

March 13, 2018

For General Release

Information Services International-Dentsu, Ltd.

ISID to Begin Offering NetBase, Social Media Analytics Platform

Information Services International-Dentsu, Ltd. (“ISID” Head office: Minato-ku, Tokyo; President and CEO: Setsuo Kamai) has begun selling NetBase, a cloud-based social media analytics platform, through a business alliance with NetBase Japan Co., Ltd. (Head office: Chiyoda-ku, Tokyo; CEO: Yoshikatsu Oshima).

Numerous companies are becoming proactively involved in social media analysis, making use of this information in their marketing and communications strategies, as well as in the development of products and services. Recent years have seen a growing focus on a variety of social data, including images and location information, in addition to text data. Large companies, particularly those developing consumer brands, have a growing need for sophisticated data analysis to gain a deeper, multifaceted understanding of the trends and preferences of their target customers.

NetBase is a people-oriented social media analytics platform that enables sophisticated analysis for the companies that make up its principal customer base. Featuring swift execution, advanced natural-language processing, and diverse filtering, NetBase is appreciated in terms of functions and services, and has been adopted by 450 of the world’s leading companies in such sectors as beverages and retail and consumer products.

ISID provides IT solutions to leading Japanese manufacturers, financial institutions, retailers and other companies in consumer-oriented sectors. We are offering NetBase to help these corporate clients address their issues related to social media analysis. Working with NetBase’s consulting partner, Dentsu Isobar Inc., as well as in collaboration with other Dentsu Group companies, ISID will provide overall support, ranging from the drafting of strategies on social media analysis to the provision of operational support and linking with existing systems.

URL: <https://www.isid.co.jp/solution/netbase.html>

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