

February 6, 2026
SB OAI Japan GK
SoftBank Corp.

Leveraging OpenAI’s Enterprise AI Platform “Frontier,” SB OAI Japan and SoftBank Corp. Accelerate Initiatives to Provide “Crystal intelligence”

SB OAI Japan GK ("SB OAI Japan") and SoftBank Corp. ("SoftBank") today announced they are leveraging “Frontier,”* the enterprise AI platform announced by OpenAI on February 5, 2026, to accelerate initiatives to provide “Crystal intelligence,” an enterprise AI solution that aims to transform corporate management through AI. Validation of Frontier is now being conducted internally within SoftBank, and the two companies are aiming for an accelerated rollout of Crystal intelligence to Japan-based enterprises.

Announced by OpenAI, Frontier is an enterprise AI platform that enables integration with enterprise data and business systems, an area that has traditionally posed challenges when AI agents execute cross-departmental tasks or support decision-making.

While enterprise adoption of AI is advancing rapidly, operational challenges, including integration with data and existing systems, as well as security and governance considerations, have confined its use largely to isolated applications by individuals or individual departments. As a result, its impact on company-wide business transformation and decision-making remains limited. To translate AI into true management transformation, it is essential to design groups of AI agents that are integrated with enterprise systems, data, and operations, collaborate across departments, and generate outcomes, along with mechanisms that support these agents from implementation through sustained adoption. By leveraging Frontier, enterprises can securely and comprehensively design, develop, operate, manage, and integrate AI agents, enabling the use of AI agents to progress from trial phases to implementation and long-term adoption. This makes it possible to build a framework in which AI agents can more flexibly and directly contribute to enterprise-wide business transformation, leading to the creation of sustained value.

Leveraging Frontier, Crystal intelligence is an enterprise AI solution that integrates the set of functions required for Japan-based companies to use AI across their entire organizations, combined with implementation and operational support. Drawing on insights gained through early validation within SoftBank and its expertise in system implementation for Japan-based enterprises, SB OAI Japan will provide end-to-end support on an individual company basis through Forward Deployed Engineers (FDEs)—engineers who work alongside customer organizations to support AI initiatives from design and build through operation. This support will span the full lifecycle, from business process alignment and use-case design for introducing AI agents, to integration with data and existing systems, security and governance design, and implementation and sustained adoption. In addition, SB OAI Japan plans to offer

proprietary groups of AI agents tailored to the varied needs and business processes of enterprises

Colin Jarvis, Global Head of Forward Deployed Engineering, OpenAI, commented, “SoftBank has been an incredible partner in pushing the frontier of what agents can do in the enterprise—together we've deployed agent workflows that will scale revenue streams for their core business and the joint venture. Through our Frontier platform and our joint venture SB OAI Japan, we're working side-by-side to reimagine key business processes with AI, as well as templating and tailoring these for the Japanese market. These early deployments are laying the groundwork for a repeatable model for enterprise AI adoption across Japan, and we're excited to bring in a new agentic future together.”

Together with OpenAI and SoftBank, SB OAI Japan will work to enhance the quality, security and operational readiness of Crystal intelligence, while establishing a delivery framework for Japan-based enterprises and advancing efforts toward its rollout within 2026.

*For more details on Frontier, please visit [this website](#).

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