bodais

PRESS RELEASE

Supporting for Big Data utilization
ITOCHU Techno-Solutions "CTC BD-Navi Service" incorporates bodais
Organize for Effective Big Data Analytics and Accelerate Business

The i's FACTORY Co.Ltd., (Chiyoda Ward, Tokyo; President and CEO Tomoyasu Ohba, "i's FACTORY" hereinafter) announced today that its automatic evolutionary cloud analytic platform "bodais" will be installed as analytic tool to "CTC BD-Navi" a new big data analysis service that ITOCHU Techno-Solutions Corporation (Chiyoda Ward, Tokyo, CEO: Satoshi Kikuchi, CTC hereafter) released today.

The "CTC BD-Navi" (Big Data Trial Analysis Service) launched by the CTC on Feb 6th incorporates bodais services…

Using bodais service for analysis of "DM Mail Delivery Service Optimization" and "Resource Optimization for sales and maintenance forces", the "CTC BD-Navi" (Big Data Trial Analysis Service) that CTC launched on February 6th is the high-precision service which assists companies in identifying specific business challenges hidden behind the underutilization of dealing with big-data problem. It also provides the way to develop cloud computing systems.

Background of Service Development

The increasing computer capabilities in recent years have enabled an easy collection and accumulation of data with wide variety and of large amount. Meanwhile, there are increasing requests from businesses that try to use accumulated data for business strategy and marketing activity but technical and budgetary constraints prevent them of following up the daily inflation of data.

Since its foundation by Doctors of Science as core members, our company has provided consultations on data analysis and data utilization for businesses in a variety of fields and has commissioned more than three hundred projects. Experiences knowledge

gained acquired from these projects has brought us to understand that the nature of the problem on accumulated but obsolete data is rooted no less in data processing before analysis than complexity of analysis itself. The cloud-type analytic service bodais which is considered as the world-latest service providing automatic data cleansing has been developed to consolidate these experience and knowledge and to provide them to a wide reach of clients.

Based on bodais service package, we provide optimal to our clients in "CTC BD-Navi" service.

Origin of Bodais

As the integrated service of analytical technologies that visualizes potential and course of action within large data and text information, "bodais" is named after the "Bohdi mind", the intense desire for wisdom after enlightenment, combined with "dice" as a symbol of chance. "bodais" is a service to discover wisdom in the data.

[1] "Automatic Evolution" is the term coined by i's FACTORY to conceptualize the future computing in which computer evolves by itself through learning from outcomes of the actions.