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## AutoDaily Case Study (Nihon Telex System, Co., Ltd.)

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## User Background

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Company : Nihon Telex Systems Co., Ltd. (<http://www.nihon-telex.co.jp>)  
Address : 1150-57, Miyakonojo-shi, Komatsubara-cho, Miyazaki Prefecture, Japan  
Established : 10/1/1998  
Capital : JPY 30,000,000 (~USD 390,000\*)  
Employees : 55

### (About the Company)

Nihon Telex Systems, Co., Ltd. was established in 1998 as a company which sells, installs, and maintains office communication equipment for end-users such as business phones and multifunction machines. With the recent IT trend, they expanded their business to include computer networks and network monitoring cameras, and recently, included office total solution planning to its business profile.



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\* 1 USD = 77 JPY

## Q&A (1)

Respondent: Mikio Kiue (Managing Director and Sales Division Head)

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### **1. How did you come to know about AutoDaily?**

We are a distributor of Ahkun AntiMalware products. Ahkun introduced to us a new product called AutoDaily, and while confident of selling this product to our own customers, we decided to try it out first for ourselves.

### **2. What are your first impressions about the product?**

As stated in (1), we believe this product can help us with one of the effects with having IT in business, that is how to effectively manage security and quality of work in the workplace.

### **3. Why did you choose AutoDaily?**

With the problem stated in (2), AutoDaily is a cost-effective solution. Below are the other problems we have:

- > Every employee is provided with an internet connection but with everyone facing their workstation PCs most of the time, we felt there was a need to monitor if actual work time is not wasted.
- > Security risk with Internet browsing and playing games during free time.
- > How to reduce creation and printing of unnecessary docs, and how to effectively measure business time and cost expenses.

For similar products from other companies existing in the market, the cost is expensive because not only is the unit price high, but a server and administrator is also necessary, making the total cost higher.

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## Q&A (2)

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### **4. What are your thoughts regarding the usability of this product?**

Trial Phase : Very easy to use

Introduction Phase : Installation was simple and easy

Operation Phase : The Daily & Weekly reports, plus the content of the analysis, are very clear and easy to understand.

### **5. What were the effects of introducing AutoDaily to your business?**

- > Increase of employee self-awareness (as a deterrent), decrease in non-work related activities
- > Security risk has been greatly reduced (for example, viruses from adult sites, etc.)
- > Appropriate advice can be given by the sales leader to his team (filter out irrelevant suggestions/info)
- > Ink cost savings of about 30%, just by managing print output from the users and allowing a limit for printing.

### **6. Do you have any suggestions or comments about this product or Ahkun, as a company?**

We wish to see AntiMalware appliance and AutoDaily integrated in the future.

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