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Company Name:	Ubicom Holdings, Inc.
Representative:	Masayuki Aoki, Representative Director and President (Securities code: 3937; TSE Prime Market)
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Establishing an AI-Driven Development Framework in the Philippines Using "watsonx"※
— Strengthening Our Competitive Edge in the Generative AI Domain
by Leveraging Our Technological Superiority as a Japan IBM Strategic Partner —

Ubicom Holdings, Inc. (Headquarters: Chiyoda-ku, Tokyo; President & CEO: Masayuki Aoki; Securities Code: 3937, hereinafter referred to as “Our company”) has long offered business models that address Japan’s advanced social challenges through innovative IT solutions.

As an IBM Strategic Partner of IBM Japan, Ltd. (hereinafter “IBM Japan”), our company will establish an AI-driven development framework at our Philippine base by utilizing IBM’s business AI platform “watsonx.” This initiative aims to build a development structure that is not dependent on “time” or “headcount,” thereby achieving both productivity improvement and added value creation. Our company will realize a high-margin, high-value-added business model, while also providing clients with solutions that strike an excellent balance between speed, quality, and cost. This initiative is positioned as a core strategy within Technology Consulting Business. The utilization of watsonx is not merely a technical measure, but a strategic growth driver that will lead our company’s next-generation expansion. Furthermore, being selected by IBM Japan as a strategic partner and having a development team and skill capable of handling the core technologies of watsonx demonstrates our technical superiority and reliability.

※watsonx is a trademark or registered trademark of International Business Machines Corporation in the United States and/or other countries.

1. Background and Objectives

With the rapid advancement of generative AI in recent years, new business opportunities have emerged that shift away from traditional man-hour-based billing models toward high-value-added services through outcome-based billing and managed services. Our company has been proactively engaged in both the training of AI personnel and the development of AI-based business models. Under our long-standing strategic partnership with IBM Japan, we will leverage our strength in having young, sophisticated engineers who are proficient in both English and Japanese. We will localize the AI knowledge gained in English-speaking regions through watsonx and deliver it in an optimized form tailored to the development frameworks of our numerous Japanese clients. By integrating AI into each phase of the development process, including design, development, and verification, we aim to drive automation of code generation, code review, and testing, as well as improve efficiency through reusable AI models and templates. Furthermore, we will establish a knowledge cycle that accumulates and reflects engineers’ insights into the AI itself. Through these efforts, we aim to reduce development workload and realize a highly productive development framework.

2. Future Outlook

Our company will continue investing in the innovation of development processes utilizing AI, with the goal of expanding mid-to long-term revenues and enhancing corporate value, particularly through Technology Consulting Business. Going forward, we plan to enhance AI education and practical training programs at our Philippine base and sequentially implement initiatives such as the automation of development processes, quality improvement, and risk reduction through AI utilization. Through these efforts, we aim to realize an integrated model of “Development × AI × Consulting” by leveraging generative AI platform such as watsonx. This will further strengthen our competitiveness in the generative AI domain and accelerate the deployment of AI solutions in the Japanese market as a strategic partner of IBM Japan.

3. What is watsonx?

watsonx is IBM's enterprise-grade AI platform that enables organizations to safely and efficiently adopt and operate foundation models for generative AI. It comprises three key components, watsonx.ai (a studio for new foundation models and machine learning), watsonx.data (a fit-for-purpose data store), and watsonx.governance (AI governance toolkit).

4. About Ubicom Holdings, Inc.

Our company is a unique business innovation company committed to anticipating the needs of the times and delivering IT solutions that address pressing social issues. Guided by this corporate philosophy, we operate two high-growth businesses, Medical Business and Technology Consulting Business.

In Medical Business, we are pioneers in supporting hospitals and clinics with IT solutions built on an AI-powered subscription model. Our offerings include “MightyChecker® EX,” a claims-checking system that supports physicians' workstyle reform, and “Mighty QUBE® Hybrid,” an electronic medical record integration system. Leveraging a robust customer base of over 22,000 medical institutions cultivated over more than 30 years, as well as proprietary medical databases and intellectual property, we are expanding into new platform business. We have also launched the “Insurance Knowledge Platform” for life and non-life insurance companies.

In Technology Consulting Business, we have over 30 years of experience in offshore development based in the Philippines. We hire and develop more than 900 highly skilled global IT personnel fluent in both English and Japanese. Utilizing technologies such as AI and IoT, we provide comprehensive support across a wide range of industries, including healthcare, finance/public sectors, automotive (EV), mobile, and real estate. As a core initiative of this business, we are now establishing an AI-driven development framework at our Philippines base to further enhance our capabilities.

- Trade name : Ubicom Holdings, Inc. (Formerly AWS Holdings, Inc.)
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- Establishment date : December 8, 2005
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- Description of Business : Providing medical IT solutions such as receipt inspection, medical safety support, data analysis, cloud services, development support, and consulting to hospitals and clinics throughout Japan. Embedded software/application development, testing/quality assurance services with a long track record, and in recent years, the development of unique solutions incorporating 3A technology (AI Artificial Intelligence/ Analytics Analysis/Automation/RPA Automation).
- U R L : <https://www.ubicom-hd.com/>

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