Tackle Your Big Data
Clustering Analytics Function is Now Added to Bodais Service
Now is the Time to Get Started with Big Data

The i's FACTORY co.ltd., (Chiyoda Ward, Tokyo, President and CEO Tomoyasu Ohba, "i's FACTORY" hereinafter) announced today that its automatic evolution(*1) cloud analysis tool Bodais starts to incorporate a new function, clustering analysis (customer segmentation), starting on May 27, 2013.

The analytic tool Bodais has been serviced since August 2011. With its cost of one yen per line, and the addition of "automatic data cleansing service," it has been highly praised by a wide range of clients from businesses getting started with big data to clients developing branch strategy with Bodais.

Today the i's FACTORY announces that the new function, "clustering analysis" is added to its current version of Bodais. Clustering analysis has been used in a variety of scenes to find and specify cause of problems, including studies for regional administrations to detect critical factors to attract firms, reproduction surveys on harmful micro-organisms in industrial plants, and sensing devices, not only for marketing objectives in customer segmentation using the data of purchase history, activity on the Web, customer demographics, information channel (campaign) and inquiry.

Tackling Big Data

Big data is all the rage since the last year. We have an increasing number of clients who do not satisfy what the existing solutions give but try to activate their data for their own ends. Bodais is the automatic evolution cloud package we provide to answer client problems for short period of time. Clustering analysis is a tool complementing scoring service with which indicators such as number of order receipts and membership admissions can be used strategically. Aside from customer segmentation, the analytic tool can be applied to a variety of business planning like prediction of trouble and allocation of human resource.

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, the term coined by i's FACTORY, is a concept of next generation computing where computer evolve itself learning the result of actions based on its prediction.

About Us

i's Factory co.ltd.
Foundation: April 25, 2000
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