CORE CONCEPT TECHNOLOGIES INC.

News Release

July 16, 2026

Core Concept Technologies Inc.

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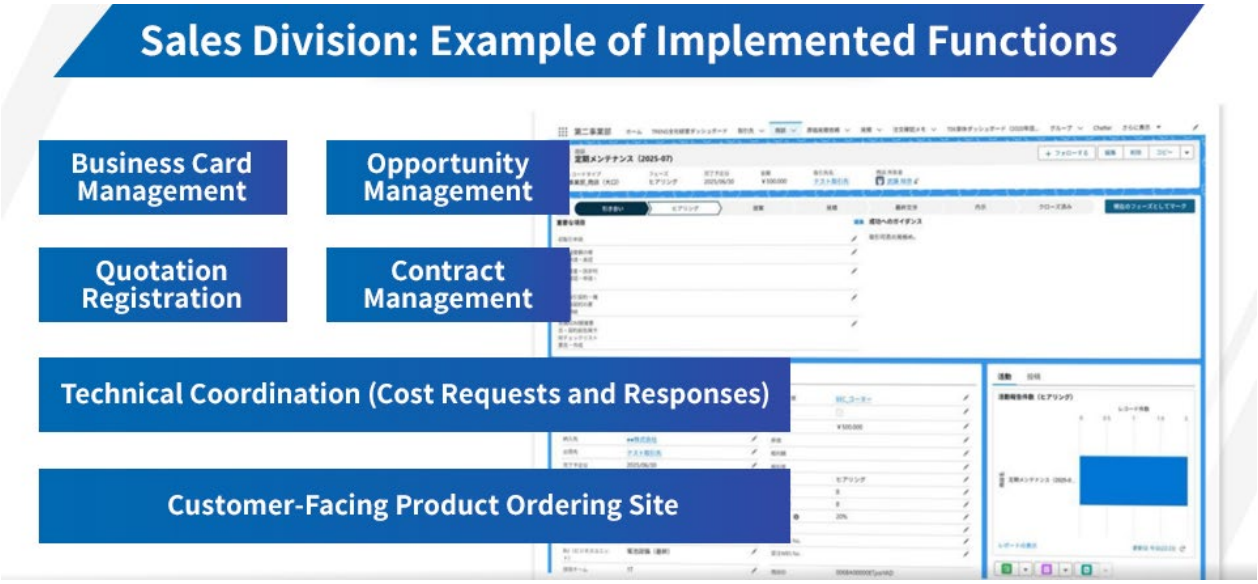
Reducing Order-Processing Workload by 85% and Increasing Sales Opportunities 1.5 times Toray Engineering Advances Company-Wide Sales and Operational DX with Salesforce, CCT Provides Hands-on Support from Initial Concept through Operational Adoption

Core Concept Technologies Inc. (headquartered in Toshima-ku, Tokyo; Representative Director, President and CEO: Takeshi Kaneko; hereinafter referred to as "CCT"), which provides DX Support, hereby announces that it provided hands-on end-to-end support—from initial concept development through operational adoption and improvement—for a company-wide Salesforce implementation project led by Toray Engineering Co., Ltd. (headquartered in Chuo-ku, Tokyo; President and Chief Executive Officer: Takashi Iwade; hereinafter referred to as "Toray Engineering").

In this project, Salesforce was positioned as the "core front-end system" for consolidating information, driving the integration of information across the entire company. By linking Salesforce with existing core systems, including SAP, Toray Engineering has built a framework for consistent, data-driven management of processes spanning from sales through post-order operations.
As a result, the company proceeded toward data-driven, strategic sales activities, reducing the workload for order registration and production order issuance by up to 85%. The number of sales opportunities expanded approximately 1.5 times.



An example of the functionality implemented in the Sales Division. Salesforce provides centralized management of the entire sales process, including business card, opportunity, quotation, and contract management.

■Background

Since its founding in 1960, Toray Engineering has operated as a core company supporting the manufacturing infrastructure of the Toray Group. Its business includes plant engineering, manufacturing equipment development, factory automation, and software development.
Amid continued business expansion, there was a growing need to further advance a framework for centrally managing information on sales, customers, and projects and utilizing it for management decision-making. In addition, in responding to more than 1,000 inquiries from customers per year, the company needed to further improve information sharing across the organization and the quality of its responses. Furthermore, alongside an existing system that had been in use for more than 20 years, a proliferation of systems independently adopted by individual departments had made an overhaul an urgent priority in order to achieve overall optimization spanning design, production, and procurement.
To fundamentally address these challenges, a company-wide DX project centered on Salesforce was launched in 2018.

■CCT's Support and Its Effects

Leveraging the expertise in operational and sales process reform cultivated primarily in the manufacturing industry, CCT provided hands-on support as a partner in the Salesforce implementation for this project.

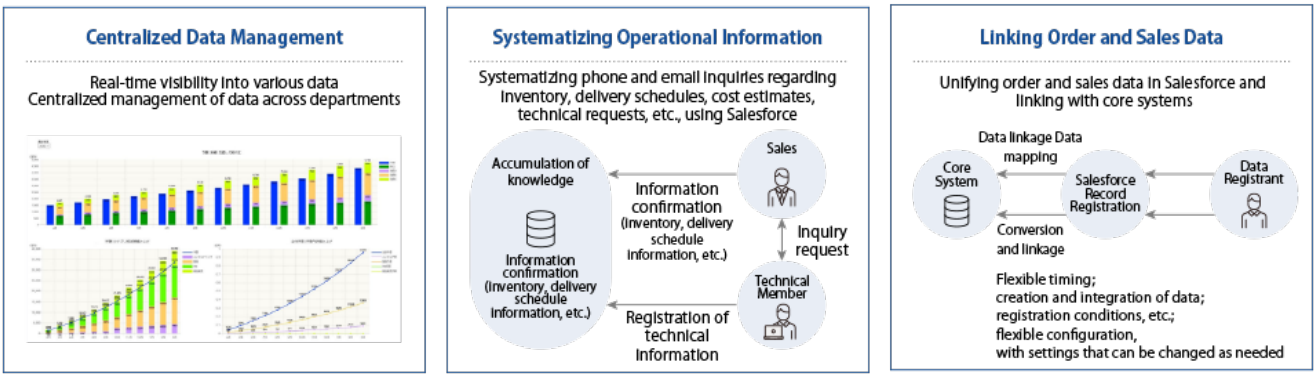
Key Support Provided

- Designed Salesforce as the "core front-end system" for consolidating information on sales, customers, and projects.
- Integrated Salesforce with SAP to enable consistent, data-driven management of processes from sales through post-order operations.
- Visualized "winning sales patterns" within a single business division first, then progressively rolled this out company-wide
- Provided continuous hands-on support through the post-implementation phases including operational adoption and improvement.

By taking the approach of working alongside on-site staff to "identify and resolve challenges together," CCT helped promote understanding within the company and supported operational adoption.

Effects

- Established an environment in which both the management and on-site staff can grasp the same data in real time.
- Increased the number of sales opportunities approximately 1.5 times.
- Reduced the workload for order registration and production order issuance by up to 85%.



By making Salesforce its core front-end system, Toray Engineering achieved centralized management of information on sales, customers, and projects, realizing visualization and efficiency improvement across its entire business process.
This has led to improved reproducibility of sales activities and a significant reduction in workload.

■Customer Voices

Takashi Iwade President and Chief Executive Officer
Toray Engineering Co., Ltd.
"In driving company-wide business transformation, CCT has been a partner who deeply understands our company's vision and works with us to envision our ideal future state. Through the implementation of Salesforce, I feel that we have established a foundation for making decisions and formulating strategy based on data."

Kenshin Honda
General Manager of the DX Promotion Office
"Rather than simply implementing what we asked for, CCT consistently proposed the approach best suited to our company. Thanks to CCT's willingness to work closely alongside us with a strong sense of speed, we were able to see the large-scale, company-wide implementation through to completion."
Titles are as of the time of the interview.

■Future Outlook

Going forward, Toray Engineering plans to further expand its use of Salesforce to indirect departments and other areas, promoting company-wide productivity improvement and data-driven management.

CCT will continue to contribute to the medium- to long-term growth and competitiveness enhancement of its customers by providing hands-on support through the post-implementation phases of Salesforce including operational adoption and improvement.

▼For details on this case study, please see the following:
https://www.cct-inc.co.jp/solution/case/7819

■About Toray Engineering Co., Ltd.
Founded in 1960, Toray Engineering is a core company supporting the manufacturing operations of the Toray Group, with businesses spanning from plant engineering, manufacturing equipment, factory automation, and software development. Leveraging its strong technical capabilities and on-site expertise, the company supports manufacturing across a wide range of industries.

▼Website:
https://www.toray-eng.co.jp/

■About Core Concept Technologies Inc. (CCT)
CCT provides DX Support with a focus on the manufacturing, construction, and logistics industries, and IT Staffing Support applicable to a broad range of industries. Utilizing its DX development platform “Orizuru” and its extensive Business Partner Network “Ohgi,” CCT provides end-to-end support for customers, from defining their ideal future state through technical verification, system development, operation and maintenance, and in-house development, in a comprehensive manner.

For inquiries about this release

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