

Case Study

Cybird Co., Ltd



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"We need to collect and analyze users' attitudes, and from there, improve the content to match users' needs and increase their satisfaction."

Why RTmetrics™?

- ✓ Easy installation even when there are multiple servers.
- ✓ Can handle mobile environments.
- ✓ Can get detailed user activities and click streams.
- ✓ Real-time.

Business Profile

Established in September 1998, Cybird has been at the forefront of the development of the mobile market in Japan. Their business operations focus include:

- Planning, development, operation, and consulting of websites catered toward mobile devices.
- Mobile marketing and solutions.
- Services to E-Commerce sites that sell products through mobile telephones.
- Research and development for new mobile platforms and mobile Internet solutions.

Challenge

The company entered the mobile market early when the market was expanding rapidly. It benefited from the early growth and it holds the top market position in Japan with 3.5 million users. However, the mobile market in Japan is now saturated. They can no longer count on grabbing new users. From now on, companies must fight to grab and retain a limited number of customers.

According to Mr. Noto, they have to move from "grabbing new customers" to "improving the utility for existing users" and "retaining existing customers." Up until now, it was more important to produce new content to catch new customers. For this reason, they used to rely on the intuition of individual content producers for determining what type of content would draw more users. Data analysis was not their top priority. However, "From now on, we need to collect and analyze users' attitudes, and from there, improve the content to match users' needs and increase their satisfaction."

Solution

After searching for a solution they decided on implementing AuriQ's RTmetrics™ web analytic solution. They found that it was ideal for their needs because of the following:

- Easy installation even when there are multiple servers. No need to set up data for each server as in log-based tools. Can manage multiple servers from a single point.
- Can handle mobile environments. Mobile devices have a variety of screen sizes and thus depend heavily on parameters attached to requests. Log-based tools cannot handle these kinds of data.
- Can get detailed user activities and click streams. So it can understand relationships between different types of content, and can do things like cross-sell easily.
- Real-time. Can rapidly modify the content to match users needs.
- Easy to use interface. So setup and maintenance are hassle-free.

Results

By using the information provided through RTmetrics, Cybird has been able to improve their customer satisfaction by identifying user preference when accessing web content through their mobile devices.

According to Mr. Yamada, RTmetrics usage in the future will include "introducing the system where individual content producers can always monitor activities of users to

their sites and not just product marketing groups." With RTmetrics, the product marketing groups are able to overcome the difficulties of trying to watch the activities for each content producer.

Also, for operations of popular sites where access tends to get concentrated, they are considering the use of RTbandwidth™ to monitor performance.

If you wish to obtain further information about this case study, please contact us at the following:

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