



For General Release

March 4th, 2016

Information Services International-Dentsu, Ltd.

ServiceMax, Inc.

ServiceMax (Japan) K.K.

ISID Enters Alliance with ServiceMax in Area of Field Operations in Manufacturing Sector

*Optimizing Repair and Maintenance Operations via Cloud,
Supporting Business Innovation in the Manufacturing Sector through IoT*

Information Services International-Dentsu, Ltd. (TOKYO: 4812) (Head office: Minato-ku, Tokyo; President, CEO&COO: Setsuo Kamai; hereafter "ISID") has entered a sales distributorship agreement with ServiceMax, Inc. (Head office: Pleasanton, California, United States; CEO: David Yarnold; hereafter "ServiceMax") in an aim to enhance Internet of Things (IoT) business targeting the manufacturing sector.

Today, ISID began offering "ServiceMax", cloud-based field management support service, to customers in Japanese manufacturing sector. ISID also conduct joint marketing activities in Japan with ServiceMax (Japan) K.K. (Head office: Chiyoda-ku, Tokyo; Representative: Miyoji Kakinuki).

ServiceMax is an application that operates on the Salesforce cloud platform, optimizing field services. ServiceMax has been adopted by leading-edge companies, centered on 500 entities around the world in the manufacturing sector. ServiceMax is an integrated solution that enables service engineers to optimize repair and maintenance operations, from managing information about customers, agreements and installed equipment to operating instructions, schedule management and historical data analysis.

■Background for and Objectives of the Alliance■

A major current focus in the manufacturing sector is on how to boost profitability and achieve differentiation through "servitization" (a shift to services), referring to the transition from simply selling physical products to providing services. Advances in IoT are accelerating this trend, as using IoT to obtain information about operation and usage status of product enables the provision of optimal maintenance and high-value-added services. Field operations such as product repair and maintenance are one of the important customer contacts in order to establishing new service business. Accordingly, leading manufacturers in particular sense an urgent need to visualize and optimize their field operations.

Since its establishment in 1975, ISID has led the way in the provision of innovative IT solutions for product planning, design development and production preparation in the manufacturing sector. We are strengthening our operations in the IoT domain in response to recent changes in the operating environment surrounding the manufacturing sector. In 2014, ISID entered the field of predictive maintenance through an alliance with Predictronics Corp. In 2015, we entered a tie-up with PTC Japan and began providing in Japan PTC's world-leading IoT platform, ThingWorx™. As part of its

product strategy anticipating the trend in IoT, ServiceMax—the global leader in cloud services that specializes in field operations—entered a solution alliance with PTC in January 2016.

Through the current agreement, ISID and ServiceMax will provide IoT solutions aimed at realizing servitization in the manufacturing sector, thereby supporting business innovation among corporate customers.

Akihiro Fukuyama, Executive Vice President of ISID, comments as follows.

“Not stopping at innovations in ‘monozukuri’ (manufacturing), ISID also aims to lead innovation in ‘kotozukuri’ (the creation of non-physical items). Our vision is of an engineering business that realizes digital enterprises featuring a seamless flow of information throughout companies. We are convinced that this alliance with ServiceMax will enable us to provide customers with solutions that help enhance key service processes in the ‘kotozukuri’ domain.”

David Yarnold, CEO of ServiceMax, remarks as follows.

“We are delighted that this alliance with ISID will enable introductions to customers in Japan. Through this partnership, I am convinced that we will be able to help optimize and standardize field service operations at a global level, not only for customers within Japan but also for global companies hailing from Japan. Through integration with the IoT solutions ISID offers, we look forward to extending our roadmap “SERVICE IS THE PRODUCT.”

■About ISID■ <http://www.isid.co.jp/>

Since its establishment in 1975, ISID has provided comprehensive services as a business partner for its clients, from consulting services to system planning, design, development, operations and maintenance support. ISID aims to be an “IT Solution Innovator” and is proactively deploying businesses in various fields, including solutions for financial institutions, product development solutions, group management and consolidated accounting solutions, HRM(personnel, payroll and performance management), ERP, marketing, and cloud-based services.

■About ServiceMax■ <http://servicemax.com/jp>

ServiceMax, is the leading company in field service management market, its size of \$18 billion worldwide. ServiceMax offers the field service software solution to optimize and sophisticate field work with cloud services and mobile-related technology. There are more than 400 employees and it has sales & support office in North America and Europe. In October 2015, it has been providing its services in Japanese.

<Feature of ServiceMax>

1. Centralized management of customer support field service business with cloud services
2. Quick introduction with cloud services and high return on investment.
3. Mobile first(iOS, Android, Windows of OS corresponding native app)
4. Introduction to approximately 500 companies worldwide (as of February 2016)
5. Implementation measure of predictive maintenance and PLM reformation with numerous achievement related IoT.

Contact:

<For Product&Service>
ISID Engineering Solutions Business Operations
Shinya Machida
TEL:+81 3-6713-7106
E-Mail: g-iot-slm@group.isid.co.jp

<For Media Contacts>
ISID Corporate Communications Office
Kayoko Lee, Rina Hattori
TEL:+81 3-6713-6100
E-mail: g-pr@isid.co.jp

Note: Company and product names in this release are the trademark or registered trademark of each company respectively.