

NISSAY ASSET MANAGEMENT



INITIATIVE	NAM-GPT – Enterprise-wide Generative AI Platform
AWARD	Celent Model Buy Side 2025 for Digital Transformation and GenAI
EXECUTIVE SUMMARY	Through senior executive education and sponsorship, along with a swift development and infrastructure management strategy, Nissay Asset Management successfully launched a program that has garnered substantial participation, utilization, and momentum in implementing GenAI applications. This includes the successful delivery of the ESG Interview Assist tool, designed to aid in the collection and synthesis of information related to sustainability research and ESG initiatives.
TIMELINE	<p>The timeline illustrates the progression of the NAM-GPT initiative. It begins with a 'June 2023 Kick-off meeting', followed by the 'Aug 2023 Initial NAM-GPT release'. A 'Sept-Oct 2023 NAM-GPT utilization contest' is held. From 'June - Sept 2024', 'Senior execs hands-on sessions' are conducted. In 'June 2024', there is a 'GPT upgrade and ESG tool launch'. Finally, the '2025 - Continuous roadmap development' phase is shown.</p>
KEY BENEFITS	<ul style="list-style-type: none"> Identified 60+ viable GenAI use cases, through hands-on information sessions and discussions with senior executives and divisional representatives across the company. Improved efficiency and productivity by ~50% for ESG information gathering and assessment tasks through successful deployment of the <i>ESG Interview Assist</i> tool that leverages LLM technology for ESG analysts to extract and evaluate ESG-related information from disclosure documents such as annual reports and sustainability reports. Increased employee morale and broader organizational “AI activation” by providing access to cutting-edge GenAI tools for all staff. The utilization rate of the GenAI tool (NAM-GPT), as represented by monthly active users, increased from ~30% to >70%. Enhanced Nissay Asset Management’s brand and its contributions to the industry related to this generative AI initiative by securing media and press coverage (such as in Nikkei) and delivering academic presentations at the Artificial Intelligence Society.
KEY VENDORS	Nowcast Inc., Microsoft Azure, Amazon Web Services (AWS)
READ MORE	Learn more about this award-winning initiative and other case studies on Celent.com .

Source: Nissay Asset Management

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