

CASE STUDY

X

APPRESSO



APPRESSO

Website renewal with Noren6 and JIN

Introduced product

ICS6
(Noren6)

Company information

Company: APPRESSO K. K.

Establishment: April 3, 2000

Address: 2F Sumitomo Fudosan
Edogawabashiekimae Building,
Sekiguchi 1-20-10,

Bunkyo-ku, Tokyo 12-0014

Business Area: Data related SW,
Business Process, Schedule & Auto
Sync SW, Data Integration between
Cloud and On-premise.

Company Overview: APPRESSO is a
globally-minded company headquar-
tered in Japan. It promotes innovation
and development by contributing to
a growing range of software products
that enable enterprises around the
world to be more efficient.

Ashisuto (<https://www.ashisuto.co.jp/english/>), an exclusive distribution partner of I-ON Communi-
cations has signed an agreement to supply Noren6 a.k.a ICS6 (Web Content Management System) in
Korea to APPRESSO (<https://www.appresso.com/english/>), a data integration software service pro-
vider based in Tokyo, Japan.



APPRESSO page

■ Effects of the solution

The website renewal with Noren has enabled us:

- to give our website visitors easier access to the product information as it achieved unified navigation and interface.
- to support multiple devices such as tablets, smartphones and PCs by providing responsive design
- to update website content in a timely manner.

APPRESSO will be gradually making improvements in the website ranking in search engine and traffic.

■ The background and objectives of the project

APPRESSO had been facing inconsistent website designs and incoherent methods to expose content as it offers more and more products providing development / distribution / support of data integration software including DataSpider Servista. Agile update of the content, content creation that meets customer's needs, traffic inflow to the right page were also challenges APPRESSO had been facing.

To address these challenges and bolster the corporate brand & products that would also lead to revenue generation, APPRESSO planned on website renewal by adopting Noren and a quick start guide JIN that facilitate easy content registration. Noren is a Japanese brand name of ICS6 (I-ON Content Server ver. 6, a Web Content Management) and has already been deployed in 600+ Japanese customers.

■ About Ashisuto and NOREN

Since its establishment in 1972 as a package software distribution company, Ashisuto has been providing outstanding products that strengthen and enhance the information processing systems of its customers. The products it offers include data base systems, business intelligence software, system operations tools, website content management systems, security management software, and a wide variety of other products. Each product it offers helps customers design and develop more effective systems to address requirements of their respective corporate strategies.

Ashisuto has a sole distribution rights of Noren (I-ON Web Content Management System) and has 600+ customer references since it has started distribution in 2002. There is a Dynamic module embedded to an updated version of Noren, which makes B2C / EC site construction easier and provides a realtime deployment that combines static and dynamic types in a page.