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Making Digital Transformation the Norm



Dev Inc., founded in 2020, is committed to helping its clients solve their business challenges through data analysis and DX consulting. CEO Yusuke Asada says that to advance the digital transformation of Japanese companies, which lags behind that in Europe and the U.S., the company will strive to do all it can to foster Japan's global competitiveness.

I started my career as an engineer at a major manufacturing company, working on various system developments as a programmer and a system engineer. In April 2020, I founded dev Inc., a company specializing in data analysis, utilization consulting and digital transformation (DX) consulting. Our company provides business support services to clients, carefully listening to their concerns, identifying underlying issues they may not even be aware of and supporting everything from strategy formulation to implementation as a one-stop shop.

As the world around us rapidly advances, innovative services are being introduced one after another. In such an environment, replacing existing systems with new services can sometimes offer the greatest benefits. We support our clients through cost-benefit analysis, proof of concept implementation and operationalization, partnering with them for the medium to long term.

To achieve this, we continuously update our services by staying at the forefront of information and technology, and consistently pass on our growth to our clients. For example, we complete tasks that are expected to take a week in just one day, or deliver work of higher quality than expected when told, "This is the level we are looking for." Exceeding our clients' expectations is the essence of value provision, and we are dedicated to maintaining the highest standards in delivering that value.

Fear of moving forward



The use of data and the implementation of digital transformation in Japanese companies significantly lag behind those of Europe and the U.S. There is currently a low level of commitment to DX, with many companies fearing failure and resisting the adoption of new technologies. Additionally, many organizations operate with a hierarchical structure, requiring consensus from all stakeholders to initiate new initiatives, which results in slow decision-making and prolonged transformation processes. There is also a tendency to rely too heavily on existing systems

and resist the initial costs of new implementations. The country's shortage of personnel with digital expertise further exacerbates the delay in promoting DX. Consequently, many Japanese companies choose to maintain the status quo, continuing to work in inefficient environments.

To improve efficiency, Japanese companies will have to embrace DX like their global peers. They need to adopt new technologies and processes without fear of failure, fostering a culture of innovation. Establishing a flat organizational structure that enables quick decision-making and using open-source resources to advance projects in an agile manner is essential. To compete globally, keeping up a sense of urgency to constantly adapt and advance DX—to ensure customer satisfaction—is crucial. Moreover, it is necessary to develop a system that fairly evaluates people who work in this manner.

Small steps toward big change

To promote data utilization and the implementation of DX in Japanese companies, we dedicate ourselves every day to doing everything we can. Through our support, we hope to contribute to the transformation of Japanese society, even in small ways.

Effectively promoting DX within companies requires dedicated teams. We provide guidance and support to enhance knowledge across the entire organization. Since digital skills are essential for all employees, we communicate the specific changes and benefits brought by DX to everyone.



Investing in DX leads to automation, improved operational efficiency, cost reduction and enhanced quality of life, driving company growth and success. This, in turn, creates new business opportunities and increases international competitiveness. Ultimately, it fosters Japan's sustainable growth and overall development. Without promoting DX, Japanese companies will fall behind in international competition and the economy will stagnate, preventing any improvement. It is crucial for the nation to come together and commit to advancing DX now.

Under the corporate philosophy of "Shaping tomorrow with data and digital innovation," we aim to lead transformation in this digital era, continuously generating value from data, contributing to corporate development and fostering societal growth. As times change, so do the demands placed upon us. We are committed to fully supporting our clients by optimizing our internal systems to meet their needs.

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