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For General Release

Information Services International-Dentsu, Ltd.

ISID Launches Personnel BPO Service with Integrated Talent Management Using “POSITIVE”

Expanding Business Alliance with Three Partners to Support

Strategic Use of Human resources

Information Services International-Dentsu, Ltd.(Head office: Minato-ku, Tokyo; President & CEO: Setsuo Kamai; “ISID”) has expanded its business alliance with integrated HCM package software “POSITIVE” BPO(Business Process Outsourcing) partners Lacras Corporation, Hitachi Triple Win Corporation and SUZUYO SHINWART Corporation, launching the personnel BPO service with integrated talent management using POSITIVE.

The BPO market for outsourcing routine tasks continues to grow steadily in response to a chronic talent shortage accompanying a decline in the labor force population and the trend towards streamlining and sharing indirect operations at companies. Personnel BPO services are utilized by many companies as one of those main fields. At the same time, with business globalization and human resource diversity, the strategic utilization of human resources is a major management issue for many companies, leading to the rising importance of “talent management” optimizing human resource visualization and personnel assignment, placement and training throughout entire corporate groups.

Given these conditions, for companies utilizing personnel BPO, in addition to the outsourcing of routine tasks, new needs have arisen for the creation of talent management systems enabling more sophisticated human resource strategies that can be managed and utilized in an integrated manner.

In response to these corporate needs, we have expanded its business alliance with BPO partners providing outsourcing services based on POSITIVE, and in addition to the outsourcing of routine tasks centered on conventional payroll and employment management, we have added an integrated talent management personnel BPO service to our lineup, enabling the full use of POSITIVE advanced functions. Through this service, user companies will leverage the highly specialized outsourcing services of the three partner companies, enabling the maximum enjoyment of the merits of an integrated package seamlessly incorporating all functions, from personnel, payroll and employment management to talent management.

We will expand POSITIVE functions and services while attempting to strengthen the alliance structure and collaboration with BPO partners to support strategic human resource management within Japanese corporations with solid technologies and services.

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