

## **Murata and IJ Collaborating on IoT Data Business in Southeast Asia** **Providing a Data Service Platform to Support Everything from Data** **Collection, Analysis, and Processing to Sales**

Murata Manufacturing Co., Ltd. (Head office: Nagaokakyo City, Kyoto Prefecture; President: Norio Nakajima; hereinafter, "Murata") and Internet Initiative Japan Inc. (Head office: Chiyoda-ku, Tokyo; President: Eijiro Katsu; hereinafter, "IJ") are pleased to announce that they will be collaborating on the development of IoT business endeavors in Southeast Asia.

Through this collaboration, the two companies have agreed to develop and supply a global IoT data service platform (hereinafter, the "Platform") to companies planning to carry out IoT data business operations in Southeast Asia.

The Platform is being developed by Murata based on the traffic volume data provision service deployed in Indonesia since 2021 using IJ's local cloud platform. It will provide companies in the data business with a one-stop solution for everything from data collection to sales support. The business will initially start in Indonesia, Thailand, Malaysia, and Vietnam from the summer of 2023.

### ■ Background

To run an effective data business, the ability to collect, analyze, process, and use a combination of different kinds of data in a timely manner is essential. The market is not easy to enter, as data business operators must not only put in place the technology and infrastructure required in the business process, such as sensors, communications services, and cloud services, but compliance with local laws, such as national data protection laws, must also be taken into account, creating a particular obstacle for foreign companies.

Murata is currently developing data provision services in Indonesia and Thailand with its Traffic Counter System\* that visualizes traffic volumes, for which the IJ Group is providing the local cloud platform and supporting the system from construction to operation. Murata and IJ will utilize the experience and know-how gained from this data provision service, regarding issues such as sensor and communications technology, data analysis methods, and the business model, to provide a global IoT data service platform for Japanese companies planning to enter the data business market in Southeast Asia, thereby supporting the smooth establishment of business in the region.

\*Traffic Counter System: A traffic information visualization system comprising high-precision sensors that not only collects data on traffic volume, but also classifies it by vehicle type (such as passenger car, truck, bus, etc.).

### ■ Key features of the global IoT data service platform

#### **Access to the complete range of technologies and features required for the data business**

The Platform is a one-stop solution that provides everything from the provision and operation of the system - sensors that collect data, edge servers and network for communication, cloud platform for storing and processing said data - to support in data analysis and the sale of data.

With all the features and support needed for the data business in Southeast Asia, Japanese companies looking to establish a presence in the region need only deploy the Platform and they will be ready to initiate their data business.

#### **A robust and secure platform that complies with local laws and regulations**

In recent years, the laws regulating the handling of personal and confidential data have been

tightened in various countries, presenting both a risk and an obstacle to entering the data business from overseas. The Platform guarantees a high level of security and stores data in IIJ's local cloud platform that complies with local data protection laws. In addition, as the Platform supports local operators in developing their data business, sales, and other organizational concerns, it enables Japanese companies with no knowledge of local laws and regulations to set up quickly and safely.

■ Overview of the global IoT data service platform

An IoT platform that enables companies to expand their data businesses globally, providing features such as sensors and cloud services, and offering support in data analysis and sales.

We will develop a high-quality platform with guaranteed security for Japanese companies developing, or looking to develop, public infrastructure, service infrastructure, real estate, mobility and other related services in local markets in Southeast Asia.

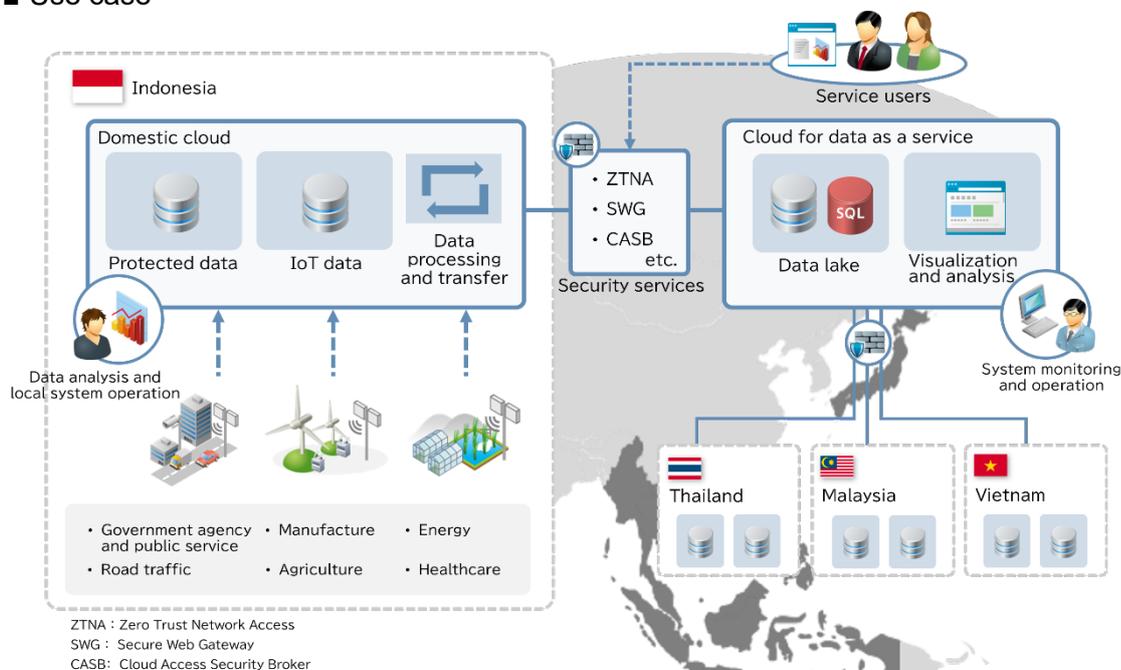
Provided features:

- Sensing technology, such as sensors and cameras, for obtaining the desired data (Murata)
- Gateways, wireless and mobile networks for collecting the data (Murata, IIJ Group)
- Local cloud services for storing, linking, processing, and visualizing collected data (IIJ Group)
- Domestic cloud services for the secondary use and implementation of collected data in Japan (IIJ Group)

Support services:

- Data analysis and reporting undertaken by a team of data analysts (Murata)
- Data sales support from local operators (Murata)
- Technical assistance in utilizing the platform (IIJ Group)

■ Use case



Both Murata and IIJ will capitalize on our advanced technology and extensive knowledge and experience to promote the revitalization and implementation of data business in Southeast Asia through the development of an IoT platform, eventually realizing a global data supply chain.

The Platform will be exhibited at CEATEC 2022. Click <https://corporate.murata.com/en-us/newsroom/news/event/japan/2022/1003> for more details.

■ About Murata

Murata Manufacturing is a global manufacturer that develops, produces and sells ceramic-based electronic components. We contribute to the advancement of electronics in society by creating original products through our independently developed and acquired technological base that includes material development, process development, product design, manufacturing techniques, together with the supporting software, analysis and evaluation.

<https://corporate.murata.com/en-us>

■ About IJ

Founded in 1992, IJ is one of Japan's leading Internet-access and comprehensive network solutions providers. IJ and its group companies provide total network solutions that mainly cater to high-end corporate customers. IJ's services include high-quality Internet connectivity services, systems integration, cloud computing services, security services and mobile services. Moreover, IJ has built one of the largest Internet backbone networks in Japan that is connected to the United States, the United Kingdom and Asia. IJ was listed on the Prime Market of the Tokyo Stock Exchange in 2022. For more information about IJ, visit the official website: <https://www.ij.ad.jp/en/>.

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