



# Minna Bank

## VIDEO TRANSCRIPT

**Masashi Nakano**  
**Senior Managing Director**  
**Financial Services**  
**Accenture Japan Ltd**

Japan's first digital bank will surely be the focus of innovation in financial services going forward.

**Koji Yokota**  
**President**  
**Minna Bank**

Fintech players, challenger banks, and non-financial firms are entering the financial sector more and more. This is leading to a changing of the rules and paradigm shifts on a global level. Meanwhile, visits to our branches have declined 40% in the last decade, and Internet banking use is way up. Major change is underway. We decided that now is the time to create the bank of the future: Minna Bank, or Everyone's Bank.

**Kenichi Nagayoshi**  
**Deputy President & COO**  
**Minna Bank**

Our aim is to turn digital connectivity into value connections. We're transforming ourselves from a financial hub into a value platform. Our plan is to make digital natives into our fans.

**Koji Yokota**  
**President**  
**Minna Bank**

We evaluated Accenture's global digital expertise very highly, so we chose them as our partner. Accenture knows technology, design, and data analytics. And thanks to their ability to get things done, we were able to launch on schedule despite the pandemic.

**Kentaro Mori**  
**Managing Director**  
**Strategy, Banking Lead**  
**Accenture Strategy & Consulting**  
**Accenture Japan Ltd**

We're targeting digital natives. From the start, our plan focused strongly on their thinking and behavior as customers. The service and its UI are designed from a customer-centric perspective.

**Keisuke Yamane**  
**Managing Director**  
**Intelligent Software Engineering Services Co-Lead**  
**Accenture Technology**  
**Accenture Japan Ltd**

This partnership is not just Minna Bank and Accenture. We've leveraged the very best of Google, Microsoft, AWS, Salesforce and Oracle for this project. Taking advantage of the strengths of these solution enterprises in building this digital bank, we've implemented the world's latest technology.

**Koji Miyara**  
**Managing Director**  
**Banking Lead**  
**Financial Services**  
**Accenture Japan Ltd**

Working from 5 bases in Japan and 2 overseas, we've gone beyond organizational and national boundaries. This is a One Accenture collaboration.

**Ryota Mochizuki**  
**Managing Director**  
**Accenture Interactive**  
**Accenture Japan Ltd**

We had in mind an app you might use every day, like a social media service. So we made it simple enough to use with a thumb, and used plenty of illustrations to make it easy to understand. We asked ourselves what functions digital natives would want, and built the services based on that.

**Kenichi Nagayoshi**  
**Deputy President & COO**  
**Minna Bank**

We've designed a new digital banking platform based on Accenture's Cloud Native Core Solution. We hope to deliver this solution to financial services firms and business partners. And to take on the challenge of changing the nature of banking itself.

**Masashi Nakano**  
**Senior Managing Director**  
**Financial Services**  
**Accenture Japan Ltd**

We are committed to being the engine that drives the innovation of Minna Bank into the future.

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