



[Home](#) > [Press release](#) > April 1,2003

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Press release

## **New joint venture company established by ZEON Corporation and Fujitsu Social Science Laboratory Limited, to provide CRM solutions focused on Sales Force Automation (SFA).**

April 1,2003

ZEON Corporation (2-6-1 Marunouchi, Chiyoda-ku, Tokyo; President & CEO: Katsuhiko Nakano; hereafter ZEON) and Fujitsu Social Science Laboratory Limited (1-403 Kosugi, Nakahara-ku, Kawasaki, Kanagawa; President: Kiyoshi Saito; hereafter Fujitsu SSL) have announced the establishment of Anthos Information Systems Co., Ltd., as a joint venture, effective April 1, 2003. The new company is a spin-off of the software services sales division of ZEON's wholly owned subsidiary ZEON Information System Co., Ltd. (President: Masanobu Inoue; hereafter ZEON Information System).

ZEON Information System is positioned as a specialized company for information systems of ZEON Corporation that primarily produces chemical materials including synthetic rubbers, chemical compounds, and specialty plastics. The company demonstrates a high level of expertise in POP\* and CRM\* systems for improving efficiency based on production sites demand, and it possesses a wealth of experience in constructing systems related to material production. Fujitsu SSL provides a wide range of customers with "PoweredSolution," a line of solution services that supports customer businesses through IT utilization. "PoweredSolution" offers CRM solutions, including construction of call centers and one-to-one services on websites. The new company will combine IT technology experts from ZEON Information System who bring a user perspective, and IT technology experts from Fujitsu SSL, who possess cutting-edge technology, to provide comprehensive solutions, especially in the fields of CRM/SFA\*.

### **1. Corporate Profile**

(1) Company Name: Anthos Information Systems Co., Ltd.

(2) President: Yoshiteru Fukushima (former Representative Director of ZEON Information System Co., Ltd.)

(3) Capital: 30 million yen (Shareholding breakdown: 51% ZEON, 49% Fujitsu SSL)

(4) Location: Higashiyama Building 7th Floor, 1-1-2 Higashiyama, Meguro-ku, Tokyo

(5) Date of Establishment: April 1, 2003

## **2. Business of the New Company**

The company will provide sales of CRM/SFA licenses for customers in such industries as materials, pharmaceuticals, construction, financing, and life insurance, as well as CRM solutions to complement sales. Use of the "Pivotal CRM Suite" supports customer services encompassing the whole company through the unified management of customer data, thereby enabling the company to provide construction services for CRM systems, centered around sales force automation (SFA). Looking ahead, the company will establish a solution provision system, including system construction services with total IT utilization, and will strive to enable customers' businesses to flourish along with the blossoming of Anthos.

## **3. About ZEON**

URL: <http://www.zeon.co.jp>

ZEON is a chemical corporation established in 1950 that produces and markets such products as synthetic rubbers and latices, chemicals, specialty chemicals, information materials, specialty plastics, environmental materials, precision-processed products, and medical equipment. ZEON was the first Japanese company to produce synthetic rubbers and it developed the renowned GPB process to produce butadiene, the major material for synthetic rubber and the focus of many overseas technological transfers. ZEON is also the only company in the world with the technology for the comprehensive utilization of C5 fraction obtained from naphtha cracking. ZEON aims to contribute to the preservation of the global environment and the prosperity of humanity through its exclusive technology as a source of pride across the world, and to live up to the corporate name "ZEON," which is a compound of "geo" (Earth) and "eon" (eternity).

## **4. About Fujitsu SSL**

URL: <http://www.ssl.fujitsu.com/>

Fujitsu SSL, a member of the Fujitsu Group, has been expanding its business mainly in software development, from basic software to applications and computer system construction. Based on these technologies, it provides solution services suitable for such industries as distribution, manufacturing, telecommunication, and local government. The company was authorized as a System Integrator in 1990, acquired ISO 9001 certification in 1996 and has currently established "PoweredSolution," a cluster of solutions that powerfully stages customer's success in business, providing services across a wide range of fields, including data warehouse, geographic information systems (GIS), EAI, ERP, CRM, network construction, and security measures.

## **5. Trademarks**

All product names are trademarks or registered trademarks of their respective companies.

## **6. Glossary**

POP: Point Of Production (Information collection at point of production)

CRM: Customer Relationship Management. A method adopted by corporations to build long-term relationships with customers by applying information systems.

SFA: Sales Force Automation. Sales activity enhancement support to improve efficiency in the sales segment of a corporation through utilization of information and telecommunication technologies such as PCs and the Internet. SFA means also that the information systems implement this support.

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[Page top](#)

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