

December 19, 2017

Information Services International-Dentsu, Ltd.

## **ISID Increases Investment in Predictronics Corp.** Accelerating the Development of Failure Prediction Analysis Applications with View to Reinforcing Business in the Fields of IoT and Big Data

Information Services International-Dentsu, Ltd. (Head office: Minato-ku, Tokyo; President & CEO: Setsuo Kamai; “ISID”) has accepted a third-party allocation of new shares issued by Predictronics Corp. (Head office: Cincinnati, Ohio; CEO: Edzel Lapira; “Predictronics”) thereby acquired an additional holding in the company. This investment raised ISID’s stake in Predictronics to 25.8%, making Predictronics an ISID affiliate.

Through this expanded investment, ISID plans to take advantage of the advanced technologies and knowhow that Predictronics possesses in the failure prediction domain to accelerate its development of analysis applications, enhancing its market advantage in this domain.

Predictronics is a US venture company that has world-leading technologies in the failure prediction domain, enabling it to forecast the possibility of failure and the remaining useful life of products and production equipment to a high degree of precision. Predictronics employs its proprietary algorithms to provide consulting, training, data analysis and other services. ISID formed a capital and business alliance with Predictronics in 2013, in an aim to expand its business in the IoT/big data field—an area of focus for ISID—centering on consulting services. To date, ISID has built up a track record of providing such services to more than 30 leading Japanese manufacturers in the automotive, construction equipment, agricultural equipment, electrical equipment, heavy industry and other sectors.

Amid a manufacturing revolution being spurred on by the utilization of IoT, robotics and other advanced technologies, ISID believes demand will grow for failure prediction technologies, aimed at minimizing the downtime of products and production equipment. However, developing and applying the algorithms needed for analysis applications specialized on this field is highly difficult, so few companies around the world are able to provide this offering. Taking advantage of its enhanced alliance with Predictronics, ISID aims to move further forward with the development of failure prediction applications, thereby helping manufacturers reinforce their competitive advantage.

**Contact:**

**<For Business>**

ISID Strategic Business Development Division TEL:+81 3-6713-6134 E-mail: [g-ims@group.isid.co.jp](mailto:g-ims@group.isid.co.jp)

**<For Media>**

ISID Corporate Communications Office TEL:+81 3-6713-6100 E-mail: [g-pr@isid.co.jp](mailto:g-pr@isid.co.jp)

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