



REXCEL GROUP LLC

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REXCEL Announces its Formal Launch of Innovation-as-a-Service (IaaS)

- after multiyear commercial successes with leading customers -

Philadelphia, PA., March 1st, 2021 — REXCEL GROUP today announces a management and engineering service package that allows innovations to support customers go to new markets quickly with quality products. The package, or **IaaS** (Innovation-as-a-Service), is the result of years of successful partnership with customers. REXCEL IaaS offers customers a rapid cycle of planning, prototyping and production with novel strategy, solid project management, unmatched engineering expertise and manufacturing flexibility. One of such customers is Japan's NTT DOCOMO, Inc. that launched award-winning IoT-based Smart Parking "[Peasy](#)" in 2017.

Yuuki Yamamoto, DOCOMO's Senior Manager for Innovation Management Department, states: "We started this project in 2016 when "Digital Transformation" was not a commonly used term. From early on, REXCEL has been a key contributor to our success; we first introduced Peasy in Tokyo but quickly expanded it to Osaka. Now, it is in demand beyond the two metropolitan areas. We wish to congratulate REXCEL on launching IaaS and helping Digital Transformation accelerate everywhere."

Ren Egawa, REXCEL CEO stated: "We are privileged to partner with DOCOMO, a name synonymous with innovations, communications technologies and customer services. We are honored to be recognized as a contributor to DOCOMO's winning of Japan's GOOD DESIGN Award. We look forward to offering our superb IaaS to customers in the fast-moving tech sector and continue fueling their next innovation."

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REXCEL GROUP is an international management and technical professional services firm.

Since 2005, REXCEL has helped customers drive innovations and transform the global economy by delivering breakthrough technical solutions and unique business strategies. REXCEL works closely with tech startups to turn technologies into state-of-the-art solutions, and partners with select manufacturers to build products of highest quality. For more information, visit <https://rexcelgroup.com>.

When sharing the event on social media, please use the hashtags #InnovationDriver #InnovationEnabler #IoT #StreamingTech #SmartDevice #SoftwareEngineering #HardwareDesign #GlobalProject

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