Understanding Trends of Interest from Registrants' Behavior Logs

Intent Data Report (IT Product Area)

August 2023

Index

- Trend report

  - By product category: Ranking by number of views
  - By product category: Changes in the number of views per quarter
  - By content: Views ranking

- Viewing trends by major product genre

- Category table

- Introduction: "ABM Report" to visualize purchasing intentions on a company-by-company basis

What is this Intent Data Report?

This report is made on the basis on the "viewing log" of the content inserted in the ITmedia's lead generation platform.

- What product genres are most frequently viewed?

- What are the trends of the most viewed content?

- What are the recent trends in the product genres you are interested in?

and other information are reported for you to use as a reference for your content creation and marketing strategies.

Trend Report

Ranking by Number of Views by Product Genre in 2023 August

* Current month ranking and recent 6 months

The top-ranked genre this month was "Cloud computing" (#1). This genre frequently ranks high, but the MoM also improved significantly this month.

"Wireless LAN/WAN/Wi-Fi" (#15) had the highest MoM. In this genre, the insertion of several contents designed for each type of industry, such as manufacturing sites, retailers, and educational institutions, has attracted a lot of popularity.

"RPA" (#11) also saw a significant increase in views compared to the previous month. Several popular contents are leading the way, and more companies are promoting RPA with the keyword "automation". On the other hand, "Development Tools" (#3), in which low-code and no-code tools are categorized, saw a slight drop in MoM.

No.	TechTarget Japan/Keyman's Net white paper product genres	March	April	May	June	July	August	Spark Line	MoM
1	Cloud computing								271.0%
2	IT Management/IT Strategy Solutions								121.3%
3	Development Tools								79.0%
4	Endpoint Security/EDR/EPP								94.3%
5	Integrated Operations Management								139.0%
6	HR Tech/HR/Payroll								97.0%
7	Backup Software								195.8%
8	Finance/Accounting								80.0%
9	targeted attack								124.6%
10	BI/BA/OLAP								81.9%
11	RPA								295.5%
12	Content/Document Management								110.8%
13	AI/Machine Learning/Deep Learning								83.5%
14	ERP								142.9%
15	Wireless LAN/WAN/Wi-Fi								985.1%

June 2023 Quarterly Views by Product Genre

No.	2022		2023		QoQ
	July - September	October - December	January - March	April - June	
1	AI/Machine Learning/Deep Learning	IT Management/IT Strategy Solutions	Development Tools	Development Tools	→
2	IT Management/IT Strategy Solutions	Development Tools	Targeted attack	IT Management/IT Strategy Solutions	↗
3	Cloud computing	Targeted attack	Cloud computing	Endpoint Security/EDR/EPP	↗
4	RPA	Zero Trust/SASE/SDP	IT Management/IT Strategy Solutions	AI/Machine Learning/Deep Learning	↗
5	HR Tech / HR / Payroll	Cloud computing	Zero Trust/SASE/SDP	Cloud computing	↘
6	Finance/Accounting	AI/Machine Learning/Deep Learning	Content/Document Management	Vulnerability Countermeasures	↗
7	Development Tools	Integrated Operations Management	Information Leakage Countermeasures	HR Tech/HR/Payroll	New
8	Targeted attack	Endpoint Security/EDR/EPP	AI/Machine Learning/Deep Learning	Zero Trust/SASE/SDP	↘
9	Integrated Operations Management	Content/Document Management	Vulnerability Countermeasures	Targeted attack	↘
10	Content/Document Management	Finance/Accounting	Endpoint Security/EDR/EPP	Finance/Accounting	New
11	IT Asset Management	RPA	Note PC	Integrated Operations Management	New
12	Endpoint Security/EDR/EPP	Information Leakage Countermeasures	RPA	Content/Document Management	↘
13	Information Leakage Countermeasures	VPN	BI/BA/OLAP	IT Asset Management	New
14	BI/BA/OLAP	IT Asset Management	Network Management	Information Leakage Countermeasures	↘
15	SaaS/ASP	Network Management	Collaboration/Chat	Desktop Virtualization/VDI/DaaS	New

Ranking by Number of Views by Content in 2023 August

This month's top content was "Cloud computing" (#1). This content has been a long-time reader favorite, and deals with the very information that can help them select the right product through a comparison of the major IaaS providers.

This month's top reads for both IT/non-IT departments included invoice systems and HR topics (#2, #7, #11, and #14).

Security-related contents includes email security (#3) and authentication (#5) in the ranks.

No.	Content title	Provider of the content
1	What's the difference between Google Cloud/AWS/Azure? Comparison of features, services, costs, etc. at a glance.	Cloud Ace Inc.
2	"Is this person quitting this/her job?" This is a sign that you can tell.	NTT Communications Corporation
3	What are the problems with continued use of PPAP? What are the 5 risks and 3 alternatives?	ITEC Hankyu Hanshin, Inc.
4	Why don't fewer employees want to work in "Excel" when BI tools are available?	Just System Inc.
5	What is the difference between OAuth 2.0 and OpenID Connect? Basic knowledge of "Authentication" that you may not have heard before.	Okta Japan K.K.
6	Why do I need a "Microsoft 365 backup?" What are some easy measures to take?	Barracuda Networks Japan K.K.
7	Manga guide: What's changing? What is the "invoice system"?	Miroku Information Service Co.
8	"De-Access" starting with no-code tools: Easy system construction by non-IT employees in the field.	Just System Inc.
9	"5G" will eliminate the need for wireless LAN and LTE? How will corporate networks change?	Dell Technologies, Inc.
10	"Mac security measures are not necessary" is wrong. What products are necessary for effective measures?	Jamf Japan G.K.
11	Place of work, good pay or human relations - what determines "happiness at work"?	NTT Communications Corporation
12	When Windows 10 and Windows 11 environments are mixed, what is the optimal solution for future PC procurement?	Yokogawa Rental & Lease Corporation
13	Why "GPU" is essential for comfortable use of Windows 11 on virtual desktops?	Net One Systems, Inc.
14	A comprehensive review of the key points of compliance with the invoice system. How to solve accounting employee issues?	ORIX Corporation
15	Causes of network latency: Basic knowledge of "packet loss" and effective solutions.	Zoho Japan Co.

Viewing Trends by Major Product Genre

How to See the Rankings

カテゴリランキング
1位 エンドポイントセキュリティ
2位 開発
3位 業務プロセス改善
4位
5位
6位
7位 サーバ&ストレージ
8位 基幹系システム
9位 ネットワーク／通信サービス
10位 ネットワークセキュリティ

The top 10 genres are aggregated.

順位	ベンダーコンテンツ名	提供企業
1	身代金の支払いはNG、調査で見えた"本当に"必要なランサムウェア対策	サイバーリーズン合同会社
2	情報漏えい対策ハンドブック：企業が押さえるべき4つの課題とは？	LRM株式会社
3	2022年版脅威レポートで見えた、大規模セキュリティ侵害の実態と効果的な対策	BlackBerry Japan株式会社
4	USBメモリを実現、ネットワーク分離環境におけるファイル受の新手法	株式会社プロット
5	エンドポイントセキュリティをどう進める？　「Emotet」感染対策マニュアル	株式会社 USEN ICT Solutions
6	サイバー攻撃の最新傾向と基礎知識、中小企業が対策を急ぐべき理由とは	株式会社 USEN ICT Solutions
7	ランサムウェアによる被害はなぜ防げない？　5つの理由と対処法	ネットアップ合同会社
8	脅威の検知と対応を迅速化、防御の隙間を埋める「XDR」とは？	グローバルセキュリティエキスパート株式会社
9	改正個人情報保護法で何が変わる？　企業が取るべき対策について有識者が解説	サイバーリーズン合同会社
10	予算も人も自由にならない、けれど対策はしたい中堅企業に寄り添うセキュリティ	グローバルセキュリティエキスパート株式会社

Ranking of the most frequently viewed content by all registered members.

Bold:
Content that ranked higher than the overall ranking

Highlights:
Newly ranked content

順位	ベンダーコンテンツ名	提供企業
1	身代金の支払いはNG、調査で見えた"本当に"必要なランサムウェア対策	サイバーリーズン合同会社
2	情報漏えい対策ハンドブック：企業が押さえるべき4つの課題とは？	LRM株式会社
3	2022年版脅威レポートで見えた、大規模セキュリティ侵害の実態と効果的な対策	BlackBerry Japan株式会社
4	エンドポイントセキュリティをどう進める？　「Emotet」感染対策マニュアル	株式会社 USEN ICT Solutions
5	サイバー攻撃の最新傾向と基礎知識、中小企業が対策を急ぐべき理由とは	株式会社 USEN ICT Solutions
6	予算も人も自由にならない、けれど対策はしたい中堅企業に寄り添うセキュリティ	グローバルセキュリティエキスパート株式会社
7	平均被害額は430万ドル超、調査で分かったランサムウェアの脅威と5つの対抗策	ソフォス株式会社
8	脅威の検知と対応を迅速化、防御の隙間を埋める「XDR」とは？	グローバルセキュリティエキスパート株式会社
9	サイバー攻撃の最新傾向と基礎知識、中小企業が対策を急ぐべき理由とは	株式会社 USEN ICT Solutions
10	ビジネス化するランサムウェアをどう防ぐ？　求められるゼロトラストモデルとは	シスコシステムズ合同会社

Ranking of most frequently viewed content by registered members who work in information systems at user companies.

Vendor Content Views Ranking: Endpoint Security

Category ranking	
1	Endpoint Security
2	Cloud
3	Mission-critical systems
4	Business Process Improvement
5	Development
6	Operation management
7	Network/Communication services
8	Data analysis
9	Information sharing tools
10	Backup

Rank	Vendor content title	Provider of the content
1	What are the problems with continued use of PPAP?　What are the 5 risks and 3 alternatives?	ITEC Hankyu Hanshin, Inc.
2	Windows vulnerability exploit attacks that disable "EDR": How should companies prepare?	Cyber Reason LLC
3	Why has ransomware expanded so much? Background of the rapid increase in damage and countermeasures.	Cyber Reason LLC
4	Is ransom payment a no-no? Is backup a panacea?　Common sense and insanity of ransomware countermeasures.	Cyber Reason LLC
5	Glossary of "targeted attack e-mail" terms to keep in mind before you are deceived.	LRM Corporation
6	Necessary for ransomware countermeasures: Introduction of 3 key points of backup operation.	SB C&S Corporation
7	Global threat report 2023: What are cyber attackers targeting now?	CloudStrike LLC
8	How to solve the "Can we really operate it?" problem faced when considering EDR?	Hitachi Systems, Ltd.
9	Last resort to protect data from ransomware attacks: How to stop writing encryption.	Hitachi Solutions, Ltd.
10	The "Credential Market" expanding on the dark web: What Measures are required now?	Cyber Reason LLC

Bold:
Content that ranked higher than the overall ranking

Highlights:
Newly ranked content

Rank	Vendor content title	Provider of the content
1	What are the problems with continued use of PPAP?　What are the 5 risks and 3 alternatives?	ITEC Hankyu Hanshin, Inc.
2	Windows vulnerability exploit attacks that disable "EDR": How should companies prepare?	Cyber Reason LLC
3	**Glossary of "targeted attack e-mail" terms to keep in mind before you are deceived.**	**LRM Corporation**
4	Why has ransomware expanded so much? Background of the rapid increase in damage and countermeasures.	Cyber Reason LLC
5	Is ransom payment a no-no? Is backup a panacea?　Common sense and insanity of ransomware countermeasures.	Cyber Reason LLC
6	**Global threat report 2023: What are cyber attackers targeting now?**	**CloudStrike LLC**
7	**Manga guide: What is Cross Site Scripting?　How the attack works and what to do about it?**	**Cyber Security Cloud, Inc.**
8	**Last resort to protect data from ransomware attacks: How to stop writing encryption.**	**Hitachi Solutions, Ltd.**
9	**Start here with a "high cost performance" zero-trust security installation.**	**Hitachi Solutions, Ltd.**
10	**Manga guide: How does "WAF" work? What kind of cyber attack is it effective for?**	**Cyber Security Cloud, Inc.**

Vendor Content Views Ranking: Cloud

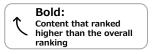| Category ranking	
1	Endpoint Security
2	Cloud
3	Mission-critical systems
4	Business Process Improvement
5	Development
6	Operation management
7	Network/Communication services
8	Data analysis
9	Information sharing tools
10	Backup

Rank	Vendor content title	Provider of the content
1	What's the difference between Google Cloud/AWS/Azure?　Comparison of features, services, costs, etc. at a glance.	Cloud Ace Inc.
2	Servers are at the heart of DX Promotion: Corporate survey reveals key points of on-premise investments.	Dell Technologies, Inc.
3	ASKUL modernizes one of Japan's largest B2B EC websites: What was the key to the success of this large-scale project?	Japan Information & Telecommunications Co.
4	Manga shows how to reduce cloud costs and how to automatically optimize your system.	IBM Japan, Ltd.
5	Introduction to AWS: What are the 4 key ways to reduce operational costs and how easy and solid is it?	GMO GlobalSign Holdings, Inc.
6	Migration of virtual infrastructures still on-premise to the cloud should start with this.	TIS Corporation
7	ASKUL teamed up with a partner to integrate a large data infrastructure, which had been difficult.	Japan Information & Telecommunications Co.
8	How to achieve high reliability and cost reduction at the same time by migrating "Windows Server" to the cloud.	Amazon Web Services Japan, LLC
9	Comparing AWS/Azure/GCP, how should you choose the right public cloud for your company?	Cloud Ace Inc.
10	How to choose a cloud file server: What is the difference between SaaS/IaaS or AWS/Azure?	Nippon Telegraph and Telephone East Corporation

Rank	Vendor content title	Provider of the content
1	What's the difference between Google Cloud/AWS/Azure?　Comparison of features, services, costs, etc. at a glance.	Cloud Ace Inc.
2	**ASKUL modernizes one of Japan's largest B2B EC websites; what was the key to the success of this large-scale project?**	**Japan Information & Telecommunications Co.**
3	Servers are at the heart of DX Promotion: Corporate survey reveals key points of on-premise investments.	Dell Technologies, Inc.
4	**How to achieve high reliability and cost reduction at the same time by migrating "Windows Server" to the cloud.**	**Amazon Web Services Japan, LLC**
5	Manga shows how to reduce cloud costs and how to automatically optimize your system.	IBM Japan, Ltd.
6	**ASKUL teamed up with a partner to integrate a large data infrastructure, which had been difficult.**	**Japan Information & Telecommunications Co.**
7	Introduction to AWS: What are the 4 key ways to reduce operational costs and how easy and solid is it?	GMO GlobalSign Holdings, Inc.
8	**Will "self-supporting multi-cloud" spread to teleworkers?　What are the risks and how to mitigate them?**	**HashiCorp Japan K.K.**
9	Migration of virtual infrastructures still on-premise to the cloud should start with this.	TIS Corporation
10	Comparing AWS/Azure/GCP, how should you choose the right public cloud for your company?	Cloud Ace Inc.

Bold:
Content that ranked higher than the overall ranking

Highlights:
Newly ranked content

Vendor Content Views Ranking: Mission-critical Systems

Category ranking	
1	Endpoint Security
2	Cloud
3	Mission-critical systems
4	Business Process Improvement
5	Development
6	Operation management
7	Network/Communication services
8	Data analysis
9	Information sharing tools
10	Backup

Rank	Vendor content title	Provider of the content
1	"Is this person quitting his/her job?" This is a sign that you can tell.	NTT Communications Corporation
2	Manga guide: What's changing?　What is the "invoice system"?	Miroku Information Service Co.
3	How to choose "Cloud ERP" without making mistakes: What are the points to keep in mind?	ITmedia Advertising Planning
4	Can you really do without ERP?　5 points to determine the necessity of implementation.	Oracle Corporation Japan
5	A guide to the resignation process from the basics, the flow of the process and necessary documents that HR personnel should know.	freee inc.
6	How to comply with the Electronic Bookkeeping Act and the invoice system without hassle?	NTT Communications Corporation
7	Manga Guide: "Surprising pitfalls" to check before starting the "invoice system."	Miroku Information Service Co.
8	How to reduce "failure risk" of ERP implementation?　5 issues to be addressed and their solutions.	Oracle Corporation Japan
9	A guidebook that explains 45 complex forms in just 1 sentence, making the social insurance process easier.	F&M Corporation
10	What are the benefits of SAP S/4HANA and why is it necessary for real-time management?	Hitachi Systems, Ltd.

Bold:
Content that ranked higher than the overall ranking

💡 **Highlights:**
Newly ranked content

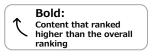| Rank	Vendor content title	Provider of the content
1	"Is this person quitting his/her job?" This is a sign that you can tell.	NTT Communications Corporation
2	Manga guide: What's changing?　What is the "invoice system"?	Miroku Information Service Co.
3	How to choose "Cloud ERP" without making mistakes: What are the points to keep in mind?	ITmedia Advertising Planning
4	Can you really do without ERP?　5 points to determine the necessity of implementation.	Oracle Corporation Japan
5	**What IT departments should do before selecting a new mission-critical systems to avoid frustration.**	**SCSK Corporation**
6	**What are the benefits of SAP S/4HANA and why is it necessary for real-time management?**	**Hitachi Systems, Ltd.**
7	**How to reduce "failure risk" of ERP implementation?　5 issues to be addressed and their solutions.**	**Oracle Corporation Japan**
8	A guide to the resignation process from the basics, the flow of the process and necessary documents that HR personnel should know.	freee inc.
9	**"Cloud ERP" turned a pinch into an opportunity: 3 case studies of leading companies.**	**ITmedia Advertising Planning**
10	Manga Guide: "Surprising pitfalls" to check before starting the "invoice system."	Miroku Information Service Co.

Vendor Content Views Ranking: Business Process Improvement

Category ranking	
1	Endpoint Security
2	Cloud
3	Mission-critical systems
4	Business Process Improvement
5	Development
6	Operation management
7	Network/Communication services
8	Data analysis
9	Information sharing tools
10	Backup

Rank	Vendor content title	Provider of the content
1	Place of work, good pay or human relations - what determines "happiness at work"?	NTT Communications Corporation
2	What KPIs should you really look at? 20 types and how to choose the right one.	Oracle Corporation Japan
3	Why are automation strategies prone to failure? 3 key points for a successful RPA implementation.	Usac systems, inc.
4	Key to business transformation: 7 checklists for a successful API-driven automation strategy.	Salesforce Japan Co.
5	Before that "automation," how do we prioritize the tasks to be covered by RPA?	Divoto Solutions, Inc.
6	The struggle and progress of "in-house deployment of RPA" in the back-office division of SBI Life Insurance.	PERSOL PROCESS & TECHNOLOGY Co.
7	What to do about the growing "loneliness" and communication challenges of hybrid work?	Hitachi Solutions Create, Ltd.
8	ITIL 4's key points explained in an easy-to-understand manner, and the 7 steps to apply them to improve business operations.	Zoho Japan Co.
9	DX is in its "early stages" even at major companies: 109 people in charge were interviewed about the current status and challenges of DX promotion.	Cloud Ace Inc.
10	"Toyota-style Kaizen" not only for manufacturing industry, accelerating business digitalization with WebDB as a lever	Dream Arts Inc.

Rank	Vendor content title	Provider of the content
1	**What KPIs should you really look at? 20 types and how to choose the right one.**	**Oracle Corporation Japan**
2	Place of work, good pay or human relations - what determines "happiness at work"?	NTT Communications Corporation
3	Why are automation strategies prone to failure? 3 key points for a successful RPA implementation.	usac systems, inc.
4	Key to business transformation: 7 checklists for a successful API-driven automation strategy.	Salesforce Japan Co.
5	Before that "automation," how do we prioritize the tasks to be covered by RPA?	Divoto Solutions Corporation
6	**A business strategy planning professional teaches you what to do when your IT strategy development is not going as smoothly as you would like.**	**SCSK Corporation**
7	**ITIL 4's key points explained in an easy-to-understand manner, and the 7 steps to apply them to improve business operations.**	**Zoho Japan Co.**
8	**What is the solution to the problem of "lack of meeting rooms" due to increased opportunities to come to work, and what can be done without increasing the number of meeting rooms?**	**Logitech Corporation**
9	The struggle and progress of "in-house deployment of RPA" in the back-office division of SBI Life Insurance.	PERSOL PROCESS & TECHNOLOGY Co.
10	**What is the secret to improve business by introducing RPA? Tips from 5 Successful Cases**	**Usac systems, inc.**

Bold:
Content that ranked higher than the overall ranking

💡 **Highlights:**
Newly ranked content

Vendor Content Views Ranking: Development

Category ranking	
1	Endpoint Security
2	Cloud
3	Mission-critical systems
4	Business Process Improvement
5	Development
6	Operation management
7	Network/Communication services
8	Data analysis
9	Information sharing tools
10	Backup

Rank	Vendor content title	Provider of the content
1	"De-Access" starting with no-code tools: Easy system construction by non-IT employees in the field.	Just System Inc.
2	What are the 3 cases where "test automation" is advancing in software development and shows its true value?	Otify Corporation
3	How to choose a project management tool, a comparison of 8 major products reveals the best solution for the IT department.	Nissho Electronics Corporation
4	How to use "kintone" to learn from users' DX success stories.	JBCC Corporation
5	Survey reveals actual status of "no-code development tool" utilization, operational issues and their solutions.	Just System Inc.
6	Lessons learned from the AI handwriting text recognition application "Miwo" project	Google Cloud Japan, LLC
7	24 companies in 8 industries achieved results in on-site DX, and in what situations were the "no-code tools" useful?	Asteria Corporation
8	How to accelerate citizen development and evolve your Access into a no-code development tool.	A-ZiP Corporation
9	How to move away from "only SES and multiple subcontracting" for resource-poor system development companies	Order Navigator, Inc.
10	Building governance that maintains the speed and flexibility of the no-code tool "kintone".	Cybozu, Inc.

Rank	Vendor content title	Provider of the content
1	"De-Access" starting with no-code tools: Easy system construction by non-IT employees in the field.	Just System Inc.
2	**How to choose a project management tool, a comparison of 8 major products reveals the best solution for the IT department.**	**Nissho Electronics Corporation**
3	**How to use "kintone" to learn from users' DX success stories**	**JBCC Corporation**
4	**Is it not enough to just deploy containers? How to utilize cloud natives based on the essence of DX.**	**Red Hat, Inc.**
5	**Modernize the IBM i development environment to a Web-based environment tailored to open-source engineers.**	**Japan Information & Telecommunications Co.**
6	Survey reveals actual status of "no-code development tool" utilization, operational issues and their solutions.	Just System Inc.
7	What are the 3 cases where "test automation" is advancing in software development and shows its true value?	Otify Corporation
8	How to accelerate citizen development and evolve your Access into a no-code development tool.	A-ZiP Corporation
9	**Building governance that maintains the speed and flexibility of the no-code tool "kintone".**	**Cybozu, Inc.**
10	**How to choose a low-code development tool with a view from system in-house production to advanced development.**	**NTT DATA INTRAMART CORPORATION**

↖ **Bold:**
Content that ranked higher than the overall ranking

💡 **Highlights:**
Newly ranked content

Vendor Content Views Ranking: Operations Management

Category ranking	
1	Endpoint Security
2	Cloud
3	Mission-critical systems
4	Business Process Improvement
5	Development
6	Operation management
7	Network/Communication services
8	Data analysis
9	Information sharing tools
10	Backup

Rank	Vendor content title	Provider of the content
1	"Mac security measures are not necessary" is wrong. What products are necessary for effective measures?	Jamf Japan LLC
2	Windows 11" migration is a "great opportunity" to review the PC management system.	Japan Business Systems Co.
3	Curbing shadow IT, learning from Milbon's case study: What is the key to implementing a "file sharing infrastructure"?	Macnica Corporation
4	Replacing 400 business PCs at once, a low-cost way to realize a comfortable telework environment.	Yokogawa Rental & Lease Corporation
5	How does RIKEN, which also operates a world-class supercomputer, manage its numerous IT devices?	Schneider Electric Holdings, Inc.
6	IT asset management software that once plagued JAL, completing the relocation of over 4,000 PCs in two days.	JAL Infotec Corporation
7	The survey found that employees feel that telecommuting is hard because.	Dell Technologies, Inc.
8	How JCB improved initial response with automatic incident detection and reduced operational man-hours by converting to IaC	Datadog Japan G.K.
9	Zabbix redundancy practical guide: Comparison of 3 patterns for stable operation	SCSK Corporation
10	A discussion on the essence of IT operations automation developed by 3 experts on whether IT operations automation is misunderstood.	Red Hat, Inc.

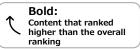| Rank	Vendor content title	Provider of the content
1	**Windows 11" migration is a "great opportunity" to review the PC management system.**	**Japan Business Systems Co.**
2	"Mac security measures are not necessary" is wrong. What products are necessary for effective measures?	Jamf Japan LLC
3	Curbing shadow IT, learning from Milbon's case study: What is the key to implementing a "file sharing infrastructure"?	Macnica Corporation
4	Replacing 400 business PCs at once, a low-cost way to realize a comfortable telework environment.	Yokogawa Rental & Lease Corporation
5	How does RIKEN, which also operates a world-class supercomputer, manage its numerous IT devices?	Schneider Electric Holdings, Inc.
6	IT asset management software that once plagued JAL, completing the relocation of over 4,000 PCs in two days.	JAL Infotec Corporation
7	**Compressing 500 hours of work into 12 hours, the power of IT asset management software that Yamanashi Prefecture has been using for many years.**	**JAL Infotec Corporation**
8	**What is the ideal management system for SaaS use from an ISMS perspective?**	**Money Forward i, Inc.**
9	**Learning from Kansai Airport, how to clean up server room power efficiency and operation management issues.**	**Schneider Electric Holdings, Inc.**
10	**How did Daishi Bank achieve remote operation and management of 1,000 tablets?**	**JAL Infotech Co.**

Bold:
Content that ranked higher than the overall ranking

💡 **Highlights:**
Newly ranked content

Vendor Content Views Ranking: Network/Communication Services

Category ranking	
1	Endpoint Security
2	Cloud
3	Mission-critical systems
4	Business Process Improvement
5	Development
6	Operation management
7	Network/Communication services
8	Data analysis
9	Information sharing tools
10	Backup

↰ **Bold:**
Content that ranked higher than the overall ranking

💡 **Highlights:**
Newly ranked content

Rank	Vendor content title	Provider of the content
1	"5G" will eliminate the need for wireless LAN and LTE?　How will corporate networks change?	Dell Technologies, Inc.
2	Causes of network latency: Basic knowledge of "packet loss" and effective solutions.	Zoho Japan Co.
3	What is the hot "optical LAN product" that realizes low-cost construction and renewal of internal LAN?	J's Communication Inc.
4	How did Toho Gas build a "network suitable for multi-cloud"?	SoftBank Corp.
5	Solving the "poor signal reception" problem in retail stores and effective Wi-Fi environment for multiple buildings.	Nippon COMSYS Corporation
6	Stable connection for approx. 8,000 students, full picture of the wireless LAN environment supporting Tokyo University of Technology.	CommScope Japan Corporation
7	How to automate network operations from receiving to responding to equipment failures.	Red Hat, Inc.
8	Wireless access points that meet the stringent requirements of manufacturing sites and can be used in harsh environments.	Nippon COMSYS Corporation
9	What is the "network that is not complicated even with multi-cloud" used by a mail-order company?	SoftBank Corp.
10	What is so great about "WAN as a Service" that it sweeps away the challenges of traditional WAN architecture?	Cloudflare Japan K.K.

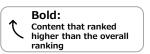| Rank	Vendor content title	Provider of the content
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5	**Stable connectivity for approximately 8,000 students, the entire wireless LAN environment supporting Tokyo University of Technology.**	**CommScope Japan Corporation**
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Vendor Content Views Ranking: Data Analysis

Category ranking	
1	Endpoint Security
2	Cloud
3	Mission-critical systems
4	Business Process Improvement
5	Development
6	Operation management
7	Network/Communication services
8	Data analysis
9	Information sharing tools
10	Backup

Rank	Vendor content title	Provider of the content
1	Why don't fewer employees want to work in "Excel" when BI tools are available?	Just System Inc.
2	Cloud-based AI/ML services that do not require specialized knowledge and the results of their implementation in municipalities and government agencies.	Amazon Web Services Japan, LLC
3	How to improve a chat bot by learning from Manga and how to reduce "unintelligible" answers?	IBM Japan, Ltd.
4	10 techniques to dramatically improve the translation accuracy of AI automated translation	Mirai Translation Inc.
5	Explanation based on 6 architectures, business value brought by new data integration infrastructure.	ClickTech Japan K.K.
6	Aim for the finals in Barcelona: Kaggle Days Tokyo report	Japan HP Inc.
7	What are the 5 major challenges faced when utilizing data in the field and what are the "hints for solving them" from case studies?	Asteria Corporation
8	Realizing " In-house DX": The " first step" to successful Process Mining.	Cresco Corporation
9	Is dependence on "Excel-loving employees" a bottleneck? How to create a data-driven organization.	Just System Inc.
10	What is the new form of information transmission that AI avatars will change, sweeping away the challenges of video content production?	rinna Corporation

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4	**Explanation based on 6 architectures, business value brought by new data integration infrastructure.**	**ClickTech Japan K.K.**
5	10 techniques to dramatically improve the translation accuracy of AI automated translation	Mirai Translation Inc.
6	**What are the key points of IoT data utilization and infrastructure building learned from OVO Energy?**	**Aiven Japan LLC**
7	**Realizing " In-house DX": The " first step" to successful Process Mining.**	**Cresco Corporation**
8	**8 points for successful implementation of "AIOps," which automates IT operations.**	**Kindrill Japan K.K.**
9	What are the 5 major challenges faced when utilizing data in the field and what are the "hints for solving them" from case studies?	Asteria Corporation
10	**How to choose a "cloud analysis infrastructure" without making mistakes, explained for each of the 5 user types.**	**Alterix Japan, LLC**

Bold:
Content that ranked higher than the overall ranking

💡 Highlights:
Newly ranked content

Vendor Content Views Ranking: Information Sharing Tools

Category ranking	
1	Endpoint Security
2	Cloud
3	Mission-critical systems
4	Business Process Improvement
5	Development
6	Operation management
7	Network/Communication services
8	Data analysis
9	Information sharing tools
10	Backup

Rank	Vendor content title	Provider of the content
1	To review all the key points of compliance with the invoice system and to solve the issues of accounting employees.	ORIX Corporation
2	Bourbon increases engagement with "an internal portal users want to access every day".	LumApps Corporation
3	Reduce the burden of on-the-job training with "video manuals" that allow you to "do it and show it" as many times as you like without the burden of training.	Studyst Inc.
4	Efficient information sharing among Microsoft 365 users, and the power of groupware as seen in the case studies.	Cybozu, Inc.
5	Efficient training of foreign workers: What is a manual that is not influenced by language or culture?	Studyst Inc.
6	What are the most important points for a successful paperless office?	Konica Minolta Japan, Inc.
7	Are paper manuals and on-the-job training reaching their limits?　What is the new approaches required for human resource development nowadays?	Tebiki Corporation
8	Survey on the actual state of compliance with the invoice system and the Electricity Ledger Law: Solutions based on the true opinions of 1,000 accounting professionals.	Sansan Corporation
9	Revision of the Electric Ledger Law and the invoice system will change the invoicing business in this way.	Sansan Corporation
10	What are the 3 steps to implement the paperless system, the key to telework promotion?	WingArc 1st Corporation

Rank	Vendor content title	Provider of the content
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3	Reduce the burden of on-the-job training with "video manuals" that allow you to "do it and show it" as many times as you like without the burden of training.	Studyst Inc.
4	**Why " breaking away from the legacy" of approval and workflow is necessary now more than ever.**	**KICKFLOW Corporation**
5	Efficient information sharing among Microsoft 365 users, and the power of groupware as seen in the case studies.	Cybozu, Inc.
6	**Successful DX of forms using Salesforce data, promotion methods and results as seen in 2 companies' case studies.**	**WingArc 1st Corporation**
7	**Tax accountant's explanation: Learning from successful and unsuccessful cases, points to deal with the Electricity Ledger Law and the invoice system.**	**Sansan Corporation**
8	Are paper manuals and on-the-job training reaching their limits?　What is the new approaches required for human resource development nowadays?	Tebiki Corporation
9	**23 companies in the Seibu Group have realized electronic receipt of invoices: What is the selected infrastructure?**	**WingArc 1st Corporation**
10	Survey on the actual state of compliance with the invoice system and the Electricity Ledger Law: Solutions based on the true opinions of 1,000 accounting professionals.	Sansan Corporation

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Content that ranked higher than the overall ranking

Highlights:
Newly ranked content

Vendor Content Views Ranking: Backup

Category ranking	
1	Endpoint Security
2	Cloud
3	Mission-critical systems
4	Business Process Improvement
5	Development
6	Operation management
7	Network/Communication services
8	Data analysis
9	Information sharing tools
10	Backup

Rank	Vendor content title	Provider of the content
1	Are you responsible for cloud data loss?　Learn how to prevent complete loss.	Veeam Software Japan K.K.
2	Malicious ransomware lurking in backups, how to secure restores?	Veeam Software Japan K.K.
3	Embarrassed if you don't know?　A glossary of basic "backup" terms.	Veeam Software Japan K.K.
4	"SaaS data protection is unnecessary" is a misconception: What are the 7 reasons why backups should be performed?	OpenText Corporation
5	The last line of defense against increasingly sophisticated ransomware, how to achieve a reliable "backup".	Veeam Software Japan K.K.
6	The key to protecting data from ransomware, and the 3 functions now required for backup.	Actify Corporation
7	Manga guide to countermeasures against failures in virtual environments: What are the "important points" that are often overlooked?	Scios Technology, Inc.
8	Are your backup data security measures up to snuff?　4 points to consider when selecting a product.	ITmedia Advertising Planning
9	What is "backup that will not be overwritten" to completely protect data from ransomware?	Veeam Software Japan K.K.
10	The Basics: How to build a backup in a VMware vSphere environment.	Veeam Software Japan K.K.

Bold:
Content that ranked higher than the overall ranking

Highlights:
Newly ranked content

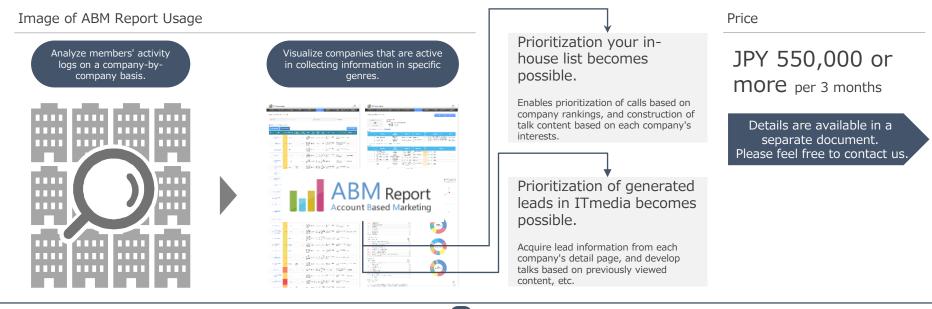| Rank	Vendor content title	Provider of the content
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9	**The Latest on ransomware in 2023: How backup/restoration should change now.**	**Veeam Software Japan K.K.**
10	What is "backup that will not be overwritten" to completely protect data from ransomware?	Veeam Software Japan K.K.

Category Table

Lvl	Category	Item
A	AI	AI / machine learning / deep learning
A	RPA	RPA
A	Wireless LAN	Wireless LAN / WAN / Wi-Fi
A	Communication tool	Unified communication
		VoIP gateway
		IP phone / IP-PBX
		TV / Video conferencing
		Web conferencing
		e-mail
		Instant Messaging / Chat
		Corporate social network
A	Network / communications service	Remote Access
		Network management
		Bandwidth management
		Router
		Switch
		Bandwidth controller
		Load Balancer / ADC / Load Balancing
		WAN / Web acceleration
		VPN
		Wide area Ethernet
A	Server	IA server / PC server
		UNIX servers
		Office computer / mainframe
A	Storage	Disk Storage
		SSD / Semiconductor storage / Flash Storage
		SAN
		NAS
		Optical disk device
		Tape device
		Cloud Storage
A	Mobile/PC	Smartphones / tablets
		PDA / mobile terminal / cell phones
		Desktop PC
		Laptop
		Thin client
		POS terminal

Lvl	Category	Item
B	Cloud	Cloud Computing
		IaaS / PaaS / BaaS
B	Virtualization	Server virtualization
		Desktop Virtualization / VDI / DaaS
		Application virtualization
		Virtual environmental management
		PC virtualization
		Storage Virtualization / SDS
		SDN / networking virtualization / SD-WAN
B	Data center	Power Supply / Air Conditioning / Rack
		Hosting services
		Data center
		HPC / grid computing
B	Operation management	Client terminal management
		Integrated Operations Management
		IT asset management
		Performance Management
		Identity management
		OS
		Directory service
B	Backup	Backup device
		Backup software
		Disaster recovery
		Virtualized Backup
B	Development	Project management tool
		Development support services
		Analysis / design tool
		Development tools
		Test / Debugging / Tuning Tool
		Screen design / form design tool
		Rich client
		Web server / application server
		Web Service
		Library / Component
		EAI / ETL
		Mobile development
		DevOps

Lvl	Category	Item
B	Endpoint security	Mobile Security
		Information leakage measures
		Encryption
		Endpoint security
		Spyware protection
		Spam protection
		Anti-phishing
		Targeted attack
B	Security operation	MDM / EMM
		Log Management
		Trail Management
		Vulnerability countermeasures
		Database Security
		Physical Security
		Security Standards / Policies
		Risk Management
B	Authentication	Authentication server
		Access control
		One-time password
		Single sign-on
		Electronic signature / watermark / PKI
		Biometric identification
		Authentication device
B	IoT	M2M / IoT / RFID (IC-tag)
B	Information sharing tool	Groupware
		Knowledge management
		Workflow
		EIP
		Enterprise search
		Content / Document management
		Office software
B	Backbone systems	ERP
		Inventory control
		SCM
		Sales management
		EDI / Distribution BMS
		HR Tech / Human resources / Salary
		Financial accounting

Lvl	Category	Item
B	Marketing	E-commerce
		Marketing / Sales
		Website construction / CMS
		Web access analysis
C	HCI	Hyper-Converged Infrastructure (HCI)
C	Network Security	Firewall
		UTM
		IDS / IPS
		DoS attacks countermeasures
		Quarantine network
		Cloud security
		Zero-trust
C	Improvement of business process	BPM / BAM
		IT Management / IT Strategy Solutions
		Outsourcing
C	Customer management and sales support	CTI / Help desk
		CRM
		SFA
C	Data Analysis	DBMS
		Database access
		BI / BA / OLAP
		Data warehouse
		Data mining / statistical analysis
		Big Data
C	Education IT	School affaires processing software / service
		ICT learning support software / services
		Learning / education support software / services
		Class support hardware
		School infrastructure construction support product
C	Healthcare IT	Electronic medical records
		Receipt computer
		Ordering system
		Medical imaging filing system
		Medical cloud service
		Regional medical collaboration system
		Medical treatment reservation system
		Hospital management system
		Care / welfare-related systems

* Product category and category linking will be reviewed periodically.

ABM Report" that Reveals the **"Readers' Side" of the Intent Data**

Data-driven business opportunities can be discovered by extracting "companies that are active in information gathering."

1. Select target companies to approach now.
2. Catch up behind the scenes of each company's information gathering activities.
3. Pick up leads that are actively gathering information from past generated leads.

Image of ABM Report Usage

Analyze members' activity logs on a company-by-company basis.

Visualize companies that are active in collecting information in specific genres.

ABM Report
Account Based Marketing

Prioritization your in-house list becomes possible.

Enables prioritization of calls based on company rankings, and construction of talk content based on each company's interests.

Prioritization of generated leads in ITmedia becomes possible.

Acquire lead information from each company's detail page, and develop talks based on previously viewed content, etc.

Price

JPY 550,000 or more per 3 months

Details are available in a separate document.
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