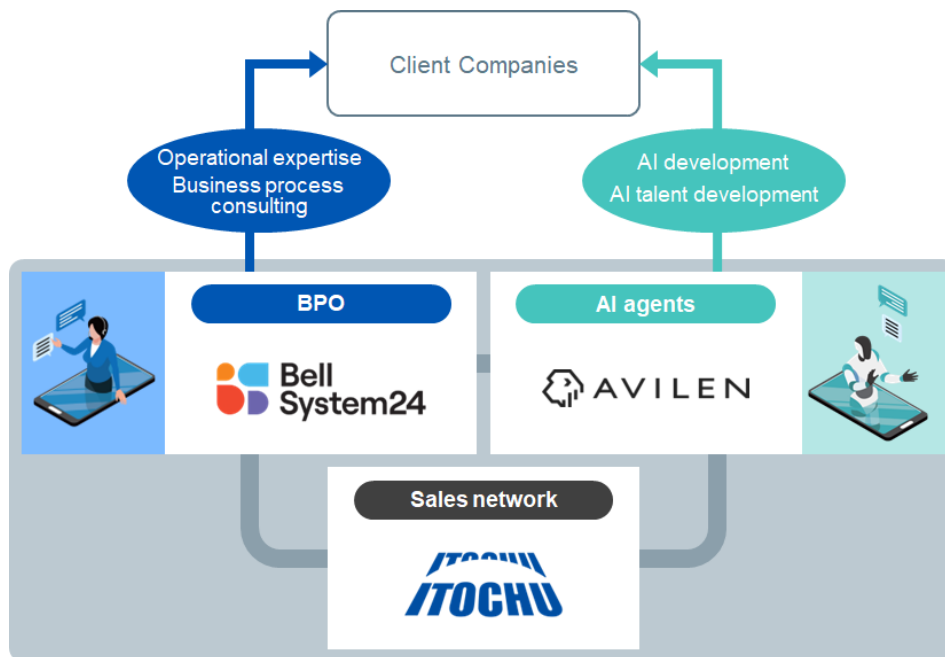


## **Turning AI into Results: BELLSYSTEM24, AVILEN, and ITOCHU Conclude a Business Partnership Agreement to Jointly Create and Support AI Agent Implementation**

Launching a joint creation-based solution that provides caring support for business innovation, AI implementation, reskilling, and BPO

BELLSYSTEM24, Inc. (Headquartered in Minato-ku, Tokyo; Hiroshi Kajiwara, President, Representative Director; hereinafter “BELLSYSTEM24”) announced today that it concluded a business partnership agreement with AVILEN, Inc. (Headquartered in Chuo-ku, Tokyo; Kotaro Takahashi, Representative Director; hereinafter “AVILEN”), and ITOCHU Corporation (Headquartered in Minato-ku, Tokyo; Keita Ishii, President & COO; hereinafter “ITOCHU”). Through this partnership, the three companies will begin offering a comprehensive solution that supports the custom development and implementation of AI agents, reskilling programs to develop AI talent, and BPO. This will make it possible to offer support tailored to each company’s business processes and challenges, rather than introducing AI solutions or providing partial support in business process.

BELLSYSTEM24 is currently testing this solution in invoice processing operations at Nippon Access, Inc., a major food wholesaler. The business workflow includes reading invoices received from approximately 10,000 business partners, performing reconciliation, and registering data in internal systems. The project is first focused on advancing the development of AI agents from redesigning the business flow to enable automation of the reading step.



### ■ Background and purpose

According to PwC Japan’s Generative AI Survey Spring 2025 – Five Country Comparison\*1, more than half of Japanese companies are using generative AI, but only about 10% are achieving results that exceed their expectations. Key challenges include the shortage of skilled personnel and uncertainty in which direction to take due to lack of expertise.

In addition, the issues and barriers to the use of AI often vary by industry, the size of the company, and the company’s unique business processes, making it difficult to deliver sufficient results by providing partial support or simply introducing tools. Accordingly, there is a need for support systems tailored to each company’s specific challenges and needs.

To address these challenges, BELLSYSTEM24, AVILEN, and ITOCHU have launched this solution to help companies move from AI implementation to results in their utilization of AI.

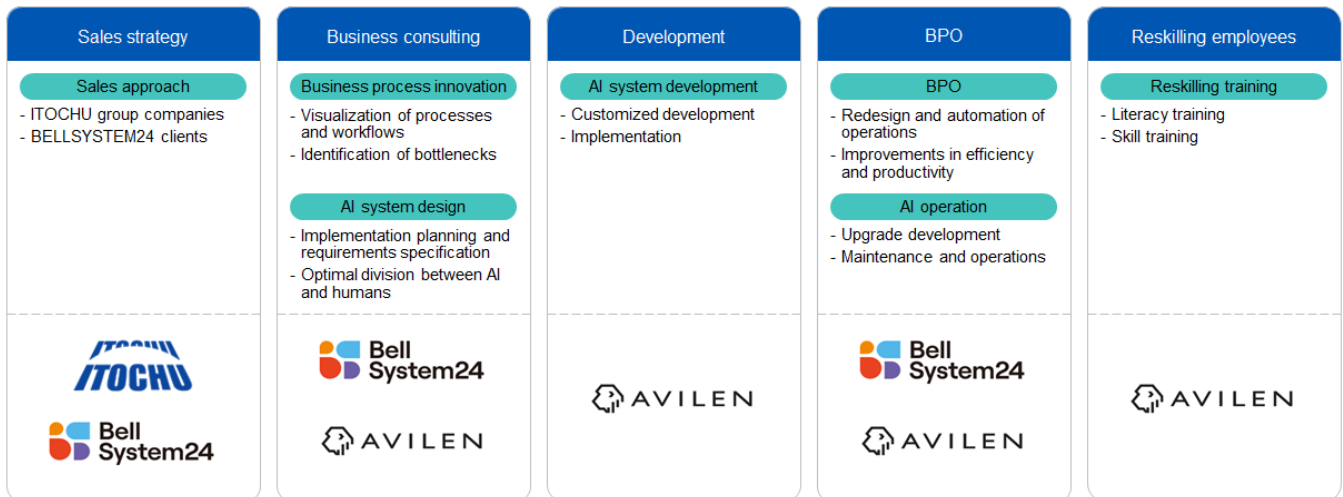
## ■ About this Solution

This solution is designed for companies that want to introduce generative AI and AI agents, as well as companies that have already introduced them but have not yet achieved results. Through collaboration (joint creation) with client companies, professionals across business process innovation, AI implementation, and BPO will jointly establish a project structure with each client, conduct detailed hearings to understand on-site issues, and enable the efficient and effective introduction of AI agents.

Through this partnership, the three companies will work as a unified team to deliver results both in management and on-site. This will be accomplished by combining BELLSYSTEM24's consulting expertise in business process transformation and solution operations with AVILEN's strengths in AI development and its team of approximately 400 engineers, together with ITOCHU's group company network that supports corporate DX.

The partners aim to deploy this solution to 200 companies over the next 5 years.

## Each Company's Role in this Solution



## ■ Features of this Solution

### 1. Custom AI agent development

With expertise in business process innovation and practical operations, BELLSYSTEM24 consultants will visualize business processes and workflows to clarify challenging bottlenecks. Having identified the optimal division and allotment of tasks between humans and AI, BELLSYSTEM24 will also leverage AVILEN's AI talent pool AVILEN DS-Hub, comprising approximately 400 high-performing professionals who have passed AVILEN's proprietary selection test with a pass rate of 6% or lower, to support design and development tailored to each client company's operational challenges.

### 2. Reskilling of AI talent

AVILEN has been ranked no. 1 in the industry\*2 for nine consecutive terms in the online training program for the E Qualification AI engineer exam. Building on this training expertise, AVILEN will not only provide reskilling programs for BELLSYSTEM24 employees, but also training programs for client-company employees to develop AI talent after the implementation of AI agents and accelerate the development of digital organizations.

### 3. Provision of comprehensive support spanning business process transformation and BPO

BELLSYSTEM24 and AVILEN consultants will thoroughly review and reconstruct current business processes by integrating AI agents. In addition, BELLSYSTEM24 will provide BPO support as needed for post-AI agent operations and tasks that require human intervention.

\*1 Reference: Generative AI Survey Spring 2025 – Five Country Comparison

<https://www.pwc.com/jp/ja/knowledge/thoughtleadership/2025/assets/pdf/generative-ai-survey2025.pdf>

\*2 Based on JDLA's E Qualification 2025 #2 results report. AVILEN was no. 1 among JDLA-certified providers with 50+ examinees, excluding educational institutions.

#### ■ Future Outlook

Going forward, the three partners will consider developing industry-specific and cross-industry AI agent-powered BPO models based on common needs identified through the delivery of this solution. These efforts will contribute to enhanced value for client companies and improved competitiveness through the construction of sustainable business models.

#### ■ Verification Case Study

##### **Partner: Nippon Access, Inc., a major food wholesaler**

Nippon Access receives invoices from approximately 10,000 business partners in differing formats and layouts. As a result, key challenges include the transition to paperless invoice processing and improving productivity by reducing reliance on human-dependent, manual reconciliation work. To address these issues, Nippon Access has started piloting this solution to improve the efficiency of invoice processing operations.

The pilot project first focused on automating the process of reading paper invoices with high accuracy and converting them into data. BELLSYSTEM24 and AVILEN consultants and engineers are working together to visualize business processes, identify issues, select AI utilization areas, and redesign and standardize operations to meet post-implementation workflows. At the same time, both companies are also building on AVILEN's document-processing AI agent Choraku to support difficult invoice types, including special layouts such as page splitting, as well as handwritten invoices or faint text that is difficult to identify. They are proceeding with error processing and improvement development.

Through the use of AI agents, this solution can achieve both structure/layout recognition and high-accuracy character recognition, two difficult tasks with conventional AI-OCR, and can enable automation across the entire process with system registration. Going forward, this pilot project will serve as a starting point for implementing pilot projects in other back-office operations as well, with the goal of automating overall business processes.



## ■ About the Project Story Video on this Collaboration

BELLSYSTEM24 has released a project story video summarizing the objectives of each company and future goals through this partnership, based on interviews with representatives from all three companies.

URL: <https://www.bell24.co.jp/ja/company/movie/story/vol12.html>



## About BELLSYSTEM24: Corporate website: <https://www.bell24.co.jp/en/>

In 1982, BELLSYSTEM24, Inc. launched its first full-fledged call center service in Japan. Since then, we have built a communications platform that connects businesses with consumers, creating an industry-standard BPO centered on contact centers. Today, by combining highly skilled human resources with cutting-edge technology, we continue to evolve as an integrated BPO partner. From innovating customer experiences to optimizing business processes, we support clients' digital transformation and accelerates their business evolution as a strategic partner in building next-generation competitiveness.

Guided by our purpose—"Sustain the prosperity of society, through innovation and communication"—we develop new solutions to address social needs and contributes to the realization of a sustainable society.

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