

Hakuhodo DY ONE to Support the License Sale, Deployment and Adoption of Dify, a Generative AI-Powered App Development Platform, as a Service Partner

- Leveraging know-how gained through internal adoption for one-stop implementation, from environment building to consolidation in-house –

August 18, 2026 – We are pleased to announce that Hakuhodo DY ONE has launched a support service for the license sale, deployment and adoption of Dify, a generative AI-powered app development platform offered by LangGenius Inc., as a service partner.

Through this business, Hakuhodo DY ONE is leveraging its own experience in the use of the platform by over 1,500 staff members and the development of over 1,000 apps (both cumulative numbers as of 2025), accumulated through our own deployment of the platform in-house, to offer one-stop support covering the entire deployment process with clients, ranging from the development of secure AI infrastructure to consolidation across the company.

Hakuhodo DY ONE

Dify

■ Background

The adoption of generative AI in business has advanced from piloting with selected employees to the phase of company-wide deployment. Accordingly, demand is rising fast for no-code/low-code tools that allow non-engineers to build AI agents and workflows on their own.

However, many companies are now facing challenges in building secure infrastructure, ensuring appropriate authorization management, and promoting utilization in-house. Indeed, there are an increasing number of cases where the deployment of a tool does not lead to concrete results in practice.

Since its inception, Hakuhodo DY ONE has accumulated advanced expertise through the development of a unique environment by deploying and using Dify throughout the company. To date, we have developed over 1,000 apps, of which more than 100 are currently in use as open internal apps available company-wide. As an example, 0th AI Hypothesis,^{*1} an AI-powered customer analysis app we have developed with Dify, drastically improved operational efficiency, reducing the time required for an analytical task from up to four days to about 15 minutes.

To offer this kind of practical know-how to a wider range of clients, we also formed a dedicated consulting team to assist the adoption of Dify, effectively reinforcing our deployment-supporting function.*² We are now poised to strongly assist clients that seek to insource generative AI development for company-wide deployment, leveraging this multi-faceted support structure together with our practical knowledge with a specialized unit.

Through this service, we provide sophisticated support that directly brings business results, and not only simple deployment of a tool, as part of the Hakuhodo DY Group's cross-Group AI expert initiative HCAI Professionals.

■ Scope of service

1. License sale (resale)

In addition to the enterprise plan, we offer essential and standard plans tailored to deployment with medium-sized companies or units of a company. By providing low-cost plans not sold directly by LangGenius, we support small starts with limited initial investment, as well as agile deployment and validation in specific departments or projects.

2. Environment creation and operational design

We build secure infrastructure that includes the deployment of SSO (ID coordination with Azure AD/Microsoft Entra) and the design of detailed authorization management (RBAC: Role-Based Access Control). We ensure operation in line with corporate governance through robust access control at the workspace and app levels.

3. Security design

We build a governing structure for audit logs and control the use of plug-ins. Workload related to internal controls and audits can thus be reduced by visualizing the “who, when and how” of operations. We also develop a secure environment for AI adoption to prevent the risk of information leakage through unauthorized plug-ins.

4. Support for consolidation and adoption in-house

We provide systematic training programs and support the development of use cases in line with current marketing practices. Beyond the simple introduction of a tool, we provide meticulous support by using the practical know-how gained through our own operations, while building a stable operational framework in collaboration with LangGenius.

■ Next steps

Going forward, we aim to help expand the Dify ecosystem not only by accelerating the development of use cases in specific industries, particularly those related to marketing, but also by enhancing our

capability to address high-security environments including in the government and financial sectors. We are determined to support the sustainable growth of clients by working together through those initiatives to promote business transformation with company-wide deployment of generative AI.

*1 See the post dated November 19, 2024 on the Hakuhodo DY ONE blog: "Dify Use Case: The Making of '0th AI Hypothesis,' an AI-Powered App in Support of Marketing Strategy" at <https://oneder.hakuhodody-one.co.jp/blog/dify-usecase-0th-analysis>

*2 See the release of Hakuhodo DY ONE dated November 21, 2024: "Hakuhodo DY ONE Launches a Specialized Organization to Support Dify, an AI Application Development Platform" at https://global.hakuhodody-one.co.jp/en/news/news-releases_202411211842/

LangGenius Inc.

LangGenius incorporated its subsidiary in Japan to provide Dify and related support in the local market. Deployed with various leading companies across industries including IT, manufacturing, telecommunications, media, finance and investment, Dify now contributes to improved productivity and DX promotion at our clients.

Location: 1st Floor, Nihonbashi Front, 3-6-2 Nihonbashi, Chuo-ku, Tokyo 103-0027, Japan

Representative: Kiji Mardan, Representative Director & President

Established: February 2025

Business: Development & provision of AI platform "Dify," license sale of self-hosted Dify Enterprise, professional service for Dify Enterprise

URL : <https://langgenius.co.jp/>

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< Corporate Information >

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

Hakuhodo 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 (as of April 1, 2026)
Established	: April 1, 2024
Business	: Planning, consulting, agency operations and investment activities related to all aspects of digital marketing

For inquiries regarding this News Release

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