



Industry focused Lead Generation Service

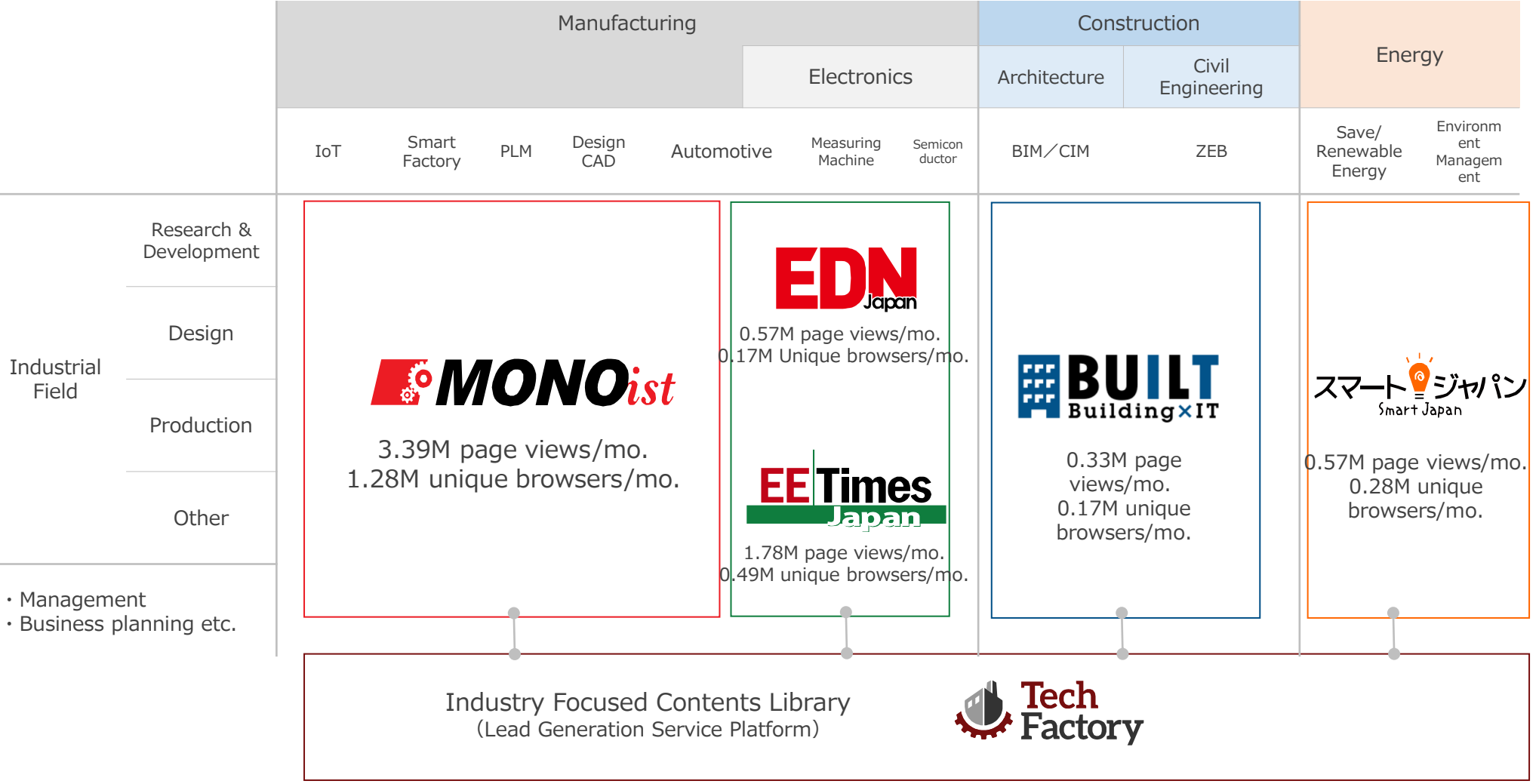
TechFactory

Manufacturing / Construction / Energy

August 2021

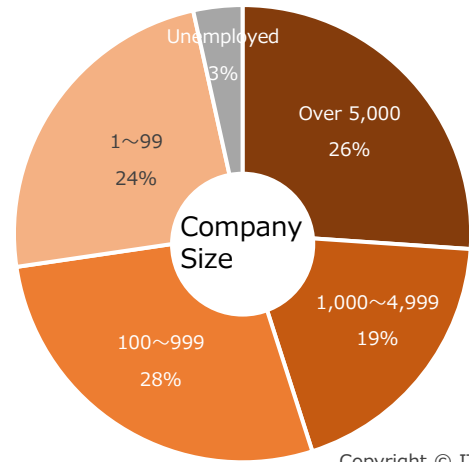
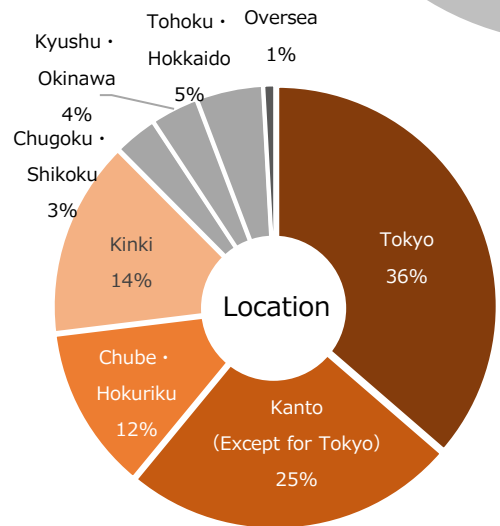
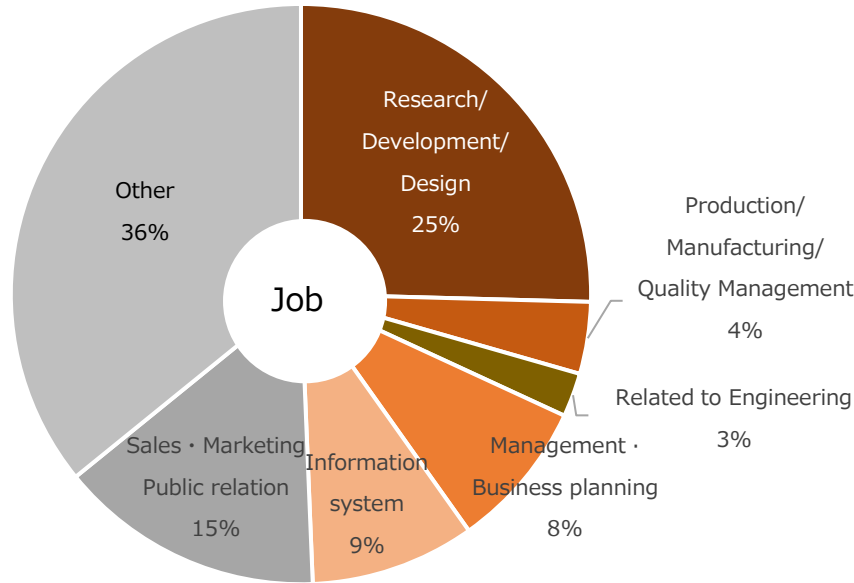
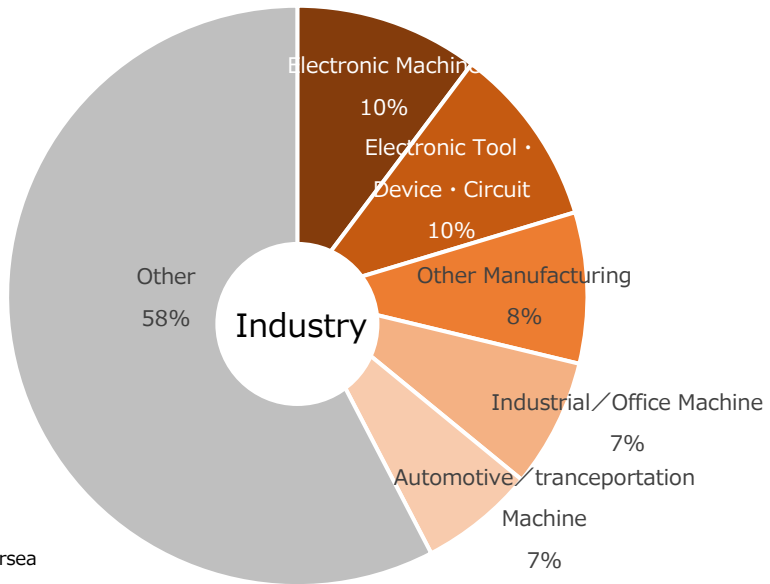
Introduction of Manufacturing Media Brands

Our target audience is members of the professional media in manufacturing, construction and energy.



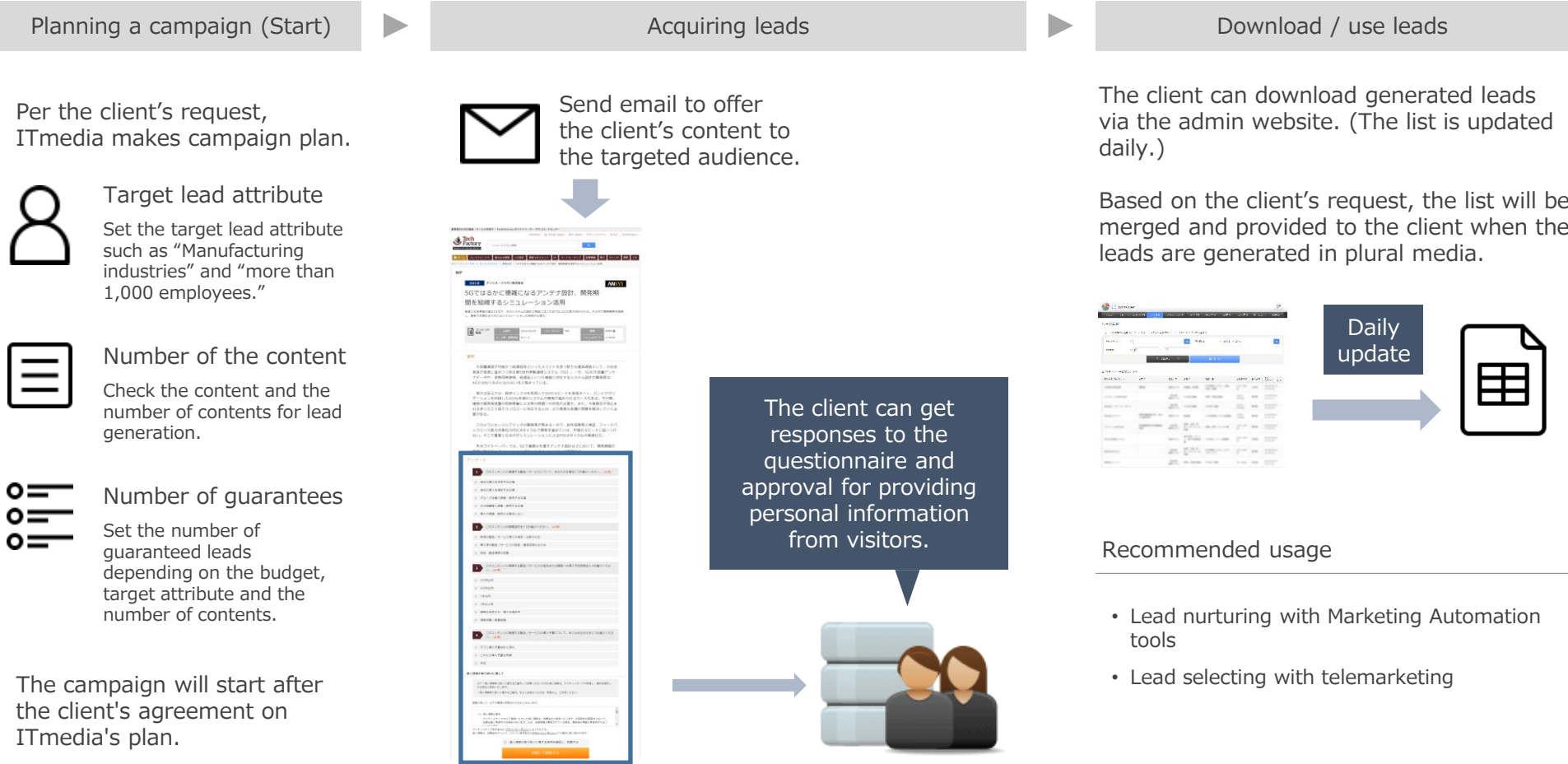
Registered Users' Profile

220,000 members, mainly focused on Industrial Field.
Linked with 5 industrial media (6.12M page views/mo., 2M unique browsers/mo.)



Get the target leads in high volume and for sure.

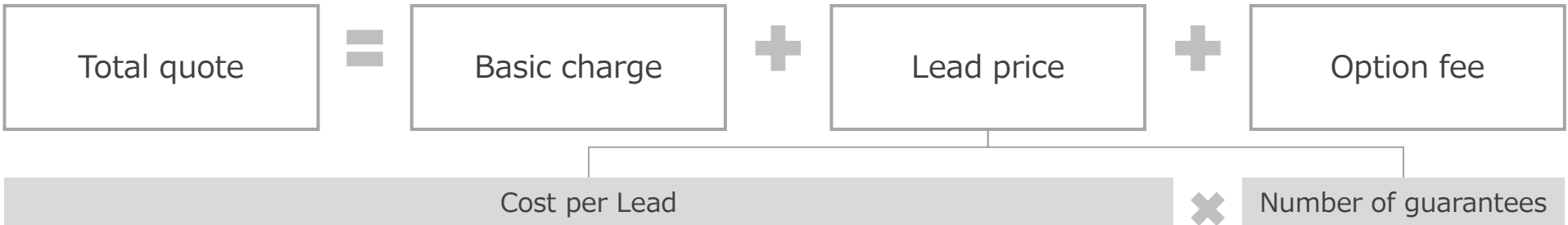
The client can set the flexible conditions such as target attributes and company and generate target leads with guaranteed number for sure.



Lead Generation Segment Rate Structure

You can set a campaign flexibly according to the number of leads and the budget

The price of Lead Generation Segment consists of three components; basic charge, lead unit price, and option fee. We will ask you the number of leads you need, budget, additional options that you require etc., and propose the suitable campaign for you.



The lead price is determined depends on the “content rate”: that the percentage of specified attribute in the entire member and the product genre.

The number of leads that can be guaranteed is decided from the number of contents provided and the content rate.

The price list changes by content rate

The target is 40% of all members

See the list of lead unit price "40% to under 50%"

Content rate of target	Category A	Category B	Category C
100%	\$96	\$120	\$144
70% or more	\$96	\$120	\$144
60~under 70%	\$120	\$156	\$192
50~under 60%	\$144	\$192	\$240
40~under 50%	\$180	\$246	\$312
30~under 40%	\$216	\$300	\$384
20~under 30%	\$264	\$372	\$480
Under 20%	Please contact	Please contact	Please contact

Select a category by your product

- A Electronics
- B Mechanical Design | Engineering Management
- C Electronic Design / Embedded | Electric Power | Career | Architecture | Civil Engineering



Lead Generation Segment – Price List

Basic charge

\$1,200/campaign

※We will accept orders from more than \$3,600 by 1 campaign including lead unit price.

Lead unit price

	Content rate of target	Category A	Category B	Category C
Basic	100%	\$96	\$120	\$144
Segment	70% or more	\$96	\$120	\$144
	60% - under 70%	\$120	\$156	\$192
	50%- under 60%	\$144	\$192	\$240
	40% - under 50%	\$180	\$246	\$312
	30% - under 40%	\$216	\$300	\$384
	20% - under 30%	\$264	\$372	\$480
	Under 20%	Please contact	Please contact	Please contact

Campaign periods

Approx. 2 months

- Estimated campaign period to achieve the guaranteed number is approximately 2 months. It may change depending on the progress.
- The campaign period to achieve can be fluid due to Vacation period

Remarks

- The lead unit price will be changed when you specify the medium in the campaign. For details, please contact us.
- If the content rate of the target is less than 20%, please confirm us in advance whether campaign is doable.
- Depending on the acquisition status of leads, we may consult about providing additional content during the campaign period.
- We can provide confirmation of enrolment as an optional menu.
- Please check Attribute Specification Item List and Category and Product Genre for details.
- Tax is not included. / Gross

Lead Generation Segment - Attribute Specification Item List

You can be specified the leads attribute from the categories as below.
The lead unit price is decided by the content rate of the members that you specify their attributes.

- * Attributes are judged based on items selected by the member at the registration.
- * Depending on the items you select, there is a possibility that we can not accept it.
- * Please contact us if you need to specify conditions other than the contents described.

Industry	Job category	Company size	Annual sales scale
Electronic Tool・Device・Circuit	Research・Development・Design	1 - 9	Under 50 million yen
Electronic Machine	Manufacturing・Production・Quality Control	10 - 49	50 million yen - Under 100 million yen
Automotive・Industrial Machine	Other jobs related to Engineering	50 - 99	100 million yen - Under 1 billion yen
Related to Material・Energy	Related to Construction／Architecture	100 - 299	1 billion yen - Under 5 billion yen
Related to Computer Manufacturing	Management・Business planning	300 - 499	5 billion yen - Under 10 billion yen
Other Manufacturing	Related to Information system	500 - 999	10 billion yen - Under 50 billion yen
Construction／Architecture	General Affairs・Personnel Affairs・Legal	1,000 - 1,999	50 billion yen - Under 100 billion yen
Information・Communication Service	Finance・Accounting	2,000 - 4,999	100 billion yen - Under 1 trillion yen
Wholesale / Retail / Services	Sales・Marketing	5,000 - 9,999	Over 1 trillion yen
Medical・Welfare	Other general position	Over 10,000	
Government / Government Offices / Organizations	Other profession		
Others			
Company name	Position	Location	Deduplication
Designation / Exclusion	Management and officers	Hokkaido・Tohoku	Exclusion of leads acquired in the last 6 months
	Section Head	Tokyo	
	Unit Head	Kanto (Except for Tokyo)	
	Assistant manager	Chubu・Hokuriku	
	Staff / Employee	Kansai	
		Chugoku・Shikoku	
		Kyushu・Okinawa	
			Free email addresses exclusion
			Major free email addresses can be excluded

Category and Product Genre

Category	Product Genre
A Electronics	Digital Semiconductor
	Analog Semiconductor
	Measuring/Testing Equipment
	EDA Tool
	Electronic Tool/Material
	Power
	Computer・Communication Equipment
	Related to Electronics Services
	Wireless Technology
	LED
	Display
	Programmable Devices
	Sensor
B Mechanical Design	CAD
	CAE
	CAM/Machine Tool
	3D printer
	3D scanner
	Cutting/Modeling
B Engineering Management	Product Planning/Design
	PDM/PLM
	Production Management
	ERP for Manufacturing
	SCM for Manufacturing
	Production Scheduler
	BOM
	Drawing/Document Management
	Cloud Service for Manufacturing
	Other IT Solution
	Consulting Service

Category	Product Genre
C Electronic Design / Embedded	Embedded Tool
	Embedded Board
	Embedded Software
	Robot
	Software Test/Debug
	In-Vehicle Software
	Embedded Security
	Embedded OS
	FA/Control System
	International Standard Correspondence
C Career	Career Up
	Skills Up
	Languages
	Education for an Engineer
C Electric Power	Energy Saving (ex. LED light)
	Power Generation System (ex. Solar)
	Power Storage System
	Energy Management System/Service
	Related to EV (Tools/Materials included)
	Power Supply Service
C Architecture	BIM/CAD
	Smart/Renovation
	Construction work/Field Management
	BAS/FM
C Civil Engineering	Other
	CIM
	Maintenance Testing
	Smart Construction
	Other

- Choose one “Category > Product Genre” as main Category.
- You can choose up to two sub categories as below except main category.

Sub category
• Electronics
• Mechanical Design
• Engineering Management
• Electronic Design / Embedded
• Electric Power
• Career
• Automotive (※)
• FA (※)
• Medical Machine (※)
• Architecture
• Civil Engineering

※ These can be chosen as only sub category

*Product category and category linking will be reviewed once a year.

Optional Plan Content Creation

- Content Creation for Lead Generation (Advertorial)
- White Paper Creation
- Video Content Production



Brief Summary of Content Creation Plan



Advertorial / White Paper Creation

Content	Summary	Price		Minimum price for execution including lead generation
Advertorial	This is your company's original content, created with the cooperation of our editorial department, based on your requests for appeal points and expression methods. In addition to product/service introductions, a wide range of expressions are possible, including case studies and reports on seminars held by your company.	1 HTML	US\$ 6,000 or more	US\$ 12,000
White Paper	PDF contents are covered and produced by ITmedia partner editorial production company. Content can be selected from "product/service introduction," "case study," and "seminar report."	2 pages	US\$ 2,400	US\$ 7,200
		4 pages	US\$ 4,800	US\$ 9,600

Other Content Creation

Content	Summary	Price	Minimum price for execution including lead generation
Video	Video content created by recording presentations, seminar lectures, demonstrations, etc.	US\$ 1,440 or more	US\$ 6,000

Comparison of Advertorial/White Paper Creation

Content	Advertorial	White Paper
Features	Advertorial planned, interviewed, and edited by IT Media's editorial team.	PDF content with standardized format that is covered and produced by IT Media's partner editorial production companies.
Content Format	HTML	PDF
Planning Assistance	✓	Not Available
Interview	✓	✓
Created by	ITmedia	ITmedia partner editorial production company
Secondary Use	Possible for web use only. ※No changes allowed. Source notation required. Secondary use fees occur for use in printed materials.	Possible free of charge for both web and printed materials ※Please do not publish in media other than ITmedia.
Content Image		

Content Creation for Lead Generation (Advertorial)

- About content creation (Advertorial)
 - It is an advertorial in which the editorial staff is in charge of planning, coverage, and editing
 - Anyone can browse the opening part and get a lead when "Read more"
- Provides
 - Content : 1html
 - Number of characters : approx. 4,000 Japanese characters (among them, approx. 500 characters will be posted on the public page)
 - Illustration or Photo : within 2
 - Coverage : 1
- Note
 - The production period is about 16 business days from coverage.
 - Proofreading of the manuscript is once for each of text and HTML. The production period varies depending on the number of proofreading.
 - Please provide the illustration or Photo from your company.
 - This content continues to be posted in the medium even after the end of the campaign.
 - There is no report of advertorial content's PV and UB.
 - If coverage in the distance or special production costs occur, additional costs will be charged.
- Note about Secondary use
 - The copyright of the content belongs to us and the production staff (writers, photographers, etc.)
 - This content can be reused free of charge with out modification (Limited to web use, required source notation)
 - If you use it in printed matter, you will incur a secondary usage fee.
- Option : PDF delivery / Print delivery
 - It is an option to deliver the produced content in PDF or print. Please inquire for details.

Price (1 content) : US\$ 6,000 or more

Minimum implementation fee combined with lead fee : US\$ 12,000



製品一覧

メカ設計

組み込みシステム

エレクトロニクス

FA

自動車

キャリア

ホワイトページ

会員サービス

最新記事

製造業向けITセキュリティ

メカ設計者の実務

電気設計の基礎

設計・組立とクラウド

つながる工場

組み込みシステム

TechFactory > 目次システムズ データ分析サービス

製造現場の生産性向上に機械学習を活用する方法

製造現場の生産性向上に機械学習を活用する方法

「製造現場データ」は蓄積しているが、Excel等で分析するには時間がかかる。毎週人手で分析するにも限界がある。「どんなデータでどのような観点でチェックすべきかわからず、ベテランの経験や勘に頼らざるを得ない」「これまでも生産工程の改善に取り組んできたが、具体的にどのくらいの改善効果が出ているのか可視化されていない」

このような課題は多くの生産現場にあるのではないだろうか。昨今経路や機械学習を使う。生産の効率化や現場の改善につながる何かが見つけた中、中小企業で専門の分析部隊を持つことは現実的とはいえず、効果がない分析に投資するものらしい。

今回紹介するサービスは、AIの1つである機械学習を利用して、月単位、大小さまざまなデータセットを扱うことができ、中小規模の現場でも取り組みを目的としたデータ分析サービスだ。中堅・中小の製造業、特に組み立て、生産性に影響を与えるバリエーションや遅延要因を抽出して改善したい、レポートを効率化したいと考えている方に注目していただきたい。

生産性30%増、分析工数80%減の実績

中央電子は、IoT関連をはじめ多種多様なシステム機器を製造しており、いままは積極的にIoTを活用した品質改善や生産性向上に積極的に取り組んでいる。実証実験が行われたのは、まさにその中心となっている少量多品種（約2000品）の部品製造（山梨県北杜市）だ。

実証実験では層状生産方式の層状作業手順ナビや作業時間を取得する組み込んだ「デジタル化層状」を対象に、過去3年分の製造現場データに関するデータを日立システムズのサービスで分析した。



製造現場のノウハウから作られたテンプレートで自動分析

日立システムズが提供するサービスの特色は、分析のための「生産性改善分析テンプレート」と「一括グラフ生成テンプレート」を用いていること。これらは、過去のさまざまな製造現場の事例やノウハウを基に作られた。

前章の「生産性改善分析テンプレート」は、「どんなデータでどのような観点で分析すべきか」をテンプレート化したもので、従来の手法で言えばベテランの経験や勘に相当する。評価指標（主作業時間、付帯作業時間）と、評価指標に影響を与える可能性のある要素（人（作業員、技能者等）、機械（設備、治具等）、材料（部品等）、方法（工程、環境条件等）の組み合わせ/シーケンスが定義されている。

もう1つの「一括グラフ生成テンプレート」は、前述の組み合わせ/シーケンスに現場で蓄積されている実績データを当てはめ、作成可能なグラフを一括で自動生成する。その中から機械学習を活用して生産性低下につながる傾向を示すグラフのみを「生産性低下要因グラフ」として抽出してくれる。例えば「ワタシが大きい、異常値グループがある。ある時点から明確な変化がある。類似工程と比較して特徴が分かっている」などである。



日立システムズの提供するデータ分析サービスでは、対象となるデータを2つのテンプレートで分析する

フットワーク軽く試せるサービス

このサービスを導入するために必要なのは、蓄積した実績データと分析ソフトウェアだけ。ソフトウェアは工場やオフィスのどこにいてもクラウド上にインストールする。分析は指定したスケジュールに従って自動的に実行されるので、手間を掛けずに月1回でも週1回でも分析することができる。分析した結果は、生産性低下要因グラフだけが指定のフォルダに格納されるので、まずそれらを見て改善点等を検討すればよい。

気になるときは費用対効果となる情報によって異なるが、インストールや初期設定、分析テンプレートのカスタマイズ、データクレンジング等の初期費用が100万円から、月々のシステム利用料とデータ受入への対応などを含めて毎月10万円から、月のランニングコスト10万円程度で、先に紹介したような時間を得られ、コストを削減できることは大きな魅力ではないだろうか。

中央電子との実証実験では層状生産を対象としたが、ライン生産や集合組立生産、ジョブ生産と違った他の製造業向けのテンプレートも準備している。またデータが全て揃ってなくても、まずはあるデータからスタートすることができることから、フットワーク軽く簡単に試してみることもできる。生産性向上の取り組みをプレイスルーしたいと考えているなら、一度相談してみることをお勧めする。

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White Paper Creation

- About White Paper
 - PDF contents that our partner editing production creates
 - Posted on our white paper download center and generates leads
- Contents Specification
 - Number of pages : 2 pages / 4 pages
 - Number of characters : About 2,000 Japanese characters / 4,000 Japanese characters
 - Figures : up to 2 / up to 4
 - Planning : No (Coverage will be based on the hearing sheet you write)
 - Coverage : Yes
 - Design / File format : designated format (Refer to the right figure) , PDF (Web resolution)
- Contents
 - A Seminar report coverage will be up to 2 sessions.
 - Product and/or service description and case studies are consist of 4 chapters below.

Product / Service Description	Case Studies
1. Comment on market condition	1. Introduction of a company of a case study
2. Challenges	2. Challenges the company had
3. Solutions	3. Solution and the reason why it chose the solution
4. Introduction of products	4. Effects of the solution
- Remarks
 - We commission the editorial production for white paper coverage and progress.
 - It usually takes 20 business days from coverage to publication.
 - We kindly ask you to prepare figures and pictures for white paper.
 - Content will be posted on the site even after the lead collection is completed.
- About Secondary Use
 - White paper can be used for free regardless of web and/or print; however, please refrain from posting it to other media.

Price (2 pages) : US\$ 2,400

Minimum implementation fee combined with lead fee : US\$ 7,200

Price (2 pages) : US\$ 4,800

Minimum implementation fee combined with lead fee : US\$ 9,600

東芝デバイス&ストレージ株式会社

高速・高感度・低ノイズセンサチップで
CISモジュールの開発・製造コストを低減
センシング分野含め、幅広い製品への応用が期待

イメージスキャナやMFP、複写機をはじめ、製造ラインのカメラや医療検査機器、ロボット排除機、ATMなどの分野での需要が見込まれている高密度イメージセンサ（CIS:Contact Image Sensor）モジュール。高速、高感度、低ノイズのセンサチップを採用することで、CISモジュール全体の開発・製造コストを低減できる。

リニアイメージセンサ市場で高いシェアを有する

IT活用によるデジタル化により、あらゆるところでペーパーレス化が促進されている。これまで紙に印刷していたドキュメントをスキャンし、電子化して管理することも増えており、イメージスキャナの需要はまだまだ多い。こうしたイメージスキャナにて、対象物を読み込むために搭載されている「リニアイメージセンサ」には、「レンズ縮小型センサ」および「密着型センサ」の大きく2つの種類がある。レンズ縮小方式の複写機などは、複数のレンズで読取原稿をレンズ縮小型センサに結像する方式である。長焦点深度が約10.0ミリと深いメリットがあるが、光学設計が難しい。セットが大きくコストが高いというデメリットがある。適用分野としては、レーザーMFPや複写機、カールスキャナ、バーコードリーダーなどがある。

一方、密着方式のMFPなどは、センサ、レンズ、光源、制御回路で構成されるCISモジュールで読取原稿をセンサに結像する方式だ。焦点深度が約0.3ミリと浅いデメリットはあるが、光学設計の難易度が低く、低コスト化、スリム化が可能。適用分野には、レーザーMFP、複写機、カールスキャナ、インクジェットMFPなどがある。

東芝デバイス&ストレージは、リニアイメージセンサ市場、特にレンズ縮小型センサの分野では、世界で非常に高いシェアを有している。そこで現在、注力しているのが密着型センサの分野だ。MFPやスキャナなどのスキャン分野だけでなく、製造ラインのカメラや医療検査機器、紙幣読取/整理機、ロボット排除機、現金自動預け払い機(ATM)など、さまざまなセンシング分野への活用が見込まれている。

CISモジュールの用途に応じた最適なセンサチップを提供

CISモジュールは、白色LEDによる発光体、レンズ、プリント回路基板（PCB）、アナログフロントエンド（AFE）、センサチップなどのパーツが、読取原稿サイズ（A3サイズやA4サイズ）に搭載されている。センサチップは、読取原稿に光をあて、受光した光を電気信号に変換し、イメージとして取り込むための半導体である。

センサチップが読み取れるのは、単一のイメージのためセンサチップ1つでは、読取原稿全体をスキャンすることができない。そこで、複数のチップを連携し、読取原稿のサイズのモジュールを構成する。東芝デバイス&ストレージでは、用途に応じて最適なラインアップから最適なセンサチップを提供している。

例えば「ET4K92-S」は、データ周波数が10.8MHzで、

リニアイメージセンサ応用

リニアイメージセンサはスキャン分野を中心に、センシング分野にも活用が見込まれている。





1 高速・高感度・低ノイズセンサチップでCISモジュールの開発・製造コストを低減

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Video Content Production

- About video content
 - It is a video content that records and produces presentations and seminar lectures
 - Get Leads by posting to the White Paper Download Center
- Content specification
 - The following is an example of a production pattern. Details are available separately.

Type	Description	screen image	Time	Production fee (tax not included / net)
Simple PPT video	Capture PPT data from the lecture PC and edit it in time with the instructor's voice. Animation of materials can be reproduced.		Within 60 minutes	US\$ 1,440
SVPPT	Synthesize and edit presenters against the background of PowerPoint materials. Animation of material can be reproduced.		Within 10 minutes	US\$ 3,360
Interview video (1 camera)	The interviewer does not appear and the question is displayed in ticker. It is also possible to insert your own video & materials.		Within 20 minutes	US\$ 2,400
Demo capture video ver1	Capture video from a demo PC. Insert a simple telop or BGM into the captured video, and use markers to express what you want to emphasize. It is also possible to insert your own video & materials.		Within 10 minutes	US\$ 2,400

- Remarks
 - US\$ 900 will be charged if you only want video hosting
 - The price changes depending on the creation of the video, so please contact us for details.

Cancellation Policy

In the event of cancellation by the advertiser after receipt of an order, the following rates will be charged as a cancellation fee.

Advertising Menu			Cancellation Fee	Applicable Products / Services(Please ask us if you can't find the product in the list below.)
Display Advertising / Email Advertising			Before the material deadline: 50% After the material deadline: 100%	Display Advertising / Email Advertising
Advertorial (Tie-in Article)			Before submission of the first draft for proof-reading: 50% of the advertising fee (including production fee, insertion fee and promotion fee) After submission of the first draft for proof-reading: 100% of the advertising fee (including production fee, insertion fee and promotion fee)	Guaranteed Insertion Term Advertorial (Tie-in Article) Guaranteed Page View Advertorial (Tie-in Article)
Lead Generation	Guaranteed Number of Leads	Lead Generation	Before the campaign starts: 50% of the advertising fee (basic fee + lead generation fee) After the campaign starts: 100% of the advertising fee (basic fee + lead generation fee)	LG. Basic / Segment
		Production Option	Before submission of the first draft for proof-reading: 50% of the production fee After submission of the first draft for proof-reading: 100% of the production fee	LG. Segment Option - Advertorial (Tie-in Article) Production LG. Segment Option - White Paper Production
		Other Options	Before the campaign starts: 50% of the advertising fee (option fee) After the campaign starts: 100% of the advertising fee (option fee)	LG. Segment Option - Customized Survey LG. Segment Option - Telemarketing
	Guaranteed Insertion Term	White Paper	Before the campaign starts: 50% of the advertising fee After the campaign starts: 100% of the advertising fee	TechFactory Guaranteed Insertion Term Program
		Advertorial (Tie-in Article)	Before submission of the first draft for proof-reading: 50% of the advertising fee After submission of the first draft for proof-reading: 100% of the advertising fee	TechFactory Guaranteed Insertion Term Program
	Long Term Lead Generation Program (6 months or more)		Up to the spending of half of the amount applied for: 50% of the advertisement fee(basic fee+lead generation fee) After the spending of half of the amount applied for: Unused portions can be cancelled	LeadGen. Segment (6 months or more Lead Generation Program)
Seminar	Collective Seminar		Until 41days before the seminar opening date: 50% of the advertising fee After 40days before the seminar opening date: 100% of the advertising fee	Seminar Hosted by ITmedia / Virtual Expo Sponsoring Plan
	Entrusted Seminar		Planning Fee / Operating Fee · Until 41 days before the seminar: 50% of the advertising fee · Within 40 days before the seminar: 100% of the advertising fee Other actual cost will be charged in accordance with the cancellation policy of the subcontractor. · Venue Fee/ ITmedia's Operating Fee · Any other costs incurred as a result of customizing program	Entrusted Seminar
Others	ABM Report		Before the first delivery: 50% of the advertising fee After the first delivery: 100% of the advertising fee	ABM Report
	Customized Booklet / Offprint		Before submission of the first draft for proof-reading: 50% of the advertising fee After submission of the first draft for proof-reading: 100% of the advertising fee	Custom Booklet Offprint
	Video Production		Until 2 days before video shooting date: 50% of the advertising fee After the previous day of video shooting date: 100% of the advertising fee	Video Production
	Customized Research		Before the research starts: 50% of the advertising fee After the research starts: 100% of the advertising fee	Customized Research

