

Magicx consulting, Jointly Operated by Hakuhodo DY ONE and ReD., to Launch an AI-Driven Development Service “Magicx Engineering Intelligence Suite”

– Upgrading system development in the enterprise domain to establish an innovative development model for the AI era –

Tokyo, June 9, 2026 – We are pleased to announce that Magicx consulting, a consulting team jointly operated by Hakuhodo DY ONE Inc. and ReD. Inc., is launching “Magicx Engineering Intelligence Suite,” an AI-driven development service in support of the entire enterprise system development process ranging from requirements definition to operation and maintenance.

Not limiting itself to AI-powered support for the completion of deliverables, this service supports traceability to visualize relationships between stages of the development process, and helps meet quality, security, governance and non-functional requirements for enterprise development. By combining AI-Ready Project Promotion, a unique project approach premised on AI adoption, it also helps companies accelerate development, upgrade quality control and promote inshoring. For some stages of the process, we aim to build a development structure to reduce man-hours by 30-70% compared with the existing practice and to enable an instant response to any change in requirements.*1



■ Background

In recent years, AI adoption has been progressing in each stage of the system development process with the evolution of AI technology. Meanwhile, businesses are increasingly facing the need for enhanced development capabilities, inshoring and modernization due to the shortage of IT talents, rising development costs, dependence on external vendors and the complexity of legacy systems. In particular, it is difficult to address those issues simply by improving development efficiency in the

enterprise domain, in light of constraints related to compatibility with the existing system, compliance with operational requirements, product quality, security, operation and maintenance, among others. In the traditional development process, any change in requirements needed manpower to verify the impact on multiple deliverables including design documents, source code, testing specifications and operating manuals, posing the formidable challenge of responding rapidly to the change while ensuring quality control.

To solve these issues, attention has focused on AI-driven development, as it can improve the efficiency of identifying the scope of the impact of any change in specifications and verifying consistency among the deliverables through AI-powered horizontal support for the entire process ranging from requirements definition to document preparation, thereby enabling speedy development without compromising quality control. This quick-reaction development structure is becoming increasingly critical not only in the SoR domain^{*2}, in which stability and reliability are mandatory, but also in the SoE domain^{*3}, characterized by rapid changes in the business environment.

In light of those developments, we decided to launch an AI-driven development service named “Magicx Engineering Intelligence Suite,” building on our insights into controls and quality management developed through experience in building large-scale, mission-critical systems, know-how accumulated since the dawn of the generative AI era, and track record in supporting the business growth of clients. By rebuilding the traditional process of system development into an AI-driven system, this service is designed to provide end-to-end support from the development of strategy for introducing the new system to its implementation and inshoring. We help clients build an autonomous development structure without depending on vendors by establishing appropriate burden-sharing in-house between humans and AI, control design, and the evaluation, selection and improvement of AI technology, and not only through the simple introduction of an AI tool.

■ Service features

● Improved productivity throughout the system development process

We adopt AI across the development process including for requirements definition, design, testing, reviewing and document preparation to reduce the lead time and workload for development. We primarily aim to improve the efficiency of stages that require manpower and time such as the reading of existing materials, specification arrangement, impact investigation, the preparation of design and testing specifications, the identification of necessary considerations when reviewing, and the summarization of remaining issues.

● Support for the traceability of requirements, design, code and testing

AI-driven development is characterized by its ability to understand relationships across deliverables, from requirements to operational documents, and verify their consistency, rather than simple code generation. In this service, AI outlines the impact of a change in requirements on related design documents, source code, test cases and operational documents to support decision-making by the

development team. We can also deliver AI-driven development customized to specific control levels by linking the service with the final check by humans and various control processes.

- **Enhanced quality, security and governance**

Leveraging AI-powered code generation and development support, we ensure development focused on the quality, security, non-functional requirements, operational convenience and governance needed in the enterprise domain. We reconcile process transparency with sophisticated controls by complementing code reviews, verification of consistency between design documents, establishment of an exhaustive list of necessary considerations in testing and security checks with the help of AI, and combining all this with reviews, approval processes, utilization rules, log management and security checks performed by humans.

- **Increased efficiency of mission-critical and business systems in the SoR domain**

Since emphasis is placed on stability, accuracy, auditability, security and operational maintenance in the SoR domain, we increase efficiency in the launch and execution of mission-critical and business systems as AI helps with understanding the specifications of existing systems, impact investigation, the preparation of design and testing specifications, transition policy arrangements and the identification of necessary considerations when reviewing. For the purpose of legacy replacement and modernization, AI deciphers old design documents, source code and operational materials to reduce the investigation and design burden at the initial stage of the project.

- **Rapid implementation of business initiatives in the SoE domain**

As the SoE domain involves touchpoints with customers and marketing initiatives, it is essential to be able to modify applications and functions swiftly in response to the external environment including season, weather, time slot, location, stock situation and change in the behavior of *sei-katsu-sha**. With AI-driven development, we speed up the design, implementation, verification and improvement of initiatives, including by changing the display and recommendation on e-commerce sites, customizing the screen and improving traffic in response to specific campaigns, and delivering customer experience tailored to area characteristics.

- **AI-Ready Project Promotion and Circular Innovation**

In addition to introducing an AI tool, Magicx Engineering Intelligence Suite supports AI-Ready Project Promotion, including in project design on the assumption of AI adoption, development process, governance, human resource development and improvement of the development environment. Furthermore, we build a Circular Innovation model, accumulating the AI adoption rules, prompts, design patterns, necessary considerations when reviewing and quality control know-how obtained in individual projects as reusable expertise to be replicated in other projects and business support.

- **Next steps**

In both the SoR and SoE domains, we will expand the offerings of Magicx Engineering Intelligence

Suite, while steadily enhancing our service offerings in response to specific use cases including AI-powered design document review, test automation, code review, security checks, document generation and operational manual preparation.*⁴ We will also establish new development standards for the AI era through the Circular Innovation model, accumulating and reusing insights gained in individual projects to be circulated among clients.

In addition, we will promote the introduction of AI-driven development tailored to various types of companies as part of the Hakuholdo DY Group's cross-Group AI expert initiative HCAI Professionals. Through those initiatives, we endeavor to build a comprehensive support mechanism covering the development process, AI adoption rules, governance, human resource development and improvement of the development environment. We are thus poised to disseminate an autonomous development structure characterized by human–AI cocreation, thereby establishing new standards for innovative system development in the age of AI.

* “*Sei-katsu-sha*” is a term we use to describe people not simply as consumers, but as fully rounded individuals with their own lifestyles, aspirations and dreams.

*¹ This objective covers stages such as investigation, design development, identification of necessary considerations when testing, reviews and document preparation, depending on the scope of application and the availability of existing materials. The estimated reduction is an assumption based on our verification data and preceding projects, and may differ depending on the scope of application, development structure and the quality of existing materials.

*² SoR, or System of Record, refers to a domain focused on the stability of records and business, including accounting, sales management, workflow and customer management.

*³ SoE, or System of Engagement, refers to a domain focused on enhancing customer relationships, including e-commerce, CRM, marketing initiatives and applications serving as touchpoints with customers.

*⁴ Further details of support to be provided in each domain are as follows: In the SoE domain, we support the building of a development structure capable of rapid improvement in applications and customer experience in response to the changing external environment. In the SoR domain, we support the improvement of productivity in mission-critical and business systems and the upgrading of quality control through increased efficiency in requirements definition, design, implementation, testing, reviews and operational document preparation.

< Corporate Information >

■ Hakuholdo DY ONE Inc. <https://www.hakuholdody-one.co.jp/en/>

Hakuholdo DY ONE leverages its expertise and know-how in digital advertising, cultivated since the early days of internet advertising, to provide integrated digital marketing services. With strengths in marketing strategy formulation, creativity, advanced operational management, technological development, and close relationships with media companies and platforms, we offer comprehensive support for digital-driven marketing strategies and technology utilization to both Japanese and international clients.

As we move forward as the "Digital Core" of the Hakuhodo DY Group, we aim to become the industry's leading digital marketing company by consolidating the group's knowledge and resources and combining high-level expertise with strong proposal capabilities.

By positioning ourselves as an Integrated Strategy Partner, we will continuously challenge and advance ourselves to be our clients' one and only "ONE" for their sustainable growth and enhancement of corporate value.

Location : Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku, Tokyo 107-6316, Japan
Representative : Hiroaki Kitazume, President, Representative Director
Shareholders : 100% owned by the Hakuhodo DY Group
Employees : 3,290 (April 1, 2026, forecast)
Start of integration : April 1, 2024
Business : Planning, consulting, agency operations and investment activities
related to all aspects of digital marketing

For inquiries regarding this News Release

Hakuhodo DY ONE Inc.

Public Relations /E-mail :