

**Strengthened Capital Alliance with Fuji Xerox**  
**Expanding the reach of Optimal Biz**  
**and considering future global development**

TOKYO, Japan (September 2, 2015) - OPTiM Corporation (TSE Mothers: 3694), a leading provider of business-related applications for smart devices, announced enhanced cooperation with Fuji Xerox Co., Ltd.\*<sup>1</sup>

**■ About business conditions with Fuji Xerox**

OPTiM and Fuji Xerox formed a business alliance in December 2009. Since then, OPTiM has been providing Fuji Xerox with the engine of Optimal Biz, OPTiM's MDM\*<sup>2</sup>/PC management service with Japan's #1\*<sup>3</sup> share for four straight years in the asset management & MDM market. As the alliance's first offer, Fuji Xerox started provision of "IT Secure Service Pack," followed by provision of "IT Monitoring and Operation service SaaS\*<sup>4</sup> model" that monitors whole server/network equipment, in August, 2012. Furthermore, with the background of expanding business utilization of smart devices, "Mobile Secure Management service" was launched. And these services have been provided with Optimal Biz engine. They are well-received especially by small and medium-sized enterprises that have difficulty in assigning dedicated IT administrators.

**■ About capital alliance enhancement**

So far, the business alliance of OPTiM and Fuji Xerox has focused on Optimal Biz and Fuji Xerox's services in order to mutually improve corporate values. In August, 2014, OPTiM sold 15,290 shares to Fuji Xerox through a third-party share allocation. In addition, Fuji Xerox agreed to go through OPTiM's specified stock seller to acquire 12,500 shares of stock newly available through corporate resolution on September 1, 2015. OPTiM agreed to strengthen this capital agreement considering that it will contribute to the company's growth, expansion and value improvement by deeper mutual cooperation in various services and enhancement of business and capital relationship with view of global development.

### ■ About Optimal Biz

Optimal Biz is a device management and security support service for MDM/PC management service for enterprise-use smart devices, 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.

In addition, the Device Enrollment System (DEP), a program to improve installation and management of iOS devices for education and enterprise, addresses the dual concerns of simplifying the configuration process prior to use and installation cost reduction. Moreover, the advanced features of both new OS such as Android™ 5.0 Lollipop and Mac OS X, and numerous other, older OS, are actively supported, and as a result, companies have been using this service for smart device integration management and information security.

OPTiM will endeavor to continue creating and offering innovative products and services in the MDM market and ICT Education field throughout Japan, and to further developing an environment where our valued customers can use their smart devices safely and securely.

※1 Headquartered in Minato-Ku, Tokyo, Japan; CEO: Hiroshi Kurihara

※2 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.

※3 Source for 2011 and 2012 sales figures: "Cloud Service Market: Current Condition and Forecasts 2013," published in October 2013 by MIC Research Institute, Ltd. IT Asset Management & MDM Market  
Source for 2013 and 2014 sales figures: "Cloud Service (SaaS / ASP) Market: Current Condition and Forecasts 2015," published in June 2015 by MIC Research Institute, Ltd. IT Asset Management & MDM Market  
There was no 2014 edition of the report published.

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

## Press Release



### **About OPTiM**

OPTiM is a leader in internet-based services that improve its clients' interactions with technology in all aspects of everyday life. Its services include Optimal Biz, a cloud device management service, Optimal Remote, a remote management service, Optimal Support, a setup support service, and the Unlimited content and software suite series. Its business partners include NTT, KDDI, Canon, and Fuji Xerox. Based in Tokyo, Japan, its corporate motto is, "We make the net as simple as breathing." For more information, please visit our website.

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

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