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各 位

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代表者名 代表取締役社長 由利 孝
(コード：3762、東証第一部)
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CBN Cloud とのインドネシアにおける 販売代理店契約締結についてのお知らせ

記

当社は、CBN Cloud (正式名：PT Cyberindo Mega Persada (ピーティー サイバーインド メガ ペルサダ) CEO：Budhi Wibawa (ブディ ウィバワ)) と、コンタクトセンターCRM 製品 Fast シリーズのインドネシアにおける販売代理店契約を締結しましたのでお知らせいたします。

CBN Cloud はインドネシアの大手財閥サリム・グループの IT 企業で、インドネシア国内でクラウドに特化したサービスを展開しています。今後 CBN Cloud は、インドネシア国内のコンタクトセンターを持つ企業に対して自社のクラウド設備を活用して Fast シリーズをクラウド型サービスとして提供します。既に CBN Cloud は 1 社から受注し、Fast シリーズのサービス提供を開始しました。

本販売代理店契約の締結について、CBN Cloud の CEO ブディ ウィバワ氏は以下のようにコメントしています。「テクマトリックスと戦略的な提携を結ぶ決断をしたのは、同社が日本のコンタクトセンターの業界で 18 年以上の豊富な経験を有しているからです。テクマトリックスの一連のソリューションは、人々の生活の豊かさに役に立てるような最も革新的なものを提供するという当社のビジョンに合致しています。同社のソリューション群は、特に先進性のある顧客に対して洗練されたサービスを提供する上で大きな強みをもたらします。この度の提携は顧客に大きな利益をもたらすと同時に、将来的に大きなビジネスチャンスをもたらす事を確信しています。」

また、当社代表取締役社長 由利 孝は「CBN Cloud は最先端のクラウドソリューションに特化しており、当社にとって理想のパートナーです。同社が掲げるビジョンや、同社の技術力に大変感銘を受けています。両社でこの国初のクラウド型 CRM ソリューションの立ち上げに成功し、コールセンターのサービス提供を行うトランスコスモス・インドネシアから初めての受注をしました。これはこの国での大きな成功に向けた大切な第一歩です。」とコメントしています。

Fast シリーズを導入したトランスコスモス・インドネシア (正式名：PT Transcosmos Indonesia (ピーティー トランスコスモス インドネシア)) も両社の戦略的提携を喜んでいます。同社の社長 原 浩芳氏は「信頼性の高い CRM ソリューションである Fast シリーズのインドネシアでの販売を歓迎します。Fast シリーズを利用する事で、より品質の高いコンタクトセンターのサービスをインドネシアで提供できるものと期待しています。当社のコンタクトセンターにおいて、顧客サービスの向上の為に Fast シリーズの使用を開始しております。」とコメントを寄せています。

■CBN Cloud について

CBN Cloud は、インドネシアにおけるクラウド型コンピューティングの提供を行うパイオニアの1社で、顧客に対しベストで最新のソリューションを提供する為に革新を続けています。顧客の生活を豊かにする為に革新をもたらす事が同社のゴールです。

URL

<http://www.cbncloud.co.id>

■本件に関する問い合わせ先

テクマトリックス株式会社

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■用語解説

*1 コンタクトセンターCRM (Customer Relationship Management)：顧客からの問い合わせ、あるいは顧客に対しての販促業務を専門に扱う窓口、拠点で利用されるコンピュータシステム。個々のニーズに即した対応を実施することにより、顧客の満足度を高めると共に顧客との長期的な関係を築き、収益性を向上させる仕組み。

※参考資料としてCBN Cloud と当社の共同プレスリリース（英文）を添付いたします。

以上



Press Release

CBNCloud and TechMatrix Deliver Breakthrough Cloud Customer Relationship Management Solution to Enhance Efficiency and Productivity in Indonesia

Jakarta, June 10, 2014 – PT. Cyberindo Mega Persada (CBNCloud), a pioneer cloud service provider in Indonesia, along with TechMatrix Corporation, a specialist IT corporate group from Japan, today affirmed their strategic partnership by delivering FastHelp, a cloud-based, cutting-edge Customer Relationship Management (CRM) System solution for Contact Centers in Indonesia.

“The high sustained rate of national economic growth has propelled the emerging of business in Indonesia. The competition tightens. Businesses or brands are challenged to deliver their top class supports to achieve customer satisfaction, as well as to enhance business efficiency and productivity,” said **Budhi Wibawa, CEO, CBNCloud**. “FastHelp, the CRM System solution announced today, is the manifestation of our understanding, long-haul commitment and support for the industry to overcome challenges faced by businesses. Its presence in Indonesia has widened CBNCloud Contact Center portfolio as well as strengthened our leadership in Indonesia.”

Budhi added that CBNCloud keeps delivering innovations to fulfill customer needs by offering FastHelp, a sophisticated CRM System solution powered by TechMatrix that can be integrated with customer’s Contact Center. He believes that the collaboration between CBNCloud and TechMatrix help companies to solve business related-issues, such as Contact Center Quality, operational efficiency, provide effective CRM promotion, reduce in-bound calls, knowledge-based sharing, no IT assets, as well as IT Management cost.

“Our decision to establish a strategic partnership with TechMatrix is because the company has more than 18 years of rich experience in Contact Center industry in Japan. TechMatrix’s range of solutions has met our vision in providing the most innovative solutions that can simplify customers’ life. Their portfolio will bring us great advantages in delivering sophisticated services to customers, especially when dealing with early adopters in Indonesia. We believe that this collaboration will bring benefits to customers, open greater business opportunities in the future,” says Budhi.

Takashi Yuri, President & CEO, TechMatrix Corporation, says, “We found CBN Cloud to be an ideal partner because they are very committed to delivering the cutting-edge cloud solution in this country. I was really impressed by the vision and the technical competency that CBN Cloud brought to the market. We jointly launched our First Cloud-based Contact Center CRM solution with CBN Cloud and successfully won the first contract in Indonesia with Transcosmos Indonesia who provides Call Center Services to their clients. This is the very important first step on the way toward our great success in this market.”

FastHelp can manage all customers’ related information, including customer’s profiles and contact histories through multi-channels such as phone, email, fax and web, in a single database, as a result, it helps to improve a quality of customer services. FastHelp is an easy-to-use, user-customizable and function-rich CRM System solution that provides high scalability for all business scales across industries.

FastHelp suits with the specific needs of corporates and offer lower total cost of ownership and higher ROI compared to competitors’.

One of the triumph feature of FastHelp over the competitors is the user-customizable Graphic User Interface (GUI). Users can customize details, such as input and output, fonts and colors, and layout screen. FastHelp also supports Social Media interactions, such as Facebook and Twitter making it easier to manage Voice of Customer (VOC) from various communication channels. It also provides extensible optional features, such as talk-script editor and integration with CTI, Voice Recording Systems and FAX – depending on Contact Center’s requirements. FastHelp provides high scalability as it can scale from small Contact Centers with less than 10 seats to the larger ones with over thousands of seats.

Equipped with rich functions and top-class features, FastHelp, which contains the best-practices of major Japanese Companies’ Contact Center, enables companies to increase Customer Satisfaction and reduce Operational Cost at the same time. Multi-Channel Support feature enables Contact Center to receive VOC and address it for further business operations.

“All VOCs are automatically stored in database and utilized by multi-departments for further business development strategy or early anticipation measures to mitigate potential business risks. FastHelp’s top-class, rich features helps business to enhance customer satisfaction on the top level and lower the operational budget at the same time by improving Contact Center Agents’ productivity and efficiency,” added Takashi Yuri.



Having implemented FastHelp solutions in Indonesia, PT. transcosmos Indonesia feels pleased with the strategic collaboration between the two companies. Hiroyoshi Hara, President of PT. transcosmos Indonesia said, "We welcome the presence of FastHelp, a reliable CRM System solution for Contact Centers in Indonesia. We anticipate that we will be able to provide higher level of services by utilizing FastHelp in Indonesia. We have already started using FastHelp in our Contact Center to improve customer services."



About CBNCloud

PT Cyberindo Mega Persada (CBNCloud) is one of the pioneer of cloud computing provider in Indonesia that keeps on innovating to give the complete solution with the best and newest technology for their customers. Optimizing to simplify their customers life in the main goal of their innovation. For further information please visit www.cbncloud.co.id or email us at sales@cbncloud.co.id.

About TechMatrix Corporation

TechMatrix is an IT solutions provider that helps to transform the business models and strengthen the competitiveness of client companies by implementing state-of-the-art IT technology and enhancing customer satisfaction.

In the call center industry, TechMatrix has been delivering CRM systems and other IT services since 1996, has made over 600 installations in Japan. TechMatrix is listed on Tokyo Stock Exchange (3762). To learn more about our services please visit www.techmatrix.co.jp or email us at overseas@[techmatrix.co.jp](http://www.techmatrix.co.jp)

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