IXIASOFT K.K.

February 2018

About IXIASOFT

IXIASOFT Technologies, Inc. (IXIASOFT) is a leading software manufacturer in the technical documentation industry. Their primary product, IXIASOFT CCMS, is a customizable solution based on the DITA XML standard – one of the top standards for creating technical content worldwide.

Formerly known as IXIASOFT DITA CMS, IXIASOFT CCMS is an end-to-end, enterprise-class component content management system that allows technical communication teams to streamline their content production process all the way from authoring to dynamically delivering content across any platform or device.

The majority of IXIASOFT CCMS customers are based in North America and Europe, but often have technical writing teams distributed globally that use the software, including in Asia, so knowledge and industry practices of the standard are becoming more and more well known within Japan.

JETRO helped establish IXIASOFT K.K. in Japan in May of 2017. Since then, IXIASOFT K.K. has already had considerable success with IXIASOFT CCMS in the Japanese market.

IXIASOFT Targets Japan

Several years ago, Eric Bergeron, IXIASOFT CEO, realized the potential of DITA-based documentation in Japan, as he saw more and more interest in the standard from Japan-based firms and tech comm professionals, but seemed to be underserved by other vendors in the market.

By the end of 2015, IXIASOFT increased its accessibility to the Japanese market by launching Japanese versions of their website, their solution's user interface (UI) and its user guide.

Additionally, IXIASOFT increased its presence in the Japanese tech comm space by securing speaking opportunities for their industry-experts and customers at DITA-related conferences in Tokyo and Kyoto. Even so, it was clear that in order to be truly successful in Japan, IXIASOFT needed to establish a permanent, local presence that would assure customers of its status as a trustable, long-term player in the market.

The Growing Need for Structured Documentation in Japan

The DITA XML standard is a structured, topic-based method for creating documentation that is used by hundreds of companies around the world in a variety of industries. In fact, some of the world's largest firms, such as Ericsson and SAP, use DITA XML and are customers of IXIASOFT. While many companies in North America and Europe are now using DITA and a CCMS for their technical documentation, it is still a new approach for many companies in Japan. Adoption rates are growing though, as the benefits of using the standard with a CCMS are becoming more and more well known.

A CCMS that utilizes this standard allows technical writers to focus on creating high-quality and consistent content that meets the expectations of its end-users by delivering personalized information across multiple platforms and devices. A CCMS also allows for content to be reused wherever possible, which ensures consistent messaging, while also reducing content production time and localization costs.

Thanks to its proven effectiveness and business benefits, it was becoming clear to Japanese companies that using DITA and a CCMS was a very effective way to create high-quality technical content and maintain a competitive position in the market. Grass-roots organizations of technical writers and consultants in Japan began to take interest in the DITA standard. Increasingly, there were writing teams based in North America and Europe from Japanese companies that began to adopt DITA.

Clearly there was an emerging market for DITA software in Japan, and thanks to the work that IXIASOFT had already done, IXIASOFT CCMS was already in a good position to capture a significant portion of that market.

As Bergeron commented, "We are seeing growth worldwide in the overall demand for DITA and Japan is leading the way for Asia. With an increasing number of customers in Japan, we feel that establishing ourselves as a Japanese corporation will bring us closer to our customers' needs".

But IXIASOFT needed help in establishing a presence in Japan and how to properly hire people. That's where JETRO came into the picture.

Establishing IXIASOFT K.K. in Japan and How JETRO Helped

The Canadian JETRO team, based out of Toronto, reached out to Eric Bergeron to see if they could help IXIASOFT establish a permanent presence in Japan. The timing could not have been better, as Bergeron had already realized the necessity of taking this step to show the Japanese market that IXIASOFT was planning to take root there.

Ultimately, JETRO had all the logistic support necessary for setting up a successful incorporated company in Japan. Bergeron met with people from JETRO who explained all of the legal structures available for establishing a firm in the country, and helped him to understand their differences, the advantages and disadvantages of each form of incorporation, as well as the type of financial filing each would require at fiscal year-end. Based on this information, Bergeron and the IXIASOFT board were able to make an effective decision about the form of Japanese incorporation that best suited the parent firm's mode of operation, and finally chose kabushiki kaisha ("株式会社"). Once the incorporation decision had been made, JETRO further helped IXIASOFT by setting up a physical location along with phone numbers for the Japanese company, providing IXIASOFT with the time and logistics to help the company establish itself as a real entity within the country.

IXIASOFT also required guidance on how to hire people in Japan. After extensive interviews, the company knew who they wanted to hire, but the question of how best to do so (full-time employee? sub-contractor? other options?) remained. Again, JETRO provided valuable insight to IXIASOFT, helping them to make the right decision that was not only best for the company, but for its new Japanese employees, as well.

On May 24th, 2017, IXIASOFT K.K. was formally established in Japan. Bergeron celebrated this milestone with a party held at the Canadian Embassy in the heart of Tokyo, along with Nobutoshi Murata, IXIASOFT K.K. Representative Director, Jean-François Ameye, IXIASOFT Solutions Architect, and many other well-wishers from the Japanese DITA community and JETRO.

Over the last year, IXIASOFT K.K. has successfully gone on to sell and provide services to support the IXIASOFT CCMS within Japan, with customers including OMRON and Komatsu.

Company History

1998	IXIASOFT Technologies, Inc. founded in Montreal, Quebec, Canada.
2000	Release of IXIASOFT's first product, TEXTML Server, a native-XML database designed to dynamically retrieve and store millions of XML documents.
2006	IXIASOFT DITA CMS launched (initial version of IXIASOFT CCMS), the first component content management system designed specifically for DITA XML-based content.
2006-present	IXIASOFT CCMS sales grow rapidly, with major sales to companies such as SAP, AMD, Varian Medical Systems, Ericsson, Komatsu and many more.
2015	IXIASOFT expands reach to Japanese market offering product and website in Japanese.
2017	With the help of JETRO, IXIASOFT establishes Japanese subsidiary, IXIASOFT K.K., opens Tokyo-based office, and hires additional Japan-based employees(s).
2018	Upcoming release of IXIASOFT CCMS v5.0. (May 2018)

IXIASOFT K.K.

Founded	May 24, 2017
Parent company	IXIASOFT Technologies, Inc.
Address	22F Shibuya Mark City West 1-12-1 Dogenzaka, Shibuya-ku, Tokyo 150-0043 Japan
URL (parent company)	http://www.ixiasoft.com/

JETRO's Support

- Advice and support on the types of company structures available in Japan, enabling IXIASOFT to choose the best form of incorporation for establishing their Japanese office
- Providing logistics on setting up a physical office within Tokyo
- Information on how to successfully hire people within Japan