

May 25, 2017

For General Release

Information Services International-Dentsu, Ltd.

ISID and K.K. Ashisuto Commence Strategic Partnership Agreement Regarding Paxata Data Preparation Platform

Promoting Democratization of Data Utilization in Corporate Business Sector

On May 1, 2017, Information Services International-Dentsu, Ltd.(Head office: Minato-ku, Tokyo; President & CEO: Setsuo Kamai; “ISID”) and K.K. Ashisuto (Head Office: Chiyoda-ku Tokyo; President and Representative Director: Tatsuo Otsuka; “Ashisuto”) entered into a strategic partnership agreement regarding the Paxata data preparation platform (developed by Paxata, Inc., United States) provided by Ashisuto, the distributor of Paxata in Japan. Under this agreement, ISID will engage in sales and provide services supporting the introduction of Paxata, while Ashisuto will provide ISID with sales, technological and marketing support.

Partnership background and aims

With the rapid progress of digitization of society and demands for the effective utilization of a variety of data in business, companies are hastening to recruit and train human resources with a high degree of data analysis and other skills, and proactively promoting the introduction of data analysis tools that can be operated simply to meet needs for flexible and speedy data utilization in departments. However, these operations are becoming increasingly complex due to the rapidly increasing variety and volume of data involved in a process encompassing data collection, preparation and analysis. 80% of the time required for this process is used for data preparation, and because there are few simple IT tools available compared to those available for analytical processes, data preparation requires the involvement of specialists, which is a major reason why data cannot be utilized quickly onsite. Given this situation, ISID and Ashisuto entered into this partnership agreement to provide solutions supporting the effective and speedy use of data.

ISID and Ashisuto aim to realize the “democratization of data utilization” using data more effectively and liberating business sector users whose data preparation operations were limited to data scientists and other specialists.

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