

August 21, 2014  
i 's FACTORY Co.,Ltd.

Make Big Data Work on SFA  
Domestic Data Analysis Firm Developed Analytic Application Working on Salesforce  
Suggest Best Activities to Increase Chance of Sales

i's FACTORY Co.,Ltd. (Chiyoda, Tokyo, CEO and Representative Tomoyasu Ohba, "i's FACTORY" hereinafter) started distribution of analytic application "bodais for Salesforce" on September 30, 2014. The application uses client data on "Salesforce," the cloud service provided by salesforce.com Co.,Ltd. (Chiyoda Ward, Tokyo, Chairman and CEO Shinichi Koide, "Salesforce.com" hereafter) to recommend next marketing options.

To-Do List as it is			To-Do List to arrive		
Date	Subject	Business	Date	Subject	Business
7/22	Email	B Corp.	7/22	Email	B Corp.
7/23	Send Quote	O Insurance	7/23	Send Quote	O Insurance
7/24	Meeting	I Company	7/23	[Recommend] Follow-up	D Inc.
7/25	Business Hearing	S Life Insurance	7/24	[Recommend] Proposal	A Express
7/26	Email	F Inc.	7/25	Meeting	I Company
			7/25	Business Hearing	S Life Insurance
			7/25	[Recommend] Outbound Call	I Inc.
			7/26	[Recommend] Email	S Holdings

-red shows the sales activity to increase sales chance \*1

Making your Data Work is Essential for Future Growth

A group of advanced firms have started to break down the term "Big Data" to concrete plans in which they utilize their internal and externally obtained dataset to actual businesses.

Nowadays, increasing number of firms has applied cloud service for salesforce management, such as collection of operation log, making sales report, and budget management (on more than 1,000,000 businesses worldwide; surveyed by Salesforce.com). This environment requires salespeople of more effective sales activities with limited times to achieve corporate plans. On the other hand, the salespeople still relies on their knack and experience to plan approaches to individual clients. "bodais for salesforce" is the solution to make down knack and experience to optimize sales activities.

The analytic application is not selective on language and released on the United States on the same day where the largest user population resides. Available at AppExchange, online marketplace for Salesforce applications, the application is expected to obtain global user communities. Also, the compatibility of this application with Salesforce1 mobile platform allows user to choose the time and location of use with their smartphone and tablets.

## Background for Development

Since its foundation in 2000, i's FACTORY produced analytic solutions for a variety of dataset from business logs, public data such as patent, text data on social media, and data with no structured form. The essence of these past projects was materialized into the automatic development analytical tool "bodais" released and distributed since 2010.

Current big-data era expanded demand for data scientist with expertise both in statistical analysis and business fields, but time and cost are required for these people to attain proper skills and experience. "bodais" is the tool to run specialized analysis in place of scientists to find critical marketing factors, set priority for marketing options, branding and risk visualization.

"bodais" is a cloud-base analytic platform, running on the same environment with "Salesforce," that helps worldwide clients for salesforce management from lead acquisition to follow-up service. "bodais for salesforce," is a best addition for Salesforce users to easily start statistical analysis with simple initial setting, requiring neither extra server nor technical consultation.

The term "SFA" commonly indicate salesforce management and lead process management. Using client and activity logs on Salesforce, "bodais for Salesforce" visualizes client chance of sales and best strategy for selling.

## Example

Suggested Sales Activities				Probability Ranking on Sales Chance					
Sales Activities	1 W	2 W	4 W	Account Name	Address	Industry	Share Capital	Annual Revenue	Probability
Email	51.8%	36.0%	21.0%	I Corp.	Tokyo	Service	67,000	200,000	70.2%
Call	44.0%	33.0%	40.9%	B Corp.	Kanagawa	Service	4,400	301,000	63.8%
Meeting	23.1%	43.1%	39.2%	H Corp.	Saitama	Production	19,000	659,000	51.7%
Proposal	11.0%	21.1%	44.9%	A Corp.	Tokyo	Production	113,000	220,000	41.8%
Send Quote	24.1%	15.1%	36.8%	G Corp.	Tokyo	Logistics	80,000	780,000	41.8%
				C Corp.	Tokyo	Logistics	23,000	51,000	31.8%
				F Corp.	Tokyo	Retail	2,000	12,000	31.3%
				D Corp.	Tokyo	Marketing	222,000	160,000	21.9%
				E Corp.	Chiba	Production	310,000	1,100,000	11.8%

-red shows the sales activity and time to increase sales chance<sup>\*3</sup>

"bodais for salesforce" tells change in sales chance when the "time" and "type of sales strategy" is selected for each lead. Also, it emphasizes clients with high sales probabilities, lead rankings, and projection of net sales calculated by sales probabilities, with which managers and directors plan sales strategy and give direction to their salespeople.

## Origin of bodais

"bodais" is the essence of analytic technology to find vision and perspective within data and text. The name was coined by i's FACTORY, by combining "bodai(bodhi)," the Buddhist term to pursue wisdom after awakening, and "daisu(dice)," the symbol of probability. "bodais" represents the service to derive wisdom out of the ocean of data.

\*1\*<sup>3</sup> This result, shown as a sample analytic result of "salesforce," is not real.

\*2 "Automatic evolution," a concept of next-generation computing in which computers learn the result of human activities for evolution, is the word proposed by i's FACTORY.

<p>About Us:</p> <p>i 's FACTORY Co., Ltd.</p> <p>Founded: April 25, 2000</p> <p>Representative: President and CEO</p> <p>Tomoyasu Ohba, Ph.D.</p> <p>Stated Capital: 130,971,000 Yen</p>	<p>For Further Inquiry:</p> <p>TEL : 03-5259-9004</p> <p>E-mail : <a href="mailto:mrk@isfactory.co.jp">mrk@isfactory.co.jp</a></p> <p>Ikuta, Marketing Department</p> <p><a href="http://bodais.jp/company/">http://bodais.jp/company/</a></p>
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