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OPTiM Corporation
(TSE: 3694)

OPTiM Biz MDM and PC Management Service Ranked No. 1 in MDM Market Share for 15 Consecutive Years in Survey Report Published by Deloitte Tohmatsu MIC Research Institute

Maintains Market Leadership Across Education, Public Utilities, Finance, Service, Telecommunications, and Manufacturing Sectors

OPTiM Corporation (hereinafter OPTiM), the market leader in AI, IoT, and Big Data platforms, announces that its MDM^{※1} and PC management service OPTiM Biz has been ranked No. 1^{※2} in the fiscal year 2024 MDM market share in the survey report titled Market Outlook for Collaboration and Mobile Management Software – Fiscal Year 2025 Edition, published by Deloitte Tohmatsu MIC Research Institute Co., Ltd.^{※3} (hereinafter Deloitte Tohmatsu MIC Research Institute). This achievement marks OPTiM Biz as the market leader with 15 consecutive years of No. 1 market share^{※4} in Japan's MDM market.



■Background of 15 Consecutive Years of Market Share No. 1

In fiscal year 2024, accelerated adoption of kiosk terminals, particularly in the service and retail sectors, prompted OPTiM to expand advanced application management capabilities and robust security configuration features for kiosk terminals in OPTiM Biz, which we offered as a dedicated business device management menu. Additionally, we strengthened partnerships with business-use Android device manufacturers and expanded compatible device models. These initiatives enabled OPTiM Biz adoption to grow among customers we were previously unable to reach, contributing to our 15 consecutive years of No. 1 market share.

■Survey Report Details

The survey report Market Outlook for Collaboration and Mobile Management Software – Fiscal Year 2025 Edition analyzes the MDM market and related collaboration and mobile management software market through direct interviews and surveys, examining market realities and future trends. In fiscal year 2024 (actual results), OPTiM Biz was ranked No. 1 across 18 MDM market segments and 2 EMM^{※5} market segments, totaling 20 segments^{※6}.

■Deloitte Tohmatsu MIC Research Institute Survey: OPTiM Biz Market Share No. 1 Ranked Segments List^{※6}

Market Share No. 1 Ranked Segments	
EMM^{※5} Market and Mobile OS Trends	
Market Trends by Managed Mobile OS	1. EMM Shipment ID Count (including SaaS/ASP)
	2. EMM Shipment Amount (including SaaS/ASP)
Mobile Management Software Market Trends	
MDM Market Trends	3. MDM Shipment ID Count (including SaaS/ASP)
	4. MDM Shipment Amount (including SaaS/ASP)
Market Trends by Delivery Format (Package/SaaS/ASP)	5. MDM Package Shipment Amount
	6. SaaS/ASP-type MDM Shipment ID Count
	7. SaaS/ASP-type MDM Shipment Amount
Market Trends by Managed Mobile OS	8. MDM Shipment Amount by Mobile OS iOS
	9. MDM Shipment Amount by Mobile OS Android
	10. MDM Shipment Amount by Mobile OS Windows
Market Trends by Industry Vertical	11. MDM Sales Trends for Education
	12. MDM Sales Trends for Public Utilities
	13. MDM Sales Trends for Finance
	14. MDM Sales Trends for Retail
	15. MDM Sales Trends for Services
	16. MDM Sales Trends for Telecommunications
	17. MDM Sales Trends for Manufacturing
Sales Trends by User Scale (Number of Employees)	18. MDM Sales Trends for Large Enterprises (1,000+ employees)
	19. MDM Sales Trends for Mid-size Enterprises (fewer than 1,000 employees)
	20. MDM Sales Trends for SMBs (fewer than 100 employees)

■About Deloitte Tohmatsu MIC Research Institute

Deloitte Tohmatsu MIC Research Institute, established in 1991, is a market research organization affiliated with a consulting firm that has conducted market research focused on the ICT/digital sector for over 35 years and publishes its findings as market research reports. The firm's core business is planning and publishing internally developed market research reports based on highly accurate, target-focused research. Recognizing this track record, Deloitte Tohmatsu Financial Advisory LLC^{※7} brought the institute into its group as a subsidiary in November 2020. Due to its credibility, the institute's survey reports are frequently cited in the information and communications industry.

■About OPTiM Biz

OPTiM Biz is an MDM and PC management service offering comprehensive management and security measures for corporate mobile devices through a simple web browser interface. The service features distinctive capabilities including patented technologies such as Zone Management and device detection systems, supports the industry's widest range of devices through partnerships with manufacturers, provides hierarchical management features for visualizing large-scale organizational structures, and offers an intuitive administrative interface.

For more details, please visit the following website:

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

- ※1 MDM: Abbreviation for Mobile Device Management. An enterprise service that supports the management and security of smartphones and tablet devices, providing measures against information leakage in cases of device loss or theft, remote lock functionality, and restrictions on unauthorized application launches.
- ※2 Source: Deloitte Tohmatsu MIC Research Institute, "Market Outlook for Collaboration and Mobile Management Software – Fiscal Year 2025 Edition," published August 2025.
- ※3 Headquarters: Chiyoda-ku, Tokyo; Representative Director and President: Shigeo Watanabe
- ※4 Source: Deloitte Tohmatsu MIC Research Institute
"Current Status and Outlook of Cloud Services Market – Fiscal Year 2013 Edition," IT Asset Management (including MDM) Market, "Total Sales," Fiscal Years 2011-2012 results (published 2013);
"Market Outlook for Collaboration/Content and Mobile Management Package Software – Fiscal Year 2014 Edition," MDM Market Trends, "MDM Shipment ID Count (including SaaS/ASP)," Fiscal Year 2013 results (published 2014);
"Market Outlook for Collaboration/Content and Mobile Management Package Software," MDM Market Trends, "MDM Shipment ID Count (including SaaS/ASP)," Fiscal Years 2014-2017 results (published 2015-2018);
"Market Outlook for Collaboration and Mobile Management Software," MDM Market, "MDM Shipment ID Count (including SaaS/ASP)," Fiscal Years 2018-2024 results and Fiscal Year 2025 projections (published 2019-2025).
- ※5 EMM: Abbreviation for Enterprise Mobility Management. A platform providing comprehensive security management capabilities for MDM, MAM, and MCM (devices, applications, and content).
- ※6 OPTiM's count of segments where OPTiM Biz ranked No. 1 in the Fiscal Year 2024 results of "Market Outlook for Collaboration and Mobile Management Software – Fiscal Year 2025 Edition" published by Deloitte Tohmatsu MIC Research Institute (<https://mic-r.co.jp/mr/03500/>).
- ※7 Headquarters: Chiyoda-ku, Tokyo; Representative Executive Officers: Kazuhiro Fukushima, Tomotaro Nagakawa

■ 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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