

● MIJS Consortium Corporate Members

full members (20)

APPRESSO K.K.  
AZIA Co., Ltd.  
branddialog, inc.  
Broadleaf Co., Ltd.  
BSP Incorporated  
Business Brain Showa-Ota Inc.  
Cybozu, Inc.  
InfoFarm Co., Ltd.  
Infoteria Corporation  
I-SITE Corporation

JB Advanced Technology Corporation(JBAT)  
NEXWAY Co., Ltd.  
NTT DATA INTRAMART CORPORATION  
Open Stream, Inc.  
SG SYSTEMS CO., LTD.  
System Integrator Corp.  
Toyo Business Engineering Corporation  
VINX CORP.  
WEIC Corporation  
WingArc Inc.

associate members (53)

Accela Technology Corporation  
Appli-Smart Co., Ltd.  
CREO Marketing Co., Ltd.  
CyberTech Corporation  
Data Applications Co., Ltd.  
DIVA CORPORATION  
Diverta Inc.  
DOVA CORPORATION  
Encourage Technologies Co., Ltd.  
FirstStep Co., Ltd.  
Fixpoint, Inc.  
FLEXSCHE Corporation  
Fujitsu Limited  
Future One, Inc.  
Hitachi, Ltd.  
HumanCentrix Co., Ltd.  
ILI RESEARCH INSTITUTE Inc.  
Information Services International-Dentsu, Ltd.  
Innovation Inc.  
Intercom, Inc.  
Internet Initiative Japan Inc.  
JasmineSoft  
jena co., ltd.  
JMA Systems Corporation  
KEN System Consulting Co., Ltd.  
KOKUYO S&T Co., Ltd.  
KOZO KEIKAKU ENGINEERING Inc.

NEC Corporation  
NEOREX Co., Ltd.  
NIHON SYSTEM & DESIGN, INC.  
NRI SecureTechnologies, Ltd.  
NTT Communications Corporation  
Panasonic Solution Technologies Co., Ltd.  
Quality Corporation  
Questetra, Inc.  
ReedRex Co., Ltd.  
salesforce.com Co., Ltd.  
Shanon Inc.  
SHIFT, Inc.  
Skeed Co., Ltd.  
SORIMACHI GIKEN Co., Ltd.  
SPROUT JAPAN INC.  
Startia Lab, Inc.  
SuperStream Inc.  
SystemEXE, Inc.  
TerraSky Co., Ltd.  
TIME CONCIER Co., Ltd.  
TransAct Inc.  
TSS LINK, Inc.  
UCHIDA YOKO CO., LTD.  
WAC.com Inc.  
XEENUTS, Inc.  
YDC Corporation

In alphabetical order as of May 2013

Made In Japan Software Consortium (MIJS)  
**Driving business  
innovation with  
precision services**

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A message from the Chairman of the MIJS Consortium

# Promoting the refined usability of Japanese software

Chairman, MIJS Consortium  
**Kazuo Mino**  
 (President, AZIA Co., Ltd.)

The Made In Japan Software Consortium, is providing a vehicle for key Japanese software vendors to engage in various initiatives aimed at creating mutually beneficial business relationships with overseas vendors. MIJS Chairman, Kazuo Mino introduces several activities and shares his thoughts on overseas partnership development with the MIJS membership body.



The MIJS Consortium was established as a coalition of key Japanese software vendors in 2006. Its ongoing activities focus on strengthening the domestic Japanese software business foundation, as well as nurturing partnerships with overseas organizations. One specific concept key to both the establishment and the continuing importance of MIJS is the linking of the various software products offered by member businesses. Software specifications that were previously determined on an individual organization basis are now undertaken under the premise of offering the product as part of a platform of Consortium software and services. Initiatives such as this allow the implementation of extremely high-value software platforms for customers. These efforts have in turn led to improved recognition and understanding of software products and a strengthened market position for MIJS Consortium members.

Another major initiative prioritized by the Consortium is the forging of strong business relationships with overseas organizations. MIJS continues to make efforts in forming alliances and partnerships with overseas businesses, providing members with a landing point to develop the partners, strategies and channels necessary for entrance to an overseas market. Kazuo Mino, MIJS Chairman, explains the importance of the Consortium in the following way.

"One important role played by MIJS is to ensure the provision of knowledge, both domestically and to overseas markets, outlining the functionality, ease-of-use, and refinement of Japanese software. Japanese software is unique in its incorporation of a subtlety in functionality, an extremely user-friendly interface, and thorough maintenance functions. I would like to see Japanese software recognized for its strengths not only in the domestic market but also overseas - allowing us to offer our unique Japanese services to partners and users on a global level."

With increasing awareness of Japanese software as an immediate goal, MIJS is particularly focusing on strengthening product marketing skills within its membership. Regardless of the strength of the core product itself, weak sales, branding and marketing functions limit the impact of product development. To strengthen marketability of its member products and services, MIJS is increasing efforts toward building strong relationships and appealing to overseas markets on the benefits of Japanese software.

The Consortium's priorities are reflected in the three themes of Overseas Market Development, Product Technology, and Product Business Promotion, each with their own Committee established to carry out a specific agenda.

The Overseas Market Development Committee is dedicated to expanding marketing and distribution knowledge within overseas markets in addition to forging alliances with overseas industry organizations. Overseas expansion activities focus on the China and Southeast Asia markets, with activities including joint promotion projects, business partnering events and meetings. Annual conferences and business meetings are held in China, Taiwan, Thailand, Hong Kong, Singapore, etc. contributing to the building of a foundation for MIJS member organizations to employ as a gateway to overseas markets.

From the inception of MIJS, the Product Technology Committee has focused on building a technological foundation across member company product lines. This base has allowed the linking of multiple software packages to provide combined service platforms to users. The Committee has expanded from this base to jointly review the adaptability of their software packages to a cloud distribution platform as well as looking at themes including UX/UI, agile programming etc. Engineers from member organizations are working together to stimulate each other with their own unique viewpoints. The results gleaned from these activities are reflected in actual product development, contributing to visible product improvements and a variety of benefits for the end user.

The Product Business Promotion Committee focuses on promoting use and augmenting sales of software products and IT services, as well as engaging in activities to improve management and product marketability skills. The goal of these activities is to provide joint benefits to members through the offering of information and sharing of business know-how. One example of this activity is the effort to educate businesses in local areas of Japan on the software industry. MIJS holds local workshops and events outlining MIJS products and activities and portraying the appeal of the software industry in general.

Mr. Mino explains the reason behind the focus on the local Japanese market.

"Software development tasks are location free. Pursuing development away from the center of the industry could potentially lead to ideas, developments and solutions that have not been considered to this point. There is also the possibility to find talented individuals within these kinds of activities. Finally, these efforts may be of some assistance in stimulating the local economy."

In this manner, MIJS continues its efforts in strengthening bonds between member businesses and products with the goal of advancing the software industry as a whole. The structure, organization and agenda of MIJS will continue to emphasize mutually beneficial alliances with both domestic membership and our overseas partners. We look forward to your continued support.

(interview conducted in Oct. 2012)

## Outline

The MIJS (Made In Japan Software) Consortium was established in 2006 as a collection of influential Japanese software vendors with a collective mission to strengthen the domestic software industry and promote overseas market development among its membership. MIJS aims to increase customer satisfaction of IT services by providing a platform of interoperable products and services that respond directly to market demands. At the same time, efforts are being made to strengthen the business foundation of its membership and improve awareness of Japanese software domestically and abroad.

### Overseas Market Development Committee

The Overseas Market Development Committee is dedicated to forging the alliances necessary to allow members to expand overseas marketing and distribution opportunities.

Regular seminar, business matching and networking events are held in China, Hong Kong, Taiwan and Thailand. Collaboration and information sharing among Committee members allows individual organizations access to the exponential benefits of shared know-how.



### Product Technology Advancement Committee

The Product Technology Advancement Committee brings together member company engineers for joint investigation, verification and training on a variety of timely technology themes.

The results gleaned from this Committee are directly reflected in the development process and quality advancement of member products.

### Product Business Promotion Committee

The Product Business Promotion Committee focuses on



promoting use of and augmenting sales of software products and IT services, as well improving management and marketability. In addition to joint product promotion, this Committee conducts activities aimed at

strengthening business acumen such as joint market research, presentation skill training, and human resource development training.

## Organization



# MIJS Partnerships in Asia

Partnership agreements with industry organizations throughout Asia can certainly be considered one of the most visible results in the seven year history of the MIJS Consortium. An ecosystem encouraging multifaceted cooperation in the form of joint research and business matching has been carefully nurtured resulting in strengthened partnerships and mutual benefits for both our overseas partners and the MIJS membership body.



Chengdu



Hong Kong Taiwan



Thailand



Taiwan



April 2010

## MoU agreement with Chengdu Software Association

At the Eighth Chinese Software Exposition in Chengdu, China, MIJS entered into an agreement with the Chengdu Software Association. Both organizations bring together their software, content, product, human and technical resources with the goal of stimulating China-Japan business.

April 2012

## Entered MoU agreement with Hong Kong ISIA

ISIA is a group that was established to promote standards, recognition and profitability within the information and software industries in Hong Kong. ISIA promotes high added value information in Hong Kong and other regions for industry, as well as software industry development. The MoU agreement focuses on joint research projects and business connections in the Asian marketplace by holding exhibitions and business meetings with an emphasis on developing business opportunities for both groups.

May 2012

## MoU agreement with three industry organizations in Thailand

In May 2012, MIJS entered into an agreement with SSWP Thailand (Software Park Thailand), ATCI (Association of Thai ICT Industry), and TSEP (Thai Software Export Promotion Association). This agreement was concluded to strengthen alliances with local Thai businesses, raise awareness of MIJS in Thailand, and to promote expansion and growth of software industry business in both countries.

October 2010

## MoU agreement completed with Taiwan CISA

Information Service Industry Association of R.O.C (CISA) is an organization representing major Taiwanese IT vendors. The connection to CISA establishes a sales route to local businesses in mainland China through Taiwan and in turn provides domestic support for Taiwanese vendors exporting their products into the Japanese market.



Since its inception in 2006, in parallel with its efforts in collaborating with overseas industry organizations, the MIJS Consortium has consistently worked to improve the quality of Japanese produced software with the aim of providing overseas users with maximum value. The timeline below introduces a brief history of major MIJS milestones and events.

### ● Timeline of Overseas Partnership Activities

- 2006 Aug. – MIJS Consortium established with 13 initial corporate members
- Oct. – Shanghai office opened
- 2007 Feb. – MIJS standards concept announced
- June – First MIJS Conference Japan
- Nov. – First MIJS standard announced
- Nov. – Second MIJS Conference Japan
- 2008 Oct. – MIJS Workshop in Shanghai (held a total of nine times through Sept. 2010)
- Dec. – Third MIJS Conference Japan held at SaaS World
- 2009 May – Established three core Committees (Overseas Market Development Committee, Product Technology Committee, and Product Business Promotion Committee)
- Nov. – Partnership with Open Government Ground Consortium (OGC) announced
- 2010 Apr. – MoU agreement with The Chengdu Software Association
- Oct. – MoU agreement with The Information Service Industry Association of R.O.C (CISA)
- Nov. – MIJS Conference in Shanghai
- 2011 Sep. – Open Fantastic Global Meeting 2011
- Nov. – MIJS Conference in Shanghai
- 2012 Apr. – MoU agreement with The Information and Software Industry Association (ISIA) Hong Kong
- May – MoU agreement with Software Park Thailand (SWP Thailand)
- Association of Thai ICT Industry (ATCI)
- Thai Software Export Promotion Association (TSEP)
- June – Japan-Taiwan IT Business Networking Event
- Oct. – Open Fantastic Global Meeting 2012
- Nov. – MIJS Conference in Shanghai

As of May 2013, MIJS has a total of 73 participant companies.

A coalition of influential Japanese software vendors

# MIJS Consortium Service and Solution Map

MIJS provides a platform to enable the creation of strong relationships with overseas enterprises and the introduction of a wide variety of leading Japanese IT products and services.

## Business Applications

 <p><b>Appli-Smart Co., Ltd.</b> Experts in developing Android/iOS applications. Business card recognition and Knowledge based search.</p>	 <p><b>Business Brain Showa-Ota Inc.</b> Our team of accountants, who are well-informed in IT systems, and system engineers, who are familiar with accounts, support operating reform.</p>	 <p><b>CREO Marketing Co., Ltd.</b> Offering total ICT solutions such as ZeeM for core business.</p>
 <p><b>DIVA CORPORATION</b> A vendor specializing in consolidated accounting and consolidated management accounting systems.</p>	 <p><b>FirstStep Co., Ltd.</b> Aiming to provide systems for the use of any company.</p>	 <p><b>FLEXSCHE Corporation</b> Development and sales of FLEXSCHE, a production scheduler for the manufacturing industry.</p>
 <p><b>Future One, Inc.</b> IT solutions &amp; services, including ERP for SMB.</p>	 <p><b>Information Services International-Dentsu, Ltd.</b> Development, sales, and support for overseas implementation of core business systems such as consolidated accounting and human resources.</p>	 <p><b>I-SITE Corporation</b> Schematic and documentation management solutions. Offering membership-based, general management solutions geared toward sports clubs.</p>
 <p><b>JB Advanced Technology Corporation (JBAT)</b> Offering solutions that are useful to customers' businesses.</p>	 <p><b>KOKUYO S&amp;T Co., Ltd.</b> Offering form data fax and file delivery systems via cloud service.</p>	 <p><b>KOZO KEIKAKU ENGINEERING Inc.</b> A professional engineering firm offering services from structural design to simulation.</p>

 <p><b>Panasonic Solution Technologies Co., Ltd.</b> Offering Panasonic "PatentSQUARE", the cloud service of patent search based on years of experience, knowledge and technology.</p>	 <p><b>ReedRex Co., Ltd.</b> Offering global, and totally Web compatible domestically-produced production information control systems.</p>	 <p><b>Shanon Inc.</b> The leading company in lead management platforms.</p>	 <p><b>Sorimachi Giken Co., Ltd.</b> Offering solutions through cutting-edge technology, and a wealth of knowledge cultivated in the distribution and retail industries.</p>	 <p><b>SuperStream Inc.</b> "SuperStream" - Accounting and HR system - has provided the best solution to over 6,700 customers in Japan.</p>
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 <p><b>SystemEXE, Inc.</b> Cloud! Simple! Low-cost! Streamlining production management of small to medium businesses.</p>	 <p><b>Toyo Business Engineering Corporation</b> Providing business applications (ERP/SCM) for global manufacturers.</p>	 <p><b>VINX CORP.</b> Offering general IT services geared toward distribution, retail, and service industries.</p>	 <p><b>WingArc Inc.</b> A leading vendor of BR and BI software supporting utilization of information by enterprises.</p>	 <p><b>Diverta Inc.</b> Offering multi-language compatible, multi-functional CMS for smartphones and multiple devices.</p>
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## Front-end Applications

 <p><b>InfoFarm Co., Ltd.</b> No.1 customer retention rate! A management support system company for on-site needs.</p>	 <p><b>NTT DATA INTRAMART CORPORATION</b> Offering intra-mart, the support system for promoting customer business.</p>	 <p><b>Quality Corporation</b> Management of IT resources and security for environments where both PC and mobile devices are used.</p>	 <p><b>Startia Lab, Inc.</b> Offering solutions that turn business information into profits through eBooks and CMS.</p>	 <p><b>WAC.com Inc.</b> A business that revolutionizes excitement and emotional experiences through iPhone and other smartphone apps.</p>
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## System Development/Operational Support

 <p><b>APPRESSO K.K.</b> Offering the data integration software that connects you to internal/external enterprise data in an easy and simple way.</p>	 <p><b>BSP Incorporated</b> The IT service professionals with 30 years of experience and knowledge.</p>	 <p><b>Data Applications Co., Ltd.</b> Providing EDI solutions for a variety of business-to-business e-commerce.</p>	 <p><b>Encourage Technologies Co., Ltd.</b> System operation management and security. Implementation experience in 370 companies including financial institutions.</p>	 <p><b>Fixpoint, Inc.</b> Offering automated operating platforms devised from 15 years of accumulated knowledge and experience.</p>
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## System Development/Operational Support

 <p><b>ILI RESEARCH INSTITUTE Inc.</b> Sales and development of StiLL, the Excel tool that is easy to rebuild.</p>	 <p><b>Infoteria Corporation</b> Linking all types of information from the cloud to smart devices within and outside the company.</p>	 <p><b>JasmineSoft</b> Offering Wagby, a non-programming, ultra high-speed development tool.</p>	 <p><b>Jena co., ltd.</b> Providing smart device application development and device implementation service for corporations.</p>	 <p><b>JMA Systems Corporation</b> Smart device and Windows 8 support System development services.</p>
 <p><b>KEN System Consulting Co., Ltd.</b> Improving system development productivity and quality control with the upper process flow tool "Xupper II".</p>	 <p><b>Open Stream, Inc.</b> Optimizing the user interface of business applications. Biz/Browser: a platform for web application development.</p>	 <p><b>SG SYSTEMS CO., LTD.</b> Offering high-quality logistics systems built from many years of experience and accumulated knowledge.</p>	 <p><b>System Integrator Corp.</b> Offering various packages such as development support tools and e-commerce site structuring.</p>	 <p><b>TerraSky Co., Ltd.</b> Providing specialized cloud integration software for connecting cloud systems.</p>

## Communications

 <p><b>AZIA Co., Ltd.</b> Offering mail marketing systems tailored to each individual customer.</p>	 <p><b>HumanCentrix Co., Ltd.</b> Production and distribution service of video presentations that engage viewers, moving them to act.</p>	 <p><b>Intercom, Inc.</b> Stirring dreams and emotions through communication, security and utility software.</p>	 <p><b>NEXWAY Co., Ltd.</b> Offering cloud services "Conveying Certainty" in communication.</p>	 <p><b>TIME CONCIER Co., Ltd.</b> Offering notification systems that remove the worry of lost business opportunities.</p>
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## System Integrators

 <p><b>CyberTech Corporation</b> Providing XML DBMS and peripheral services for achieving the missions of helping companies contribute to society through Information Technology.</p>	 <p><b>DOVA CORPORATION</b> Supporting our customers as an information and communication technology concierge.</p>	 <p><b>NIHON SYSTEM &amp; DESIGN, INC.</b> Provisioning a wide variety of systems for an ICT-based rich Information Society.</p>	 <p><b>Accele Technology Corporation</b> Offering cloud-based knowledge bases to promote utilization of manufacturing technology and knowledge.</p>	 <p><b>branddialog, inc.</b> Cloud groupware, SFA, and CRM solutions for unlimited users Smartphone support!</p>
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 <p><b>Broadleaf Co., Ltd.</b> We offer business applications and services as an IT foundation for creating customer business.</p>	 <p><b>Cybozu, Inc.</b> Offering business cloud services from 500 yen. No. 1 market share in groupware.</p>	 <p><b>Fujitsu Limited</b> Offering world-class quality, reliability, and support, from networking to software as a service.</p>	 <p><b>Hitachi, Ltd.</b> Offering social innovations through IT toward a sustainable society.</p>	 <p><b>Innovation Inc.</b> Sales and marketing support Providing new and innovative corporate sales methods.</p>
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 <p><b>Internet Initiative Japan Inc.</b> "We are at the forefront of the Internet." Offering cloud service and network-related services.</p>	 <p><b>NEOREX Co., Ltd.</b> Offering cloud-based timecard systems for such major operations as Seibu Group, Ikea, and Japan Post.</p>	 <p><b>NTT Communications Corporation</b> Offering global, network-integrated seamless cloud systems.</p>	 <p><b>Questetra, Inc.</b> Workflow software Service on Cloud with Easy Model-Driven Composition in Multiple Languages.</p>	 <p><b>salesforce.com Co., Ltd.</b> A cloud vendor offering CRM based services and an operating platform.</p>
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 <p><b>SHIFT, Inc.</b> Improving testing processes with exclusive tools High-quality, low-cost third party verification.</p>	 <p><b>SPROUT JAPAN INC.</b> Creating cloud-based business and EC systems.</p>	 <p><b>TransAct Inc.</b> Offering fax services geared toward cloud-based core systems.</p>	 <p><b>UCHIDA YOKO CO., LTD.</b> Offering Smart Time Share, a booking system that reduces empty reservation slots for meeting rooms.</p>	 <p><b>WEIC Corporation</b> Offering cognitive theory based Chinese and Japanese language learning systems</p>
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## Networking/Security

 <p><b>YDC Corporation</b> Offering high-quality, reliable services that connect people to people, and businesses to businesses.</p>	 <p><b>NRI SecureTechnologies, Ltd.</b> Offering SecureCube, the information security solution.</p>	 <p><b>Skeed Co., Ltd.</b> Offering the latest NW technology, such as coordinated operation between multiple devices, and high-speed file transfer.</p>	 <p><b>TSS LINK, Inc.</b> Offering security products preventing leaks of confidential and personal information.</p>	 <p><b>XEENUTS, Inc.</b> Supporting business through smart device, human, and process authentication.</p>
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