

Case Study

KDDI Corporation



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Executive Summary

KDDI is Japan's 2nd largest communications carrier, providing voice, data and wireless services. They also provide co-location and hosting services to corporate customers. Their hosting service is geared towards small and mid-size corporate customers and now has over 20,000 clients.

Customers choose KDDI's service because of its high quality and reliability. KDDI is one of the strongest brands in the industry. In order to make their brand even better, KDDI is always looking for new values to offer to their customers. In December 2002, KDDI started offering a new web analytics service to their hosting customers using AuriQ's RTmetrics™.

Challenge

Before implementing RTmetrics, KDDI hosting service had been providing a log-file tool to their customers who want to analyze traffic to their website. However, many customers were asking for a more powerful and easier to use analysis solution. With more than 20,000 customers and still growing rapidly, it was getting more time consuming and expensive to process log-files as the number of hosting customers increased and traffic to each website increased. Many customers desired to have a daily report no later than 9 a.m. every morning. It was becoming impossible to offer such a service to the large number of customers in an affordable manner.

Solution

KDDI had evaluated all kinds of possible solutions to satisfy their customers' needs and chose RTmetrics because of its real-time analysis capability, scalability, and its lack of need for log-files.

Mr. Sugita, manager of IP application group in KDDI, said that "RTmetrics is very easy to install, operate and simple to use. A single RTmetrics system can serve a large number of websites without dealing with log-files that spread over many different servers. It reduces operation and maintenance work significantly."

Results

Mr. Tomimatsu, manager of solution service development group in KDDI, said that "In less than 2 months since we started offering the new web analytic service using RTmetrics, over 650 customers have signed up for the service. As RTmetrics is very easy for our customers to use, we have had no claims or support requests from our customers. We feel confident that our customers are very satisfied with this real-time analytic solution. Hosting service is already a commodity. You cannot retain customers if you do not provide a difference. We now have yet another difference."

"KDDI has many other services such as E-commerce solutions and hosting for RTmetrics to improve their service value. We now have a good internal reference to this non-conventional solution." Mr. Sugita said.

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

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