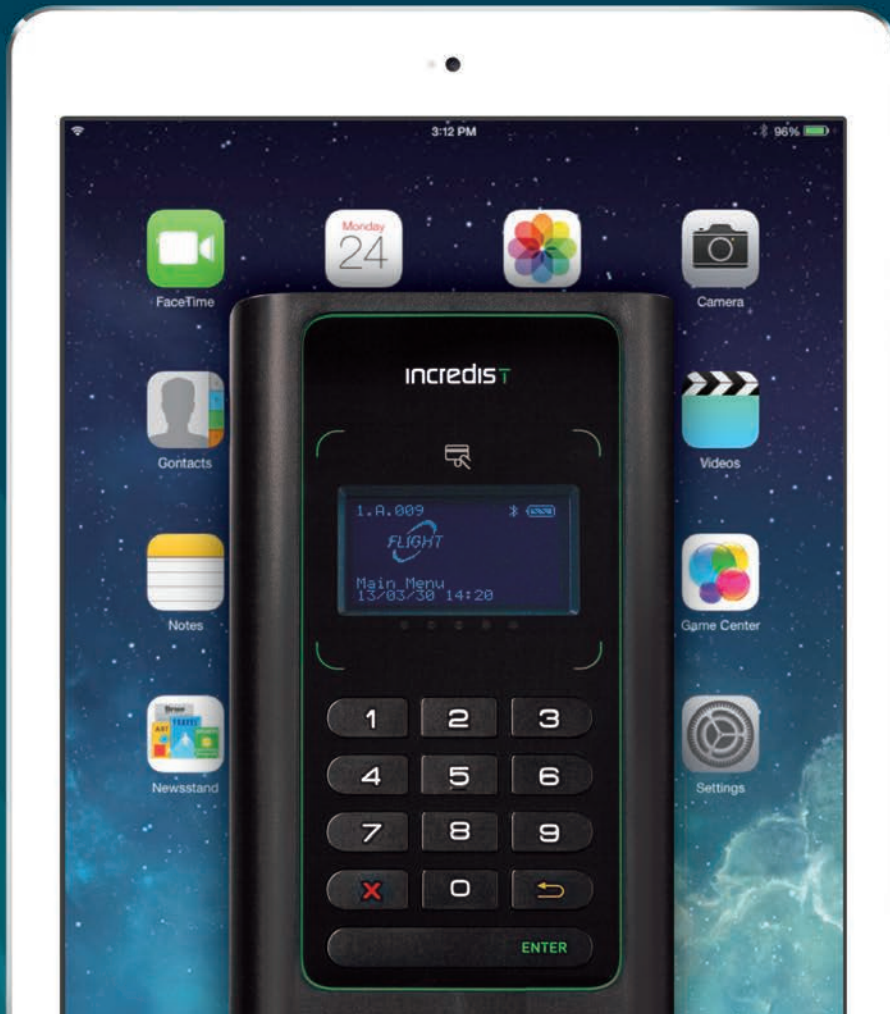


incredisT

Case Study

SoftBank Mobile Corp.



incredisT × = SoftBank

Reforming Store Operations with iPad, Fully Replacing PCs

SoftBank Mobile Corp. (SoftBank Mobile) has been advancing the large-scale implementation of the new system iPad version GINIE which handles customer service operations through two terminals, iPad and the multi-function mobile payment terminal, Incredist. SoftBank Mobile's determining factor for the system implementation is that Incredist successfully met all the requirements that the company set forth.



iPad + Incredist, these two terminals replace PC

SoftBank Mobile is in the midst of the aggressive reformation of SoftBank stores, the important contact points with customers. As a part of this project, the company is replacing all the PCs installed on counters with the new system, using iPad and the multi-function mobile payment terminal, Incredist.

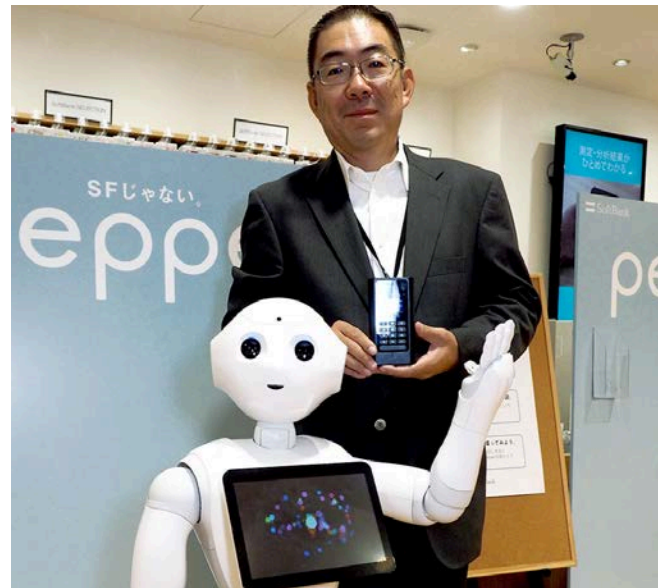
PC version GINIE, the former system that the company was using, was composed with peripheral equipment which can add up to eleven different types of terminals. On the other hand, iPad version GINIE proficiently simplified a number of tasks using just two terminals iPad and Incredist.

Incredist basically functions as the “arms and legs” for iPad. This terminal covers a wide range of tasks by itself, from credit card registration, registration for bank card withdrawal, product barcode read, T-point card read, mobile phone USIM card write, function check of mobile phones installed with contactless payment technology “FeliCa” and multiple operational tasks required in stores. With this aggregated system Incredist and iPad, stores will enjoy the complete new system that “does it all”.

The new system iPad version GINIE is just not the replacement of PC. It introduced the new store work style.

“When we were using PCs mainly, customer service was limited to the counter area and we could not handle multiple customers at the same time. However, with iPad and Incredist, our store staff can now actually approach customers directly which results in more efficient and improved service.” says SoftBank Mobile Senior Vice President, Mr. Yoshiaki Sakuma.

iPad and Incredist are portable due to the use of batteries and wireless connectivity. With the introduction of this “new weapon”, each store’s productivity has improved significantly. Furthermore, this allowed more flexibility with customer services, speeding up service time and led to an improved customer satisfaction level.



Emotion Recognition Robot “Pepper” with SoftBank Mobile Senior Vice President, Mr. Yoshiaki Sakuma



The iPad and Incredist system significantly reduces the number of peripherals without compromising functionality.

Moving to Paperless with iPad

iPad also excels as a customer service tool. Store staff can explain the complicated price structure with a more versatile iPad screen instead of cumbersome paper-based materials. Staff can also process contracts via iPad.

During the application development for iPad, the product team has conducted multiple store hearings. Taking into consideration customer service related operational needs, the application was built with user friendliness in mind, where newly recruited staff can learn and get familiar with the system within a short time frame. “It was our goal to build the system such that a new staff member can use it

from his/her day one.” says Sales Promotion Department Senior Director, Mr. Hiroyuki Ishimaru

Furthermore, when a customer prefers paperless contract documents, store staff can process the entire contract procedure on iPad. For example, documents relating to identity verification can be read with the camera on iPad and customers will receive the confirmation and contract details in an email.

Using iPad in stores is also a great way to attract customer attention toward iPad. The new system showcases itself.



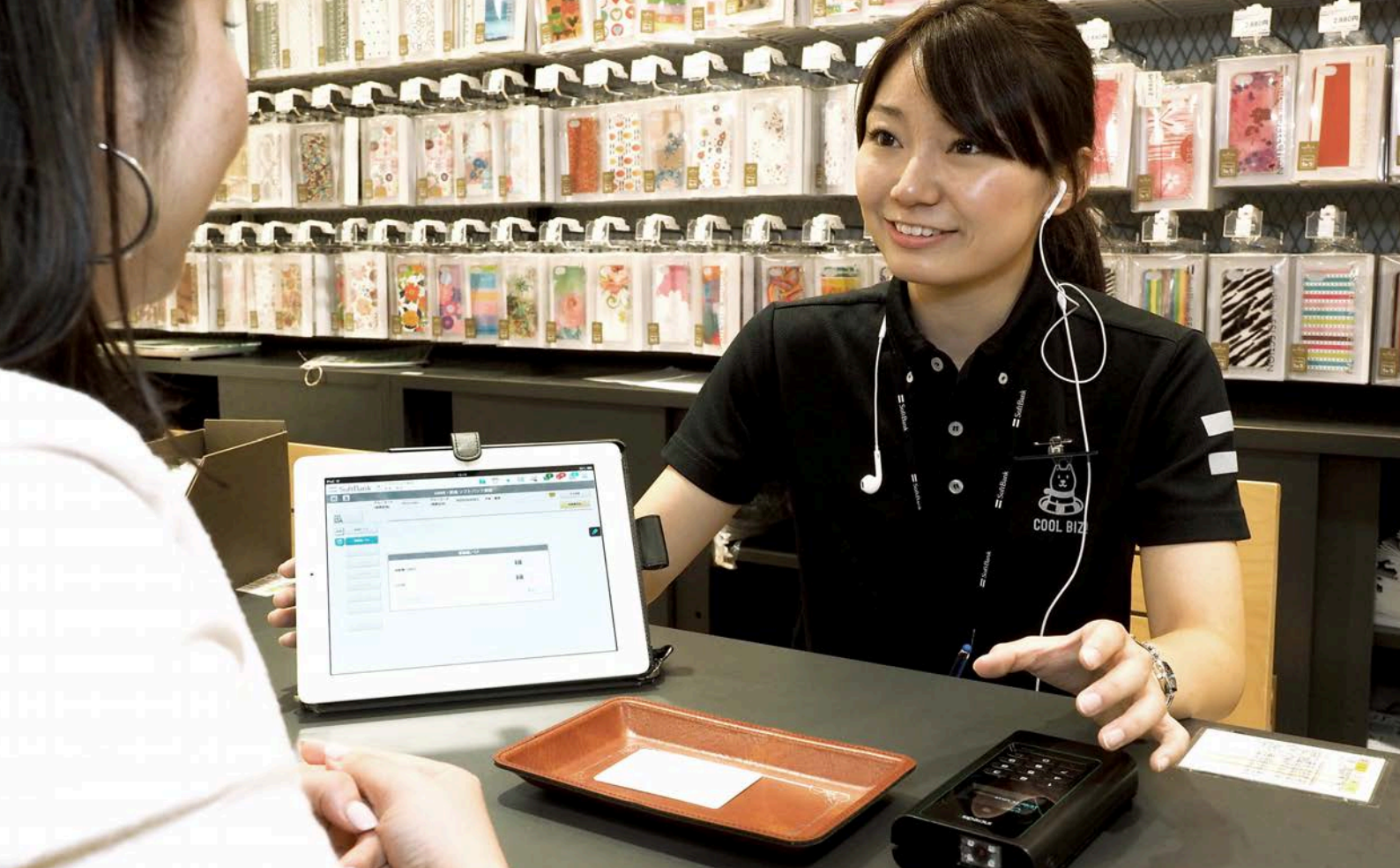
Product barcode read



Credit card, bank card, T point card read



For bank card, customer will input the security number



SoftBank Ginza Store: Customer services using iPad verion GINIE

Incredist is the only terminal that meets all needs

For SoftBank Mobile to complete iPad version GINIE, Incredist was the key. Incredist functions as a multifunctional card reader - magnetic stripe, contact IC card (EMV) and contactless IC card (NFC, FeliCa), and it is also installed with a two-dimensional barcode reader.

The special specification for the encryption of cash card security numbers, which is required for Japanese bank card reading and withdrawal registration, was approved by Japan Debit Card Promotion Association and is installed in each unit. This is a high tech multifunctional terminal which is unprecedented around the world. As of September 2014, this is the only terminal that can be used for Japan's bank card payments using iPad.

Incredist came into SoftBank Mobile's attention in early summer 2012. At this time, the product was still under development phase. The reason why SoftBank Mobile approached the developing product was its unique characteristics that no other terminal could offer. Those characteristics being the fact that it can be connected to an iPad and that it can offer three functions i.e. barcode reader, credit card reader, and bank card reader.

"The compliance with bank card was very difficult" says Information Systems Division Manager, Mr. Yuji Sakakibara. Incredist was the only product that can fully comply with both the cutting edge specification that allows connecting to iPad and the "rigid" specification that is required to process bank cash cards. Through out the discussion on technical specifications that cover a multiple area, Mr. Sakakibara also mentioned that the way Flight System Consulting (developer) explained and presented was very solid and clear, and this contributed largely on our final decision.

Moreover, after SoftBank Mobile analyzed the product specification, Mr. Sakakibara realized that there was a potential for "USIM card write and mobile wallet (FeliCa) test". USIM card interfaces the standard set for smart card which is a contact IC card installed for credit payment.

Also, Incredist supports the FeliCa chip that is used on mobile wallet. Flight System Consulting, in cooperation with SoftBank Mobile, developed the dedicated applications for USIM card write and FeliCa failure diagnosis based on the requirement set forth by SoftBank Mobile. With these ideas and efforts, the new system that replaces PCs was created.

The introduction of the new system to stores began in March 2013. One of the highlighted events was the new iPhone 5s/5c release in September 2013 where all the stores were expected to be very packed. iPad version GINIE smoothly handled the operational tasks and left a great impression on the result where some commented that the service speed was so fast, that release event did not seem busy, complimented by shorter queues outside stores.

SoftBank Mobile decided to entrust Incredist, which was under development at the time, and the developer Flight System Consulting to accelerate the process and achieve its goal to reform stores using iPad. These visionary philosophies and fast decision making led to the success of the new system.





SoftBank Mobile
Senior Vice President

Mr. Yoshiaki Sakuma

My goal was to shorten the customer wait time

The goal behind the new system launch was to “shorten the customer service time”. The former system using PC limited the service area to counters which made customer wait time longer. However, the new system using iPad and Incredist allows flexibility and improved efficiency. For example, staff can approach the customer directly or bring groups of customers, such as families, to a table to talk and explain about products in more relaxed environment. Staff can use the iPad screen to visually explain details such as price structure. The new system launch is yielding great results with improved customer satisfaction level.



SoftBank Mobile
Senior Director
Sales Operation Division

Mr. Hiroyuki Ishimaru

New system changed the store staff minds

We are working on implementing iPad version GINIE to all the stores. The new system successfully took over all the functions that used to be done by PC version GINIE. Now the store staff enjoy freedom from the counter, their way of seeing the service has changed. Staff have more care and sensitivity toward how they can shorten the wait time for customers and also how to improve their operational efficiency. Another thing to note is that since the system has been simplified in its form, the equipment fault/error can now be easily fixed and stores do not have to be concerned too much about storage space for backup equipment.



SoftBank Mobile
Manager
Information Systems Division

Mr. Yuji Sakakibara

Incredist met all our needs

The new system iPad version GINIE needed to achieve all the functions that are necessary for customer service. In order to make this happen, we were looking for an iPad-compatible terminal which possessed multiple functions such as barcode reader, credit card reader and bank card reader. It was not easy to find the right one. The one that came into our attention was Incredist, that was still in the development phase at the time. We had a meeting with the developer right away and discussed the possibilities. We knew that there was no system around the world which allows USIM card write and FeliCa compliance with iPad. However, Incredist met all the requirements we set forth. We are very proud of the developer’s attentive efforts and the rapid delivery of the product.

Customer Information



Softbank Mobile Corp.

Mobile communication services, Sales of mobile devices.

Learn More
Incredist

FLIGHT SYSTEM CONSULTING Inc.
<http://www.flight.co.jp/meister/product/incredist.html>

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