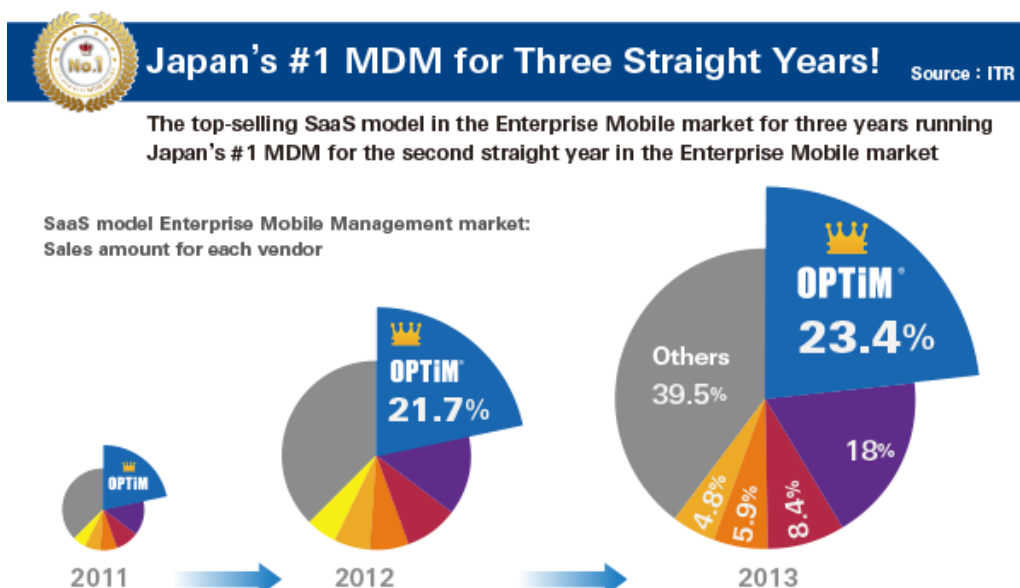


## OPTiM's MDM, Optimal Biz, is Japan's #1 MDM for Three Straight Years!

Tokyo (October 21, 2014) - OPTiM, a leading provider of online IT support solutions that enable creativity, collaboration and convenience, has been actively involved in the development and sales of MDM services since 2011, when the MDM<sup>※1</sup> market started blossoming.

Today, OPTiM proudly announces that its MDM service, Optimal Biz, was in 2013<sup>※2</sup> the top-selling SaaS model<sup>※3</sup> in the Enterprise Mobile Management market, according to "ITR Market View: Enterprise Mobile Management/Smart Application Development 2014"<sup>※4</sup>, published in October, 2014 by ITR Corporation<sup>※5</sup>.



By increasing its 2013 market share, OPTiM is now Japan's top-selling SaaS model for three straight years. Moreover, OPTiM captured the most market share<sup>※6</sup> in the entire Enterprise Mobile Management market, including SaaS model and package (on-premises) model, in 2012 and 2013.

ITR reports that the 2013 sales figures for the Japanese Enterprise Mobile Management market show a 77% increase over the previous year, and forecasts that this number will grow in 2014, with a 51.2% increase expected. The report also shows that among various service models, the SaaS model has gradually increased its share from 2012 - 2014, and will continue increasing its share in the future.

# Press Release



## ■What is Optimal Biz?

Optimal Biz is an MDM service application that securely manages smartphones and tablet devices provided by or used in the office, enabling IT administrators to manage every mobile device from his/her web browser. Optimal Biz offers several powerful advantages, including unique features like Zone Management and device-detection technology (both of which use OPTiM's proprietary technologies), the industry's highest number of supported models thanks to strong alliances with device manufacturers, a hierarchical management function which helps administrators efficiently manage a large number of devices, and a Management screen with an intuitive user interface.

To meet the MDM market's ever-growing expectations, OPTiM will continue providing smart-device services that are easy to operate, completely secure, and dedicated to improving business productivity.

※1 MDM stands for "Mobile Device Management," an enterprise solution that collectively manages all employee smart devices and offers security when a device is lost or stolen. MDM provides features such as remote lock and prevention of malicious application launch.

※2 Excerpt from sales value share of each SaaS model vendor in the Enterprise Mobile Management market.

※3 SaaS stands for "Software as a Service," a usage model whereby the software is used when needed.

※4 Source: "ITR Market View: Enterprise Mobile Management/Smart Application Development 2014," published in October 2014 by ITR Corporation.

※5 Headquartered in Shinjuku, Tokyo. President: Satoshi Uchiyama

※6 Excerpt from sales value share of each vendor in the Enterprise Mobile Management market.

## **About OPTiM**

Based in Tokyo, Japan, OPTiM provides solutions that reduce its clients' support costs, with an overall focus on evolving online experiences to the point that the Internet becomes something you aren't even conscious of, like breathing. OPTiM's solutions' suite includes setup, diagnostic and marketing tools for NGN and home networks, as well as mobile devices, routers, TVs, gaming platforms, multifunction peripherals, servers, printers and DVD recorders.

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