



## Press Release

December 4, 2019

For General Release

Information Services International-Dentsu, Ltd.  
Bplats, Inc.

# **ISiD and Bplats Collaborate to Support Major Subscription Businesses in the Manufacturing and Other Industries**

**Total Support, From New Business Development Planning to Service Launch in the Age of Usage-Based Consumption**

Information Services International-Dentsu, Ltd. (Head Office: Minato-ku, Tokyo; President, CEO & COO: Ryoichi Nawa; hereinafter, “ISiD”), and Bplats, Inc. (Head Office: Chiyoda-ku, Tokyo; CEO & President: Kenji Fujita; hereinafter, “Bplats”), have commenced a sales partnership agreement for Bplats<sup>®</sup>, a subscription-based integration platform provided by Bplats. Based on this agreement, from today ISiD will commence sales of Bplats<sup>®</sup> targeting the manufacturing industry and other major companies as well as provide total support for all processes, from business development planning and review to start up, aimed at creating new customer experiences.

## **Background and Aims of Business Alliance**

Amid the significant shift in consumer awareness from ownership to usage, the degree to which corporations are able to continuously provide a high value-added customer experience has become an essential element of growth, with subscriptions (a business model that charges for the use of a product or service for a certain period of time) spreading rapidly. In the manufacturing industry in particular, there is a pressing need to transition away from business models centered on product sales, thus there is a vigorous movement toward the development of subscription-based businesses. However, as sales channels and operational processes differ substantially from existing businesses, the rapid launch of services including system-related elements is becoming an issue. Furthermore, this trend is spreading to BtoC companies that provide end products and services to consumers as well as to BtoB companies such as suppliers and wholesalers.

ISiD has long provided a variety of solutions leveraging our strengths in specialized business know-how and system construction capabilities to support business innovation for a wide range of client companies, including those in the financial and the manufacturing industries. In recent years, we have focused on the provision of consulting and human resource development services aimed at digital business creation.

Bplats develops and provides the Bplats® integration platform supporting a wide range of needs in the subscription business. In addition to various functions essential to BtoC and BtoB businesses, Bplats® provides functions that take the entire sales channel into consideration, including suppliers and customers management, and has been adopted by companies across various business categories.

ISID and Bplats will leverage their respective strengths through this business alliance to offer a wide range of support in accordance with company review phases, from the development and review of new business development to the formulation of commercialization planning through subscriptions, the introduction of Bplats® and coordination with peripheral systems supporting corporate business creation in the manufacturing and other industries.

### **About Bplats®**

Bplats® is an integration platform for subscription business developed by Bplats. Bplats® is the platform that supports business model transitions and the creation of new value, and is noteworthy for its flexibility to build a sales ecosystem. For example, complex fee systems such as monthly, annual, sold-out, and pay-per-use, and an online frontend to connect customers with subscription services that operate under various contract terms and rules are provided as a standard personalized webpage function and marketplace function for smartphone and PC. In addition, sales ecosystem builder function enables the creation of an ecosystem that includes not only customers, but also the suppliers and sales outlets beyond them. This enables the realization of a co-creation transaction model that connects subscription transactions and contracts with multiple partners. Bplats® will support the efforts of Japanese companies moving to a new stage and contribute to business transformations in each industry.

### **Outlook for Both Companies**

In its medium-term management plan launched this fiscal year, ISID promotes X (Cross) Innovation that goes beyond technology, industry, company and region in the fields of fintech, digital marketing, smart enterprises and manufacturing innovations. This agreement is positioned as part of these efforts. Through this alliance, ISID will contribute to the business innovation of companies, including those in the manufacturing industry, which has the largest customer base, by marshalling the knowledge of the ISID Group in the financial, enterprise system and digital business domains.

Since its establishment in November 2006, Bplats has been working as an integration platform provider supporting operators of subscription-based businesses under its mission of “Subscription for All”. Bplats will support the expansion of subscription businesses in all fields, including automobiles, machinery, IT and communications.

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### **Contact:**

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## Overview of Bplats

Name	Bplats, Inc.
Representative	Kenji Fujita, CEO & President
Location	3 Kanda-Neribeicho, Chiyoda-ku, Tokyo
Website (Japanese only)	<a href="https://www.bplats.co.jp/">https://www.bplats.co.jp/</a>
Established	November 2006
Capital	¥48,3630,000 (as of September 30, 2019)

Note: Company and product names in this release are the trademark or registered trademark of each company respectively.