

Press Release

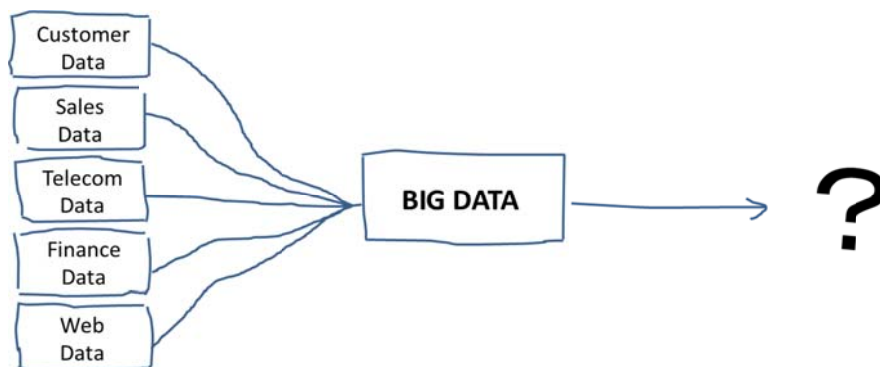
October 15, 2013

i's FACTORY Co.,Ltd.

Make your Big Data Work

Data Utilization Counseling Service Started

Partnership for Seamless Data Utilization with Skilled Data Scientist



i's FACTORY Co.,Ltd. (Chiyoda Ward, Tokyo, CEO and Representative Tomoyasu Ohba, "i's FACTORY" hereinafter) announced today that it starts to provide "Data Utilization Counseling" service on October 15, 2013.

"Big data" has been paid wide attention in the market, and a number of businesses started to think of utilizing their in-house data. The questions we have received recently include "How to get started with big data?", "Which data we should select to start for planning a new business?", "How to extract information and knowledge from the collected data?" and others.

Since its foundation, i's FACTORY has offered specialized services in the fields of data analysis and text mining. Its successful record includes data analyses on customer information and purchases, analyses with large-scale data processing on finance, mobile, telecommunication and weather, and analyses utilizing more than two of these datasets. With the essence of these experiences, i's FACTORY starts to provide one-stop service including "set business tasks," "schedule," "collect data," "analyze," "execute business on data," "evaluate results from business point of view," and "develop operation system," for clients initiating data utilization.

## Service Plans and Contents

Each counseling plan will be optimized for your business conditions and future objectives

### -Partner Plan

All-inclusive service covered from business strategy, organization to data analysis

### -Counselor Plan

Promote your data utilization with selected targets

### -Advisor Plan

Support launching a data analysis project, advice on resource and organization planning

| Service Item                           | Part-<br>ner             | Coun-<br>selor           | Advi-<br>sor             | Content  |
|--|--------------------------|--------------------------|--------------------------|--|
| Regular Meeting                        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Run regular meeting with your officer; discuss your business and PJ objectives   |
| Company-wide Meeting                   | <input type="checkbox"/> |                          |                          | Conduct meeting for interested parties; introduce data analysis                  |
| Data Utilization Consulting            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Consulting on data analysis in general; business strategy and organization       |
| Managerial Meeting                     | <input type="checkbox"/> |                          |                          | Attend high-level meetings including director and managerial meetings            |
| Task Identification and Prioritization | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Set analytical goals from business strategy; prioritize tasks and set roadmap    |
| Data Diagnosis                         | <input type="checkbox"/> | <input type="checkbox"/> |                          | Observe data structure and data contents; identify problems                      |
| System Diagnosis                       | <input type="checkbox"/> | <input type="checkbox"/> |                          | Inspect database system; identify data structure and system details              |
| Project Scope Planning                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Define business requirements; support for RFP writing                            |
| Analysis Planning                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Plan details of analysis; identify data and optimize analytic process and output |
| Project Resource Planning              | <input type="checkbox"/> | <input type="checkbox"/> |                          | Define requirements for data analysis and system development                     |
| Sample Analysis                        | <input type="checkbox"/> | <input type="checkbox"/> |                          | Execute sample analysis; check the validity of selected analytical methods       |
| F/S                                    | <input type="checkbox"/> |                          |                          | Run hypotheses-based validation  |
| bodais Utilization Consulting          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Consulting on bodais utilization and support analytic operations                 |
| Reporting                              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Write project report and present at final meeting                                |

## Terms and Fees

Period: 1 year (may vary depending on your request)

Monthly Fee (estimate):

|                |            |
|----------------|------------|
| Partner Plan   | ¥2,000,000 |
| Counselor Plan | ¥1,000,000 |
| Advisor Plan   | ¥500,000   |

Additional Fees may apply, for the following operations based on your request.

-bodais Use

-Data Cleansing Operation

-Specialized Project on Data Analysis or System Development, etc.

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| <p>About Us</p> <p>i's Factory Co.,Ltd.</p> <p>Foundation: April 25, 2000</p> <p>Representative: President and CEO<br/>Tomoyasu Ohba (Doctor of Science)</p> <p>Stated Capital: 83,481,000 Yen</p> | <p>For Inquiry</p> <p>TEL 03-5259-9004</p> <p>E-mail: <a href="mailto:sales@isfactory.co.jp">sales@isfactory.co.jp</a></p> <p>Consulting&amp;Sales Department Ikuta</p> <p><a href="http://www.isfactory.co.jp/">http://www.isfactory.co.jp/</a></p> |
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