

# Accelerating business growth

Info Mart Corporation expands customer base through Lumen's scalable IT platform



## Info Mart Corporation

[infomart.co.jp](http://infomart.co.jp)

- Online BtoB commerce trading platform
- Based in Tokyo, Japan
- Founded in 1998
- Services more than 520,000 companies
- JP¥8,777 Million/US\$83.6 Million in sales in 2020<sup>1</sup>

## Challenges

- Needed uninterrupted uptime to service the long business hours of their large customer base
- Required built-in redundancies to meet stringent disaster recovery expectations
- Lacked scalable platform to keep up with rapid growth

## Solutions

- Custom-built private cloud
- Scalable IT environment
- Built-in redundancies for disaster recovery

## Results

- 88% growth in customer base (2020/2018)<sup>1,2</sup>
- Sales transaction value increased by 58% (2020/2018)<sup>1,2</sup>
- Ability to optimize services for international markets

“ Without Lumen, we would have been hard-pressed to bring our BtoB Platform to market and manage the scale of operations we handle today.”

**Info Mart Corporation**

— Osamu Nagahama,  
Executive Vice President  
Info Mart Corporation

## Challenge

### Provide uninterrupted service to more than 520,000 customers

Today's digital economy functions 24 hours, seven days a week, 365 days a year. In the Food & Beverage industry specifically, restaurants work on tight timelines and at different hours than most businesses. They often place orders late at night and into the early hours of the morning.

Wholesalers or producers must confirm the orders before loading and dispatching products later that day. Any system interruptions can hurt businesses and disrupt valued relationships, making a seamless and secure end-user experience imperative.

Osamu Nagahama, Info Mart Corporation's Executive Vice President, understands that customers have their own unique needs that require dependable and uninterrupted services on a daily basis.

Info Mart Corporation's customer base saw exponential growth between 2015 and 2020, rising from 40,000 customers to 520,000<sup>1</sup>. They recognized the need for a solution that scales, something they knew they could not manage on their own.

## Solution

### Custom private cloud solution improves application response time

Info Mart Corporation required a custom-built private cloud solution to ensure uninterrupted service for end user customers, while allowing them to implement unique specifications tailored to the individual needs of each customer. They also needed a scalable IT environment to meet the dynamic demands from end users who speak different languages.

The BtoB Platform promises uninterrupted service every hour, every day of the year. As part of Info Mart Corporation's commitment to maintain its service level to end users, Nagahama had a vision to build in new redundancies for disaster recovery with the help of Lumen. Any system fault automatically triggers a switch to the backup, ensuring that Info Mart Corporation's customers can run their businesses without ever encountering a single glitch.

Through an agile IT infrastructure supported by Lumen, Info Mart Corporation's mission-critical application has achieved great success in meeting the demands of its customers.

## Results and future plans

### Reliability. Security. Scalability.

With Lumen customized IT agility solutions, Info Mart Corporation continues to see record growth. In 2020, its BtoB Platform saw its customer base increase by 88 percent, ultimately boosting its sales transaction value by a stellar 58 percent compared to 2018<sup>1,2</sup>.

Info Mart Corporation continues to pursue its digital business journey by strengthening its BtoB Platform for contracts, and with the help of blockchain technology, will further improve their approval processes and ordering data in the coming years. When they accomplish that, a further optimized BtoB Platform will offer services to international markets—enabled by the Lumen global, expansive and adaptive network.

With a clean business database that lists 4.5 million companies<sup>1</sup> in Japan, exceptional engineering clout, and its BtoB Platform, Info Mart Corporation has the edge to take on the global market, while also tailoring solutions to local needs; all supported by its trusted technology partner, Lumen.

### Info Mart Corporation Solution Set

- Lumen Cloud™
- Lumen Managed Custom-built Private Cloud
- Disaster Recovery-as-a-Service
- Implementation Management Services
- Advanced Managed Services
- Lumen E-LAN Services
- Lumen IP VPN