

2/2/2015

KDDI Vietnam Corporation

OPTiM Corporation

**KDDI Vietnam and OPTiM Form an Alliance
for Mobile Security and Business Apps**
~The Alliance's First Offer is Optimal Biz, OPTiM's MDM Service~

Hanoi and Tokyo - February 2, 2015: KDDI Vietnam, a one-stop provider of fixed and mobile communication services, and OPTiM (TSE Mothers: 3694), a leading provider of business-related applications for smart devices, proudly announce a business alliance covering mobile security and business apps.

The alliance's first offer is the provision of OPTiM's Optimal Biz, Japan's leading MDM[※] service, in selected KDDI services. Optimal Biz will provide KDDI with the finest in Japanese-quality mobile security in order to satisfy the needs of every Vietnam-based enterprise, supported by a technically-proficient staff that's well-versed in Vietnam's local ICT setup.



Optimal Biz's website:

<http://en.optim.co.jp/products/biz>

In the face of increasing global competition brought on by the smart device revolution over the last several years, the number of enterprises using smart devices for business has increased exponentially. In Japan, such usage is now commonplace, and with this growth has arisen an equally important need for bulk setting and security countermeasures. As such, it's no surprise that MDM, a key mobile security service, has become an indispensable platform for enabling efficient, secure business use of smart devices. However, one challenge that has arisen is that Japanese enterprises with foreign offices are struggling with the fact that different countries have different rules governing the operation and management of smart devices, and utilization levels are different in each country as well.

In order to meet this challenge, KDDI Vietnam, which has been supporting the ICT demands of local companies, will begin providing Optimal Biz, thereby offering its clients the same high level of security, support and utilization as in Japan.

Since Optimal Biz's debut, OPTiM has received orders from companies worldwide, and demand is still growing. We're confident that MDM is now an indispensable platform for any company wishing to realize efficient, secure business use of their employees' smart devices.

■ Message from Hiroki Fukuda, President of KDDI Vietnam Corporation:

Over the last three years, Vietnam has experienced remarkable economic growth, and smart devices have achieved a popularity equivalent to that of advanced countries. BYOD (Bring Your Own Device) is now commonplace in the Vietnamese workplace, which means that security countermeasures for lost or stolen mobile devices has become a matter of great concern -- especially for customers of Japan-based companies.

KDDI Vietnam's main business includes IT infrastructure construction, and IT-related security countermeasures are one of our key products. While considering the expansion of our mobile security services, we met with OPTiM, who are Japanese office has done business with before, and agreed to form a business alliance.

From now on, in addition to providing OPTiM's Optimal Biz MDM service, we will strive to create an environment that enables efficient smart device use by establishing a mobile security center in Vietnam that offers 24-hour customer support. Also, we intend to expand our MDM service delivery area into other Southeast Asian sites.

■ Message from Shunji Sugaya, President of OPTiM Corporation:

As part of our global strategy, we've focused on developing mobile security services and business app services in Southeast Asia, where remarkable economic growth is occurring, and we've been closely observing the ICT trend in Southeast Asian countries. With a population of around 90 million, Vietnam is the third-largest Southeast Asian country. Its mobile phone penetration rate is over 100% of its population, and its ICT environment is improving rapidly. Moreover, the business utilization of smart devices is becoming more and more popular, and it's expected that security countermeasures will soon become as important in Vietnam as they are as in Japan.

Against this backdrop, and after examining the mobile security services and business app services markets in Southeast Asia, we decided to embark on a mobile security service partnership with KDDI, which comes on the heels of similar partnerships in Hong Kong and China.

By allying with KDDI Vietnam for secure, efficient smart device business utilization, we are willing to create a security services market and a business app market with Optimal Biz, our MDM service, and other proprietary patented technology in combination with the support of KDDI's highly trained staff, which is well-versed in Vietnam's local ICT scenario.

※1 MDM stands for "Mobile Device Management", A 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.

About KDDI Vietnam

Based in Hanoi, Vietnam, KDDI Vietnam is a subsidiary of KDDI Corporation, a one-stop provider of fixed and mobile communication services. From its headquarters, along with its Singapore-based regional headquarters and other regional subsidiaries, KDDI Vietnam provides comprehensive local and global ICT Total Solution services and support for Vietnamese business development. KDDI Vietnam provides high-quality services tailored to its customers' requirements, with expertise ranging from international network services to LAN and even a single PC.

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.

【Copyright / Trademark】

- ※ The corporate names and product names mentioned above are registered trademarks or trademarks.
- ※ The information presented in this press release is subject to change without notice.

For inquiries, please contact:
OPTiM Corporation Marketing/Promotion Team
TEL: 81-3-6435-8570 FAX: 81-3-6435-8560
E- Mail : press@optim.co.jp
Optimal Biz Page: <http://en.optim.co.jp/products/biz>