Advancing AI Transformation Through NEC BluStellar

NEC BluStellar will be the key to implementing AI throughout society under Mid-term Management Plan 2030.

To date, NEC BluStellar has been deployed as a value creation model for DX. Going forward, the Company will accelerate customers' AI transformation (AX) by embedding AI across all aspects of NEC BluStellar, including business models, technology, organizations, and human resources.

Business Model: Scenario-based Approach

For NEC BluStellar Scenarios, which have been developed as standardized approaches covering the entire journey from strategy development to implementation to address customers' management challenges, NEC will embed AI into every scenario. By doing so, NEC will enable the rapid automation of sophisticated tasks and the expansion of functionality.

Technology: AI Platform Service

The cutting-edge AI and security technologies that support NEC BluStellar's business model will be integrated into AI Platform Services, providing a full stack of services that customers need to become AI-native. These services cover the capabilities required for AI implementation from the application layer through the infrastructure layer.

Advancing Management Sophistication

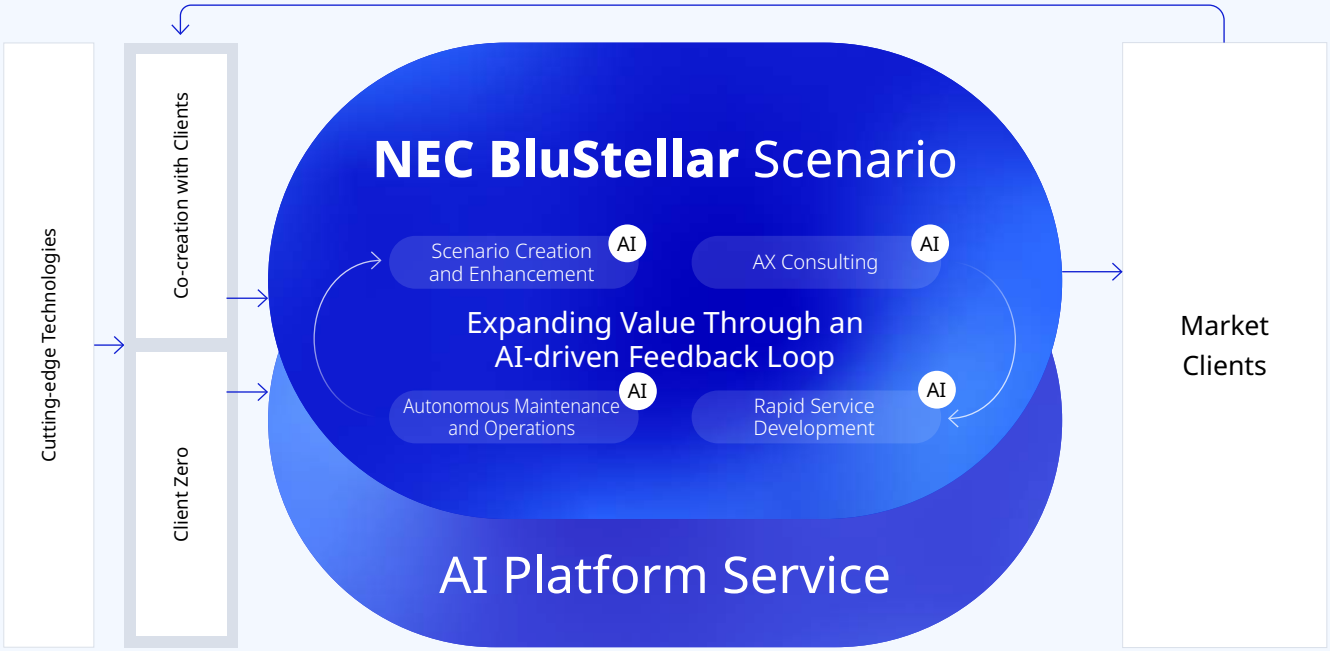
Creating new customer value through the AX of NEC BluStellar Scenarios

Evolving Competitiveness

Accelerating the realization of customer value through AX consulting and rapid service development

Expanding Reach

Making AX available to customers nationwide by expanding AX across the NEC Group



Organization and Human Resources: AI-native Organizational and Talent Transformation

In an AI-native society, where AI is embedded across all business activities and its use becomes commonplace, reskilling employees into AX talent capable of creating value together with AI is essential. By leveraging the expertise developed through NEC BluStellar Academy, NEC's talent development program, NEC will reskill all NEC Group employees as AX talent and reallocate them to growth and new businesses, thereby supporting further business expansion.

In addition, NEC will extend the practical know-how gained through its own AX talent development initiatives to customers, helping them develop AX talent and build AI-native organizations.

	DX Evolution Phase	Transition to AX (FY2027 onward) NEC BluStellar 2
Business Model	Scenarios that package the key success factors for DX	AX across all approx. **30** NEC BluStellar Scenarios
Technology	Competitive advantages driven by AI and security	More than **100** capabilities provided through AI Platform Services
Organization and Human Resources	Numerous professionals and partners with experience in co-creating solutions for clients' management challenges (10,000 consultants / 12,000 DX talent)	Shift from DX talent to **AX** talent Strengthen global alliances