promote DX support that goes beyond mere system implementation to realize “systems that continue to function effectively on the front lines.”

URL: <https://www.synx.co.jp/>

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