

Utilize Big Data with Easiness CRM System SugarCRM Decided to Apply Bodais API Accumulated Data for Advanced Business Strategies

Tokyo, Japan, August 22, 2012 - The i's FACTORY co., ltd. (Chiyoda-ku, Tokyo, President and CEO Tomoyasu Ohba, "i's FACTORY" hereinafter) announced today that it settled the collaboration agreement between "Bodais API" that is the collaborative service for mission critical systems and "SugarCRM" that is provided by OpensourceCRM, Inc. (Minato-ku, Tokyo, President Hidenori Yamamoto, "OpensourceCRM" thereafter).

OpensourceCRM released today the "SugarCRM Data Analysis Module (the New Analysis Module hereinafter)" (SFA/CRM: Sales Force Automation/Customer Relationship Management System) that is an add-on for "SugarCRM," used by around a hundred of corporations in Japan allowing automatic connection to the BI tool platform Bodais, to utilize accumulated data for advanced business strategy and marketing. "Bodais" clarifies the next action and enables faster management.

About "Bodais"

Since its release in August 2011, the cloud BI platform "Bodais" continues to be applied by corporations that extend sales development and DM-based customer expansion in domestic market. Besides, utilization of "Bodais API" that is compatible with existing managerial systems enables businesses to shift from "data visualization" to "answer and action." Along with the currently available scoring system, the succeeding additions will include clustering, matching, text mining and other analytical modules.

Background of Service Development

The expanding computer capabilities in recent years have enabled an easy collection and accumulation of data with wide variety and large quantities.

Meanwhile, there are increasing requests from businesses that try to utilize the accumulated data for business strategy and marketing activity but the technical and budgetary constraints prevent them of dealing with the daily inflation of data.

Since its foundation by Doctors of Science as core members, our company has received requests on data analysis and data utilization from businesses in a variety of fields and commissioned more than three hundred projects. The wisdom acquired from these projects has made us to understand that the nature of the problem about accumulated but unused data is rooted no less in pre-analysis data processing than in the complexity of analysis itself. The cloud-type analytic service "Bodais"

was developed to consolidate these experience and knowledge and to provide them for a wider range of clients. Additionally, solution with "Bodais API" has been launched to seek compatibility with the working systems of clients.

About SugarCRM

SugarCRM, developed by SugarCRM., Inc., the United States, is the world's most advanced, lowest priced and secure CRM (Customer Relationship Management System). The specialty is in its application of open source technologies that enables user to access source codes for easy application and customization. Today SugarCRM has been used by a million of clients worldwide and hundreds of Japanese corporations including IHI Corporation, SOFTBANK CORP., and Nabeya Bi-tech Kaisha, to name a few.

About OpensourceCRM Inc.

The official sales partner of SugarCRM in Japan, its activities include localization of SugarCRM to Japanese, monitoring and support, provision of professional services, management of SugarCRM community in Japan, and release of Japanese official guide.

Also, its integration domain specializes in open-source business applications like Pentaho and Moodle.

Origin of Bodais

"bodai" is a Buddhist term for the mind seeking enlightenment. We combined this concept with the word "dice," signifying probability. Together, "Bodais" is the application of statistical analysis in pursuit of enlightening knowledge embedded in data.

About Us

i's FACTORY co., ltd.

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