

# Toyota Financial Services Receives 2021 CIO 100 Award

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**PLANO, Texas (March 22, 2021)** – IDG’s [CIO](#) has named [Toyota Financial Services](#) (TFS) as a 2021 CIO 100 award winner. For more than 30 years, the CIO 100 awards have recognized innovative organizations around the world that exemplify the highest levels of Information Technology (IT) strategic and operational excellence.

TFS is recognized for its new Mobility Finance-as-a-Service (mFin) platform the company launched in April 2020. The mFin integrated platform uses groundbreaking multi-tenant architecture at an enterprise scale, using a combination of cloud-based services to provide all the capabilities that an automotive company needs to run their entire financial services business. Over 20 technology services suppliers partnered to build mFin, ahead of schedule and retaining the highest levels of quality.

“We are incredibly proud of the CIO 100 recognition of our TFS business transformation enabled by innovative IT practices,” said Vipin Gupta, TFS Chief Information Officer. “Our multi-tenant, mobility finance platform is helping transform our captive financial services business into a mobility finance business for many brands.”

To drive this crucial transformation, TFS has reimagined the IT operating model into digital product factories, combining Toyota Production System (TPS) methodology and agile software practices. The company has developed innovative mobility products and added brands on the mFin platform, while still supporting a leaner IT-business operating model and increasing “time to market” speed. This revolutionary approach has enabled TFS to not only onboard a new private label client, but also significantly expand its dealer and customer base, increase and diversify its revenue streams, and further establish itself as a digitally-enabled mobility company.

“This year’s CIO 100 class demonstrates an amazing array of initiatives. Many helped their organizations thrive during the dark days of the coronavirus pandemic, whether by directly addressing new realities in health care or business or expediting digital adoption to adapt,” said Anne McCrory, Group VP, Customer Experience & Operations, IDG Communications, Inc. “We are honored to showcase these achievements and the spirit behind them at this year’s virtual CIO 100 Symposium & Awards in August.”

TFS, as well as other 2021 CIO 100 award winners, will be recognized virtually at the [CIO 100 Symposium & Awards](#).