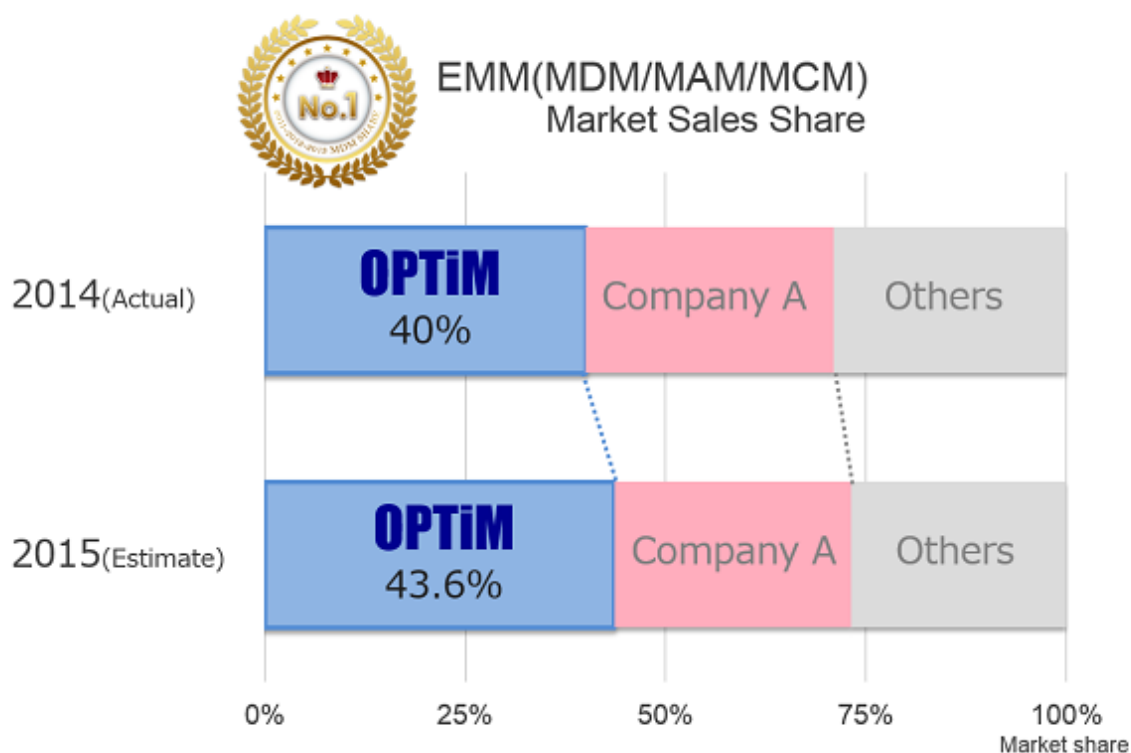


**OPTiM's MDM, Optimal Biz,
Achieves the #1 Sales Share in Japan**
40% Share of EMM for Total MDM/MAM/MCM Service
by Fuji Chimera's Research

TOKYO, Japan (August 18, 2015) – OPTiM Corporation (TSE Mothers: 3694), a leading provider of business-related applications for smart devices, has achieved the No. 1 sales share of 40%*1 in Japan's mobile management tool (EMM*2) market by Optimal Biz, OPTiM's EMM service evolved from MDM*3 launched in 2011, in the research report of Fuji Chimera Research Institute Inc.*4 for "2015 Whole View of Smart Device Related Business for Enterprises," issued on July 30, 2015. Fuji Chimera's report also estimates Optimal Biz to have the No.1 (43.6%) sales share for 2015*5.



The report concludes, "Along with the move of enterprise use of smart devices from prevailing phase to utilization phase, opportunities to access in-house business systems and perform operations on confidential data have been increasing. And so, introduction of EMM that totally manages every function to complement individual functions and realize much more secure smart device management has been expanding mainly in large enterprises."

Focusing on application and practical use of smart devices from the early stage, OPTiM has been providing an EMM platform since June 30, 2014, which realizes total cooperation of MAM*6, MCM*7, core system and business applications in addition to MDM. The platform allows simple and secure use of various applications flexibly for both customers planning cooperation with core systems and those seeking conventional MDM, and provides wide-ranging utilization in accordance with a variety of customer needs for device types, usage scene, server configuration etc.

■ 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.

Further, Optimal Biz was also recognized as the top share service for four straight years since 2011 in Japan by the research report^{※8} (press release on July 28, 2015) of MIC Research Institute Ltd^{※9}.

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 its valued customers can use their smart devices safely and securely.

※1 Source: 2014 actual result of "Mobile management tool(EMM) market," "2015 Whole View of Smart Device Related Business for Enterprises" issued in July, 2015

※2 EMM stands for "Enterprise Mobility Management," a platform that provides comprehensive security management features of MDM/MAM/MCM (device/application/content).

※3 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.

※4 Headquartered in Chuo-Ku, Tokyo, Japan ; CEO : Kazushi Tanaka

※5 Source: 2015 estimate of "Mobile management tool (EMM) market," "2015 Whole View of Smart Device Related Business for Enterprises" issued in July, 2015

※6 MAM stands for "Mobile Application Management," an enterprise solution that collectively manages business applications on mobile devices.

※7 MCM stands for "Mobile Content Management," an enterprise solution that securely shares files of corporate internal materials by mobile devices.

※8 Source: IT asset management & MDM market, "Cloud Service (SaaS / ASP) Market: Current Condition and Forecasts 2015," published in June 2015 by MIC Research Institute, Ltd.

※9 Headquartered in Minato-Ku, Tokyo, Japan; CEO: Akira Aruga

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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