

Tower Records Builds Data Integration Platform with “ASTERIA Warp” to Accelerate AI Adoption Through No-code Integration Across Core Systems and Cloud Services

Integrating Sales Data and AI-Driven Demand Forecasting into Business Operations to Enhance Data Utilization

Tokyo – April 15, 2026 -- Asteria Corporation (Head Office: Tokyo, Japan; CEO HIRANO (Pina) Yoichiro; Tokyo Stock Exchange listed, Securities Code: 3853, hereinafter “Asteria”) is pleased to announce the construction of a cross-platform data integration infrastructure for Tower Records Japan Inc. (Head Office: Tokyo, Japan; CEO MINEWAKI Ikuo, hereinafter “Tower Records”), a company engaged in music software sales, event management and a wide range of other businesses. Built using “ASTERIA Warp” (hereinafter “Warp”), which has maintained the No. 1 market share in Japan’s EAI/ESB software market for 19 consecutive years^{※1}, the infrastructure connects the core system “PROACTIVE”, various cloud services, and an AI demand forecasting platform.



■ Background and Benefits of Warp Adoption

According to the 2025 White Paper on Information and Communications^{※2}, Japan’s investment in information technology has grown by approximately 4 trillion yen over the past decade, and digital transformation (DX) remains an ongoing investment theme across businesses. The retail sector is no exception. While digital adoption in the retail sector is advancing, with over 80% of companies using cloud services, new challenges are also emerging due to the increasing complexity of business operations.

Amid these changing circumstances, Tower Records has been working to leverage data to improve operations. To support this effort, the company has been integrating data between its core system “PROACTIVE” and internal systems. However, processes such as linking journal entries, master data updates, and ledger creation still required manual data processing and entry, resulting in a need for greater operational efficiency and system stability.

As efforts to leverage data progress, the need to support diverse data formats and integration methods across systems has intensified. This has highlighted the importance of a platform that enables flexible, system-independent data integration, making its development an urgent priority.

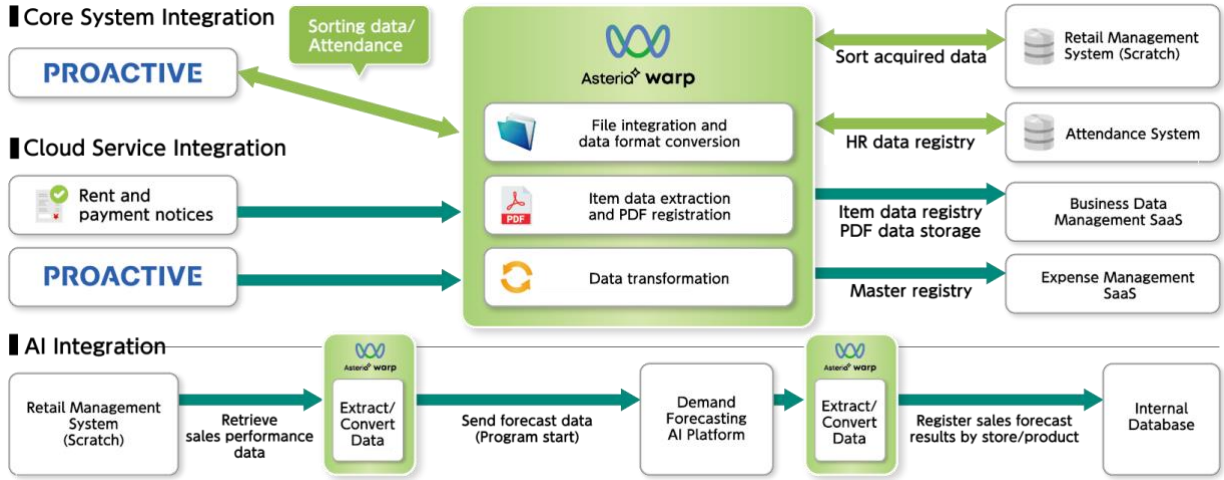
Because of this, Tower Records adopted Warp as a centralized platform for cross-system data integration and management based on the following criteria.

Reasons for selecting Warp:

- Flexible handling of different data formats and integration methods across systems
- Automation of routine data processing (linking journal entries to core systems, updating master data, CSV processing, report generation, etc.)
- No-code system development and modification enable ongoing in-house maintenance
- Flexible accommodation of future system expansions

This enabled Tower Records to implement a system that seamlessly connects its core systems and various cloud services without coding. For its cloud-based expense management service, master data registration from the core system and the processing and integration of journal entry data were automated. In addition, item data registration and digital management of PDF invoices and payment notices — previously stored in paper form — were automated through integration with a cloud-based business data management service. This reduced the workload associated with document registration and management, resulting in improved operational efficiency.

Furthermore, Warp integrates performance data from the sales management system with an AI-powered demand forecasting platform, automating the entire process from data extraction to running sales forecasting models and generating results. By incorporating forecast results into day-to-day operations, Tower Records has improved its use of data and is advancing practical AI-driven business improvements. Moreover, these data integration and processing functions have been built and operated in-house by team members with limited programming experience, leveraging Warp’s no-code development capabilities.



■ Future Developments for Warp’s Business

By enabling no-code integration with over 100 tools and systems without requiring programming expertise, Warp supports digital transformation (DX) initiatives that improve operational efficiency across a wide range of industries. The Warp series, including Warp Core, has continued to grow steadily, with adoption now surpassing 10,000 companies. With 19 consecutive years of No. 1 market share in the enterprise data integration (EAI/ESB) market, Warp is also addressing new integration needs driven by regulatory requirements and cloud migration.

Asteria will continue to expand its capabilities for integrating diverse data sources across a wide range of industries. Leveraging its no-code strengths, it will support data utilization that addresses societal challenges such as the IT Talent shortage, while driving improved operational efficiency and automation.

※ 1 Source: Techno Systems Research Co. Ltd., “2025 Software Marketing Overview: EAI/ESB Market Edition”; EAI/ESB stands for Enterprise Application Integration and Enterprise Service Bus and refers to a category of products that handle data integration within and outside a company.

※ 2 2025 White Paper on Information and Communications, “Dataset” <https://www.soumu.go.jp/ohotsusintokei/whitepaper/ja/r07/html/datashu.html>

Case Study: https://www.asteria.com/jp/warp/case/w_tower/

■About Tower Records Japan Inc. (<https://tower.jp/>)

With “NO MUSIC, NO LIFE” as its corporate slogan, Tower Records operates a retail business centered on the sale of music and video products, along with books, merchandise, and tickets. Alongside its nationwide TOWER RECORDS” stores, it also runs the online store “TOWER RECORDS ONLINE,” a comprehensive music portal and marketplace. In addition to importing and wholesaling music and video software, trading used records, and planning, manufacturing, and selling merchandise and apparel, the company is also involved in music production and artist management, including the management of artists, musical works and copyrights, and the production of master recordings. It also operates a food and beverage business, including the planning and operation of the entertainment cafes “TOWER RECORDS CAFE” and “TOWER RECORDS BEER.”

■About Asteria Corporation (<https://en.asteria.com/>)

Asteria is a software development company that provides products and services that “connect” systems, people, things and intentions based on the concept of “Connecting the World with Software”. Its flagship product, “ASTERIA Warp” is middleware which integrates data from different systems and cloud services without coding and has been adopted by over 10,000 companies. Other products include digital storage app “Handbook X”, mobile app builder “Platio” and no-code AI/IoT platform “Gravio”. By offering these products, Asteria promotes digital transformation (DX) and helps organizations improve their business process efficiency. Asteria is also engaged in raising awareness of new technologies and their value and fosters innovation through its involvement in the launch of Blockchain Collaborative Consortium and No Code Promotion Association.

■About ASTERIA Warp (<https://www.asteria.com/jp/en/warp/feature/>)

ASTERIA Warp, the No. 1 EAI/ESB product in the Japanese market for 19 consecutive years, is middleware that allows data integration between different computer systems without coding. Widely recognized for its ability to convert data and connect a wide range of systems – from mainframes and cloud servers to spreadsheet software – ASTERIA Warp eliminates the need complex programming. Warp Core offers a subscription plan that includes Warp’s key features starting at 30,000 yen per month with no initial fees, making it easy to get started. By enabling rapid integration across diverse systems and services, ASTERIA Warp helps organizations automate business processes and make better use of their data

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