



Industrial Growth Platform, Inc.

Announcement of business partnership between IGPI, Inc. and beBit, Inc. toward DX implementation for client companies

Tokyo, May 1, 2020 – Industrial Growth Platform, Inc. (IGPI) and beBit, Inc. have concluded a contract for a business partnership aimed at providing client companies with total support ranging from DX (digital transformation) strategy planning to UX (user experience) reform implementation.

As companies are accelerating moves toward DX (digital transformation), IGPI, which provides CX (corporate transformation) involving drastic evolution and reinforcement of organizational capability to realize DX, and beBit, which provides UX transformation consulting and cloud services, will through the partnership provide seamless support toward companies' DX implementation from strategy planning and organizational reforms to planning, system building and implementation of specific measures for UX improvement on site.

Overview of beBit, Inc.

Company Name: beBit, Inc.

Head Office Location: Shin-Otemachi Building 10F, 2-2-1 Otemachi, Chiyoda-ku, Tokyo

Representative: Naoki Endo, CEO

Month of Establishment: March 2000

Main Business: Proposal of UX-based DX in the context of a completely digital world and provision of experience design support consulting to assist in companies' experience management and of sequence analysis cloud USERGRAM. Support toward reforming organizations so that they can implement experience designs.

Corporate Website: <https://www.bebit.co.jp/english/>

Contacts:

Makoto Shiono / Ryusuke Komatsubara

Tel: 81-3-4562-1111

e-mail: info_igpi@igpi.co.jp

About Industrial Growth Platform, Inc. (IGPI)

Founded in Tokyo in 2007, Industrial Growth Platform Inc. (IGPI) is a professional management consultancy that leverages strong partnership and collaboration with clients to enhance their long-term and sustainable corporate and business value.

IGPI is a privately owned company with core staff of over 200 professionals with offices in Tokyo, Shanghai and Singapore. Its management team is headed by Managing Partner Kazuhiko Toyama and Takashi Muraoka.