Case Study
Nippon Software Knowledge Corp.

»Completing a shift to the cloud using Trusted Public S5 gives a real sense of our company trying to transform sales and marketing.«

Yoshitsugu Fujita, President and Representative Director, Nippon Software Knowledge Corp.

The customer

Country: Japan
Industry: IT
Founded: 1972
Employees: 128
Website: www.nihonsoft.co.jp/eng-top/

The challenge

- Build a verification environment for overseas customers in approximately one month
- Limitations of sales, marketing and support activities due to access to physical demo machines
- Strategic move toward cloud use in the future

The solution

With the Fujitsu Cloud IaaS Trusted Public S5 service, Nippon Software Knowledge Corp. can build a cloud based verification and demonstration environment for their software "SOFIT Super REALISM".

The customer

Since its foundation in 1972, Nippon Software Knowledge Corp. has expanded its business from its base on the east side of Lake Biwa. In 2009, Nippon Software Knowledge introduced a revolutionary product called SOFIT Super REALISM, an appliance product that can process huge data volumes of up to 2,000,000,000 records (3 TB) on one table in just a few seconds. The cost is one-tenth that of conventional products, and the speed is 100 times faster, which is astounding cost performance. The product is praised for its Excel-level ease of use, and is used by local governments, major companies, universities and the like throughout Japan.

Nippon Software Knowledge has been using FUJITSU Cloud Iaas Trusted Public S5 (Trusted Public S5) to build the verification environment for SOFIT Super REALISM on the cloud. It is establishing a foothold with overseas business development while successfully transforming sales, marketing, and support.

The challenge

Nippon Software Knowledge prepared several dozen SOFIT Super REALISM demo units, because allowing customers to actually try the product is the best promotion. However, this has limits in terms of a large number of customers using it, so it looked into providing a verification environment on the cloud.

"Almost all customers who handle the product give it high marks, saying: 'I was surprised at the processing speed.' It is so fast though, that some customers were suspicious, saying: 'You must be using demo data.' We needed a way for customers to easily try the product using their own data," explains Shigeru Horiuchi, General Manager, Big Data Consulting Div.

The solution

Nippon Software Knowledge was planning an exhibit for Cloud Expo Asia 2014 being held in Singapore in October 2014. Takao Inoue, Director Global Business Development Div., reflects on the situation at that time: "In light of that, we decided to provide an actual display of the demo cloud service for SOFIT Super REALISM at the expo."

The benefit

- Succeeded in building the environment in approximately one month with Japanese language support from Fujitsu engineers
- Provided a cloud based verification environment enabling sales, marketing and support to exceed expectations
- Accumulated skill and knowledge for changing the system to SaaS in the future

Products and services

- FUJITSU Cloud IaaS Trusted Public S5

The platform it selected was Fujitsu Trusted Public S5. Mr. Horiuchi explains the reason for that selection: "With the prerequisite of using overseas, we compared multiple cloud vendors, and selected Trusted Public S5 by making a comprehensive decision based on machine performance, cost, and Japanese language support."

As a result, the exhibit in Singapore was a big success. It had inquiries from two major companies who visited the exhibition, and this turned into the fully fledged building of a cloud verification environment. "The customers wanted to try it right away, so the building period was approximately one month. It was a very short time, and we were able to start building while receiving support from Fujitsu," explains Mr. Horiuchi.

The benefit

"Our company has trained 80 Indian software engineers. One of those people is currently preparing to introduce SOFIT Super REALISM to Indian companies. The plan is to do demos using the cloud, with the same thing happening in America," explains Mr. Fujita, President and Representative Director.

Putting SOFIT Super REALISM into cloud form brought advantages in terms of support as well. "Until now we were preparing different appliances depending on the data handled by the customer, but since we can prepare an optimal virtual server with one button using the cloud, there is no more waste. Also, up to now, even if there was an inquiry from a customer, we could not confirm the processing contents without looking at the log of the loaned machine, but with the cloud, we can see the log right away, so support became much easier," says Mr. Horiuchi.

Conclusion

Using Trusted Public S5 the goal was to build an verification environment for SOFIT Super REALISM. However, it had also looked into shifting to SaaS for SOFIT Super REALISM before that, and Mr. Senji Gamou, Director, Sales Promotion Div., has hopes for this.

"I also sense there are high expectations from the market for shifting SOFIT Super REALISM to SaaS. Until now, I think Japanese company work sites relied largely on feeling, experience, and courage, but if it becomes possible to use SOFIT Super REALISM easily using the cloud, it will be possible to do numbers-based hypothesis verification on site, and I think there will be a big change in the onsite capability to contribute to sales."

Trusted Public S5 contributed to building a cloud service for verifying SOFIT Super REALISM, and through that building experience, Nippon Software Knowledge accumulated a lot of cloud know-how. That knowledge will be put to good use in the near future with a shift to SaaS for SOFIT Super REALISM.

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