

SIEMENS

Ingenuity for life

PARTNER
PROFILE

Automotive · Industrial machinery · Heavy equipment · Electronics

Information Services International-Dentsu

Teaming with Siemens to grow business

Products

NX, NX Nastran, Teamcenter, Tecnomatix, Solid Edge

Business challenges

Business growth in various industries

Deliver customized solutions and high quality to customers

Key to success

Provide solution using Teamcenter

Collaboration with customers' top-level management

Working as a unified team with Siemens for large accounts

Results

Continued successful business

Customer satisfaction

Top Partner in Japan award from Siemens Digital Industries Software

ISID's winning strategies to develop PLM business across industries

Largest channel sales partner in the entire Asia-Pacific region

With headquarters in Japan, Information Services International-Dentsu Ltd. (ISID) targets various industries, including automotive and transportation, electronics and semiconductor, and industrial machinery and heavy equipment.

ISID has had a partnership with Siemens Digital Industries Software since 1996, and had a cooperative relationship before that as well. ISID is a Platinum level partner and

started its business with a focus on computer-aided engineering (CAE), expanding its portfolio to include computer-aided design (CAD), computer-aided manufacturing (CAM), product lifecycle management (PLM), digital manufacturing, and other areas. With more than 200 engineers to support customers of all sizes, ISID is the largest channel sales partner in the entire Asia-Pacific region.

Solution selling utilizing Teamcenter

With a significant investment in resources focused on product lifecycle management and exceptional knowledge of Teamcenter, ISID helps its customers optimize the product development process. Visualization plays a key role here. ISID has significantly

“We work with Siemens Digital Industries Software as one team.”

Umino Shinichi
Executive Officer
Information Services International-Dentsu, Ltd.

Solutions/Services

NX

www.siemens.com/plm/nx

NX Nastran

www.siemens.com/plm/nxnastran

Teamcenter

www.siemens.com/plm/teamcenter

Tecnomatix

www.siemens.com/plm/tecnomatix

Solid Edge

www.siemens.com/plm/solidedge

Location

Tokyo

Japan

Customer's primary business

Information Services International-Dentsu, Ltd. (ISID) has headquarters in Japan and is a Siemens Digital Industries Software Platinum level partner. The company provides solutions and services across industries, including automotive and transportation, electronics and semiconductor, and industrial machinery and heavy equipment. www.isid.co.jp

"We have very close contact with customers' top level management."

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Siemens Digital Industries Software

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expanded the footprint of Teamcenter among original equipment manufacturers (OEMs) and suppliers.

"We have sold thousands of seats of Teamcenter to automotive OEMs, and we'd like to continue this model for other OEMs in Japan," says Umino Shinichi, executive officer, Information Services International-Dentsu.

Connecting with customer's top-level management

"We have a very close contact with customers' top-level management," says Shinichi, summarizing the way that ISID adeptly manages executive relationships with customers through annual forums and seminars. In these activities, ISID creates opportunities to meet customers' executives, learning about their business challenges, sharing the newest solutions and technologies, and fostering relationships. The 2015 executive forum in Bangkok was attended by 45 top Japanese executives from 28 companies.

Working with Siemens as one team for big accounts

In order to provide better solutions and services to large accounts, ISID works with Siemens Digital Industries Software very closely in serving its customers, including Toyota and Mazda. "We work with Siemens Digital Industries Software as one team," Shinichi says. As a unified team, Siemens Digital Industries Software provides technology and best practices, and ISID interfaces with customers as a sales representative and contributes to project management. The partnership receives very positive feedback from customers.

Recognition for jobs well done

Siemens Digital Industries Software recognized ISID's business acumen with its Top Partner award in Japan in 2015. The company was also recognized as the Top Channel Partner in the Asia-Pacific region in 2012.

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