

TOKYO, November 17, 2026
HSO / HSO Japan K.K.

HSO Japan Achieves “Microsoft Frontier Partner” Status

Accelerating Enterprise Transformation with AI Agents and Data

— From “Experimentation” to “Production”: AI Adoption in Japan, Built on Microsoft Copilot, Fabric and Dynamics 365 —

■ Recognized as a Microsoft Frontier Partner

HSO Japan, a pioneer in the Japanese market, obtains Frontier Partner status

Following the Microsoft Frontier Partner status achieved by the HSO Group in June 2026, its Japanese subsidiary, HSO Japan K.K. (headquartered in Minato-ku, Tokyo; hereinafter “HSO Japan”), has also obtained this status and is now fully expanding its delivery capabilities in the Japanese market. Microsoft Frontier Partner is a recognition reserved for a select group of partners that

demonstrate advanced expertise and a proven track record across multiple areas of Microsoft Cloud and AI for the era of agentic AI.
HSO Japan will bring the AI and data expertise and assets that the HSO Group has built globally to its services for customers in Japan, supporting enterprise transformation through AI and data.
This recognition demonstrates Microsoft's confidence in **HSO's ability to drive AI-first transformation safely at enterprise scale and to move customers from the experimentation stage to governed, production-level AI operations**.

■ Background: Japanese Enterprises' Use of AI Is Moving from "Experimentation" to "Production"

Interest in generative AI and AI agents continues to grow, yet at many companies AI use has remained at the proof-of-concept (PoC) stage and has not reached "production," where it is tied to business applications, data platforms, and security and governance. The results of AI depend on trusted data and on the ability to embed AI into everyday business processes. HSO's strength lies in designing, implementing and operating Microsoft Dynamics 365 as the business foundation, Microsoft Fabric as the data foundation, and Microsoft Copilot and AI agents on top of them as one integrated platform, guiding Japanese enterprises' use of AI from "experimentation" to "results."

■ What the Frontier Partner Badge Means

The Frontier Partner Badge recognizes partners that put into practice Microsoft's "AI-first, human-led" approach and are taking forward-looking steps in the era of AI agents. Its main features are as follows.

- Certified as a Solutions Partner across multiple areas of Microsoft Cloud
- Awarded only to an extremely limited group of partners that also hold advanced specializations, such as Data Security and Microsoft Copilot

In short, this recognition shows that **HSO is a partner capable of guiding customers from the AI experimentation stage to governed, production-level operations**.

HSO is a full-service partner that holds all six Microsoft Cloud Solutions Partner Designations and, in addition, holds Frontier Partner status.

■ **Endorsement from Microsoft Japan Co., Ltd.**



Microsoft Japan Co., Ltd.
Managing Executive Officer
Head of Enterprise Services Business Group
and Head of Partner Business
Satoshi Asano

“We warmly welcome HSO Japan’s recognition as a Microsoft Frontier Partner and a pioneering company in the Japanese market. For many years, HSO Japan has built deep expertise specializing in Microsoft products, together with a global track record. Its initiatives in AI and data, in particular, give a strong boost to the transformation of Japanese companies. Building on this recognition, we will work together with HSO Japan to further advance our Japanese customers’ use of AI and their business transformation.”

■ **Comment from HSO**



HSO
Global EVP, Business Development
Alan Kahn

“The Frontier Partner Badge is about trust: Microsoft’s confidence that we can help customers turn AI into something real. What matters to our clients is that we can take them out of experimentation and into production at scale, with the right governance, security, and, most importantly, measurable impact.”

■ **HSO / HSO Japan Initiatives**

With Microsoft Frontier Partner status, HSO Japan, a pioneer in the Japanese market, has further strengthened its ability to deliver “secure and repeatable AI transformation” to customers in Japan.

HSO will continue to work closely with Microsoft to deliver integrated value across AI, data and business applications. Specifically, HSO will make assets refined globally, such as solutions for Microsoft Fabric and Copilot, available to customers in Japan, and support their use of AI step by step, from “learn-in-one-day” hands-on sessions through to production deployment. HSO will also accelerate its investment toward the upcoming Frontier Specialization (see below), so that Japanese companies can always make use of the latest Microsoft technologies.

HSO is a **Microsoft-focused global Cloud Solution Provider (CSP Tier 1) with more than 40 locations worldwide (16 offices in 8 countries across Asia) and a track record spanning about 40 years, offering certified support for the entire range of Microsoft products** — one of the few partners worldwide able to do so.
HSO provides one-stop services from implementation and build through to operations and maintenance, delivering high-quality services that combine global standards with the requirements of the Japanese market.
In Microsoft’s partner program, HSO has been selected for the Microsoft AI Business Solutions Inner Circle for 22 consecutive years. It won the 2025 Microsoft Partner of the Year award in the Microsoft Dynamics 365 area (its third consecutive year as a global winner in the Business Applications area) and won the award again in 2026. In July 2025, HSO was also named a Microsoft Fabric Featured Partner.

1. End-to-End Support from Business Applications to AI Agents
With Microsoft Dynamics 365 Finance / Supply Chain Management (formerly Finance & Operations), Business Central (ERP for small and mid-sized businesses) and Commerce (retail solution) establishing core business operations, HSO supports customers end to end, from planning and implementation through to operation and improvement, across the Microsoft Fabric data foundation (Data & AI) and AI agents built with Microsoft Copilot / Copilot Studio.

2. Enabling Strategic Use of Data

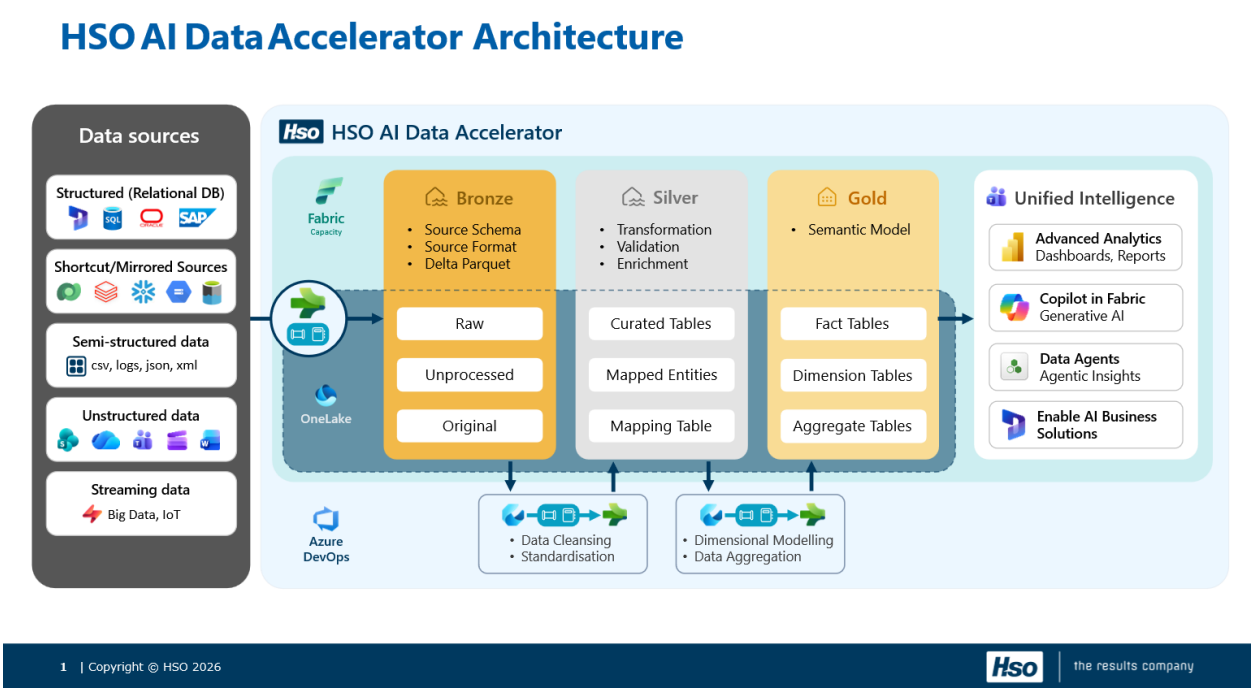
HSO integrates data scattered across the organization with Microsoft Fabric (OneLake) and builds a governed, “AI-ready data foundation.” As a Microsoft Fabric Featured Partner, HSO supports the full scope of Fabric: from data strategy and roadmap development to data engineering, visualization with Power BI, the use of Copilot and AI, and real-time analytics.

HSO AI Data Accelerator

HSO AI Data Accelerator is a data integration, analytics, and AI acceleration framework built on **Microsoft Fabric** and **OneLake**. Leveraging a robust **Medallion Architecture (Bronze / Silver / Gold)**, it enables organizations to consolidate and standardize data from multiple sources, rapidly establishing a trusted and scalable data foundation.

Designed to support the full data-to-AI journey, the accelerator enables advanced analytics and business insights through **Power BI**, while providing a foundation for AI-driven capabilities such as **Copilot in Fabric** and intelligent **AI Agents**. By reducing implementation complexity and accelerating time-to-value, organizations can adopt data-driven decision-making and AI innovation with greater speed and lower risk.

Built with **DevOps-based governance and operations**, the platform ensures scalability, reusability, security, and compliance, creating a future-ready data ecosystem that can evolve alongside business needs.
The diagram below illustrates the overall architecture and key components of the HSO AI Data Accelerator.



3. A Global Track Record with More Than 3,000 Companies

Drawing on about 40 years of experience implementing Microsoft solutions for more than 3,000 companies, HSO offers AI agent assets, the HSO AI Data Accelerator (a solution that brings together the Data & AI foundation expertise HSO has built since before Microsoft Fabric became available), and the “360 Industry Suite” of industry templates covering manufacturing, retail, rental, architecture, engineering & construction (product name: HSO ACE), and more. Rather than building from scratch, HSO builds on industry best practices, shortening implementation time and optimizing cost.

4. Value for the Japanese Market

HSO combines localization for the Japanese market with its global standard methods and assets to deliver high-quality implementations. For customers operating globally, HSO’s global delivery organization supports rollouts from Japanese headquarters to overseas sites, as well as rollouts by global companies to their sites in Japan. In addition, through Co-Sell / Co-Delivery with Microsoft, HSO tailors the delivery model to each customer’s needs.

5. Free One-Day Hands-On Workshops (Co-hosted with Microsoft)

HSO Japan believes the best way to start with AI and data is to get hands-on, and holds free hands-on workshops co-hosted with Microsoft. Starting with “Learn in One Day: Conversing with Your Data – Practical Copilot Techniques” on June 23, 2026, HSO Japan has held these workshops every month.

To date, participants have experienced, at a practical working level, how to use Fabric Data Agents in practice, data model design optimized for Copilot and AI, and verification and improvement methods for achieving highly reliable AI responses. Upcoming sessions are as follows.



- **November 18 (Wed): Dashboard in a Day**
- Learn in just one day how to build a dashboard and visualize and analyze data in a clear and compelling way.
- Register: **Dashboard in a Day**

- **November 25 (Wed): Fabric Analyst in a Day**
- A hands-on workshop designed for Power BI data analysts who are new to Fabric.
- Register: **Fabric Analyst in a Day**

- **December 11 (Fri): Agent in a Day**
- A hands-on workshop in which business-unit developers learn how to build and customize AI agents using Microsoft Copilot and Copilot Studio.
- Register: **Agent in a Day**

6. Bringing HSO's Global Initiatives to Customers in Japan

HSO is also running executive-level AI events in Asia. On November 25, 2026, HSO will host "Executive Exchange: Building the Agentic Enterprise" in Hong Kong. The agenda includes an introduction to Microsoft's latest AI roadmap, the transformation of accounting and finance through agentic capabilities in Dynamics 365 Finance, AI-driven replenishment optimization and sales maximization using data and AI, and a panel discussion with customer executives. HSO Japan will share the insights and case studies gained globally and across Asia with customers in Japan going forward.

■ Looking Ahead: Toward the Frontier Specialization

The Frontier Partner Badge is currently the standard for Frontier-level capabilities, and Microsoft plans to evolve it further. The upcoming Frontier Specialization will set additional requirements for partners that build and deliver AI agents. HSO aims to be among the partners that meet these requirements and will continue to invest ahead of the market so that customers can always benefit from Microsoft's most advanced technologies. For customers in Japan, HSO Japan will provide hands-on seminars, a Fabric-based data foundation, and implementation support for Copilot and AI agents as one integrated offering, guiding their use of AI from experimentation to production.

■ Company Overview

HSO

- Headquarters: Veenendaal, the Netherlands
- Locations: 40+ worldwide (Asia: 16 offices in 8 countries)
- Business: A Microsoft-focused global Cloud Solution Provider (CSP Tier 1) with a track record of about 40 years, offering certified support for the

entire range of Microsoft products — one of the few partners worldwide able to do so.

- Related sites:
- https://www.hso.com/news/hso-is-now-a-frontier-partner/
- HSO | the results company
- https://www.hso.com/our-capabilities/data-ai/

HSO Japan K.K.

- Headquarters: 6F PMO Shimbashi, 6-13-10 Shimbashi, Minato-ku, Tokyo, Japan
- Business: Microsoft Dynamics / Data & AI / Microsoft Fabric / Microsoft Copilot / Agentic AI
- Related site:
- https://www.hso.com/en/campaigns/welcome-to-hso-japan/
- https://www.linkedin.com/company/hso-japan/posts/

Microsoft Japan Co., Ltd.

- Headquarters: Shinagawa Grand Central Tower, 2-16-3 Konan, Minato-ku, Tokyo, Japan
- Business: Provision of Microsoft products and services
- Related site:
- https://www.microsoft.com/ja-jp/mscorp

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