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OPTiM Corporation  
(TSE: 3694)

**MDM/PC Management Service OPTiM Biz (Optimal Biz)  
Achieves No. 1 Market Share for 10 Consecutive Years in  
Techno System Research Report  
Ranked No. 1 in 17 out of 25 Categories in the Same Report**

OPTiM Corporation (hereinafter referred to as OPTiM), the market leader in AI, IoT, and Big Data platforms, announces that its MDM<sup>\*1</sup> and PC management service OPTiM Biz (Optimal Biz) has achieved the No. 1 market share<sup>\*2</sup> for 10 consecutive years in both value and volume terms in the Manufacturer Share category of the Mobile Management Software/SaaS Market Manufacturer Share section, according to the research report 2025 Marketing Analysis of Endpoint Management Market published by Techno System Research<sup>\*3</sup> (hereinafter Techno System Research).

Additionally, OPTiM Biz achieved the No. 1 position in 17 out of 25 categories<sup>\*\*4</sup>. This includes top rankings in manufacturer share by both value and volume, as well as in data categorized by number of employees<sup>\*\*5</sup> (value-based) for companies with 10,000 or more employees, 1,000-9,999 employees, and 100-999 employees. In industry-specific data (both value and volume-based), OPTiM Biz ranked first in manufacturing, distribution/retail/services, telecommunications/IT, civil engineering/construction, and other sectors. Please refer to the table below for details.



### **■Survey Report Details**

This research report is conducted by Techno System Research on the endpoint management market (including PC asset management, PC security management, SaaS, mobile management, and maintenance services). Rather than taking a one-sided approach of determining market trends solely through vendor interviews, the research employs a multidimensional methodology by also surveying actual product users to capture market dynamics comprehensively.

In this report, the Mobile Management Software/SaaS Market Manufacturer Share section presents survey results for the software/service market that provides MDM, MAM, and MCM capabilities for mobile devices such as smartphones and tablets.

OPTiM Biz (Optimal Biz) has achieved the No. 1 ranking in 17 out of 25 categories in the 2024 survey results for the Mobile Management Software/SaaS Market Manufacturer Share section of Part II: Market Trends. Furthermore, the report includes forecasts for 2025, predicting that OPTiM Biz will maintain its No. 1 position in this market's Manufacturer Share category (both in terms of value and volume).

### **■Background of 10 Consecutive Years as Market Leader**

As threats to mobile devices and endpoints continue to increase year by year, MDM is increasingly required to serve as the core solution for endpoint management and threat prevention. While adapting to the latest technologies, OPTiM continues to enhance the value of "OPTiM Biz (Optimal Biz)" by implementing detailed functional improvements that align with customer operations. Furthermore, we are focusing on strengthening integration capabilities with related security products and management tools. We view our achievement of maintaining the No. 1 market share for 10 consecutive years as one indication of these efforts.

## ■List of Categories Where OPTiM Biz (Optimal Biz) Achieved No. 1 Market Share in Techno System Research Survey

<Market Trends>

Mobile Management Software/SaaS Market Manufacturer Share

Categories with No. 1 Market Share in 2024		
Value-Based	1.	Manufacturer Share
Data by Number of Employees <sup>※5</sup> (Value-Based)	2.	10,000 or more
	3.	1,000-9,999
	4.	100-999
Data by Industry (Value-Based)	5.	Manufacturing
	6.	Distribution/Retail/Services
	7.	Telecommunications/IT
	8.	Civil Engineering/Construction
	9.	Others
Data by Brand/OEM <sup>※6</sup>	10.	OEM
Data by MDM/MAM/MCM <sup>※7</sup>	11.	MDM
Volume-Based <sup>※8</sup>	12.	Manufacturer Share
Data by Industry (Volume-Based)	13.	Manufacturing
	14.	Distribution/Retail/Services
	15.	Telecommunications/IT
	16.	Civil Engineering/Construction
	17.	Others

## ■About Techno System Research

Techno System Research (TSR) is a company that conducts various marketing research, publishes economic literature, and provides marketing consulting services. The company primarily provides market research data through multi-client reports (self-planned research reports), fixed-point observation reports, and customized research services.

## ■About OPTiM Biz (Optimal Biz)

OPTiM Biz (Optimal Biz) is an MDM and PC management service that enables centralized management and security control of corporate smartphones and tablet devices through a web browser interface. Its strengths include features incorporating patented technologies such as Zone Management and device detection, the industry's largest number of compatible devices through partnerships with device manufacturers, hierarchical management functionality that visualizes organizational structures for large-scale user bases, and an intuitive user interface for administrative controls.

For more information, please visit the following website:

<https://www.optim.co.jp/optim-biz/>

- ※1 Headquarters: Chiyoda-ku, Tokyo; Representative: Akiyoshi Fujita
- ※2 MDM: Abbreviation for Mobile Device Management. A corporate service that supports management and security of smartphones and tablet devices, providing measures against information leakage in case of device loss or theft, remote locking, and prevention of unauthorized application usage.
- ※3 Source: Based on the Mobile Management Market section in Part II: Market Trends from the following Techno System Research reports:
  - 2015-2016 Marketing Analysis of PC Asset Management/Mobile Management Market (Published March 2016)
  - 2016-2017 Marketing Analysis of PC Asset Management/Mobile Management Market (Published January 2017)
  - 2017-2018 Marketing Analysis of Endpoint Management Market (Published February 2018)
  - 2018-2019 Marketing Analysis of Endpoint Management Market (Published February 2019)
  - 2019-2020 Marketing Analysis of Endpoint Management Market (Published January 2020)
  - 2020-2021 Marketing Analysis of Endpoint Management Market (Published March 2021)All from Part II: Market Trends, Section 2: Mobile Management Market.  
And from Part II: Market Trends, Mobile Management Software/SaaS Market Manufacturer Share (Value/Volume-Based) section in:
  - 2021-2022 Marketing Analysis of Endpoint Management Market (Published March 2022)
  - 2023 Marketing Analysis of Endpoint Management Market (Published March 2023)
  - 2024 Marketing Analysis of Endpoint Management Market (Published March 2024)
  - 2025 Marketing Analysis of Endpoint Management Market (Published March 2025)
- ※4 Total number of categories as defined and calculated by OPTiM, based on numerical results and findings published by Techno System Research in the Mobile Management Software/SaaS Market Manufacturer Share (Value/Volume-Based) section of Part II: Market Trends in the 2025 Marketing Analysis of Endpoint Management Market.
- ※5 Data aggregating software/service sales categorized by customer company size: 10,000 or more employees, 1,000-9,999 employees, 100-999 employees, and fewer than 100 employees.
- ※6 Data categorizing and aggregating sales by service provision method: Brand for services provided under own brand and OEM for services provided under other companies' brands.
- ※7 Data categorizing and aggregating sales by function types as classified by Techno System Research: Mobile Device Management (MDM), Mobile Content Management (MCM), and Mobile Application Management (MAM).
- ※8 Data aggregating the number of licenses or users for the surveyed software/services.

### ■ About OPTiM Corporation

OPTiM is a leader in internet-based services that improve its clients' interactions with technology in all aspects of everyday life. Its solutions provide comprehensive IoT management and multifunctional remote communication. Its business partners include NTT East, NTT West, NTT DOCOMO, OTSUKA, SoftBank, Canon Marketing Japan, Panasonic Solution Technology, Ricoh Japan, KDDI and Fujifilm Business Innovation Japan. Based in Tokyo, Japan, its corporate motto is, "We make the net as simple as breathing."

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