NEC Corporate
Banking in Cloud

RoCloud event
7 February, 2013

About NEC Corporation

NEC Corporation is a leader in the integration of IT and network technologies that benefit businesses and people around the world. By providing a combination of products and solutions that cross utilize the company's experience and global resources, NEC's advanced technologies meet the complex and ever-changing needs of its customers. NEC brings more than 100 years of expertise in technological innovation to empower people, businesses and society.

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Profile of NEC

North America

Latin America

EMEA

Greater China

Japan

APAC

**President of NEC
Nobuhiro Endo**

- Founded in 1899
- History of Innovation

- 133.070 employees (March '12)
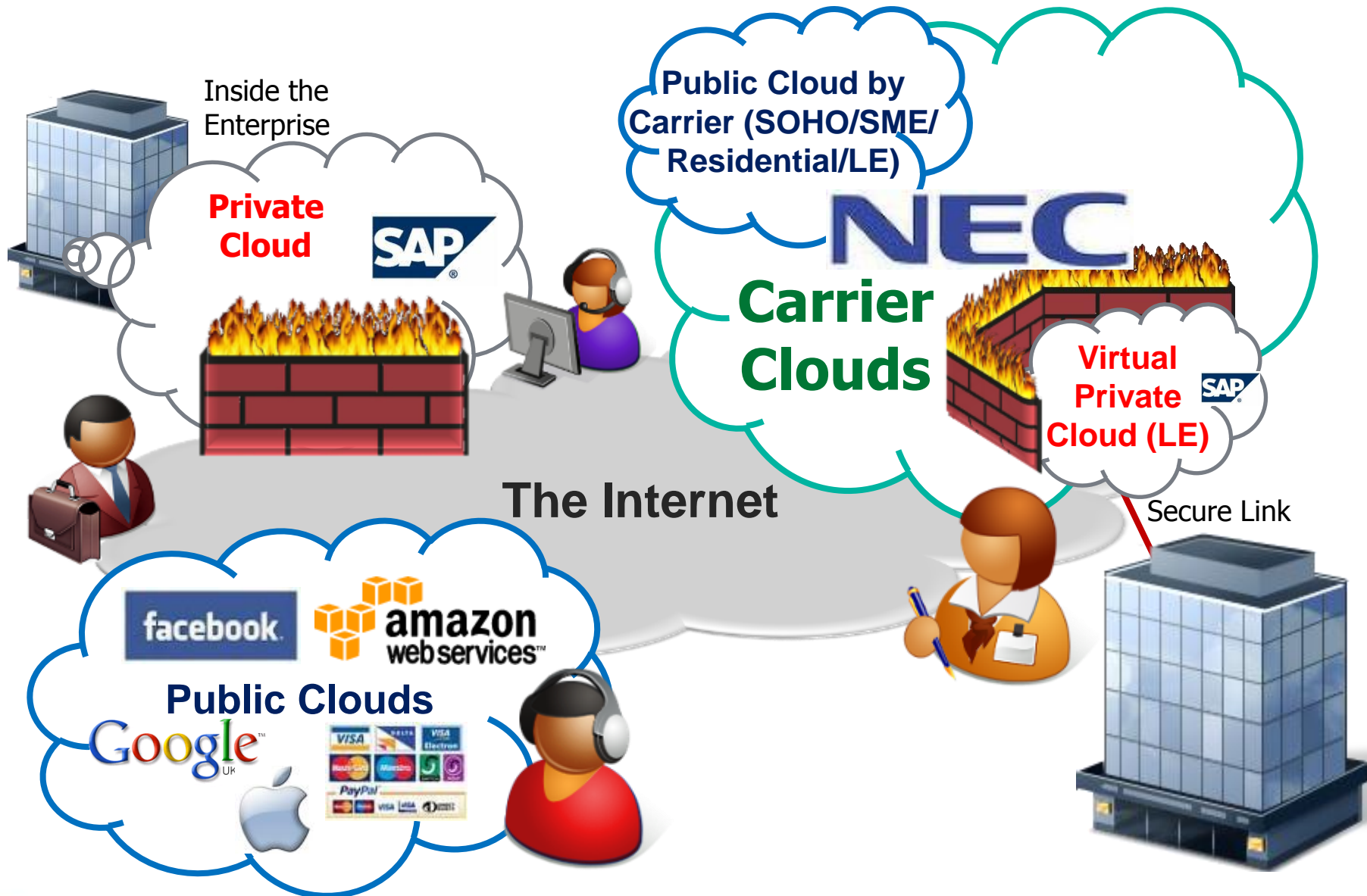- Customers in over 150 countries

- Capital for EFY 2012
  - ¥ 397.2 billion
- Consolidated Net Sales EFY 2012¥
  - ¥ 3036.8 billion

- Revenues by technology areas
  - IT Services & Platforms (37.9%)
  - Networks (19.4%)
  - Social Infrastructure (10.2%)
  - Personal Solutions (24.6%)
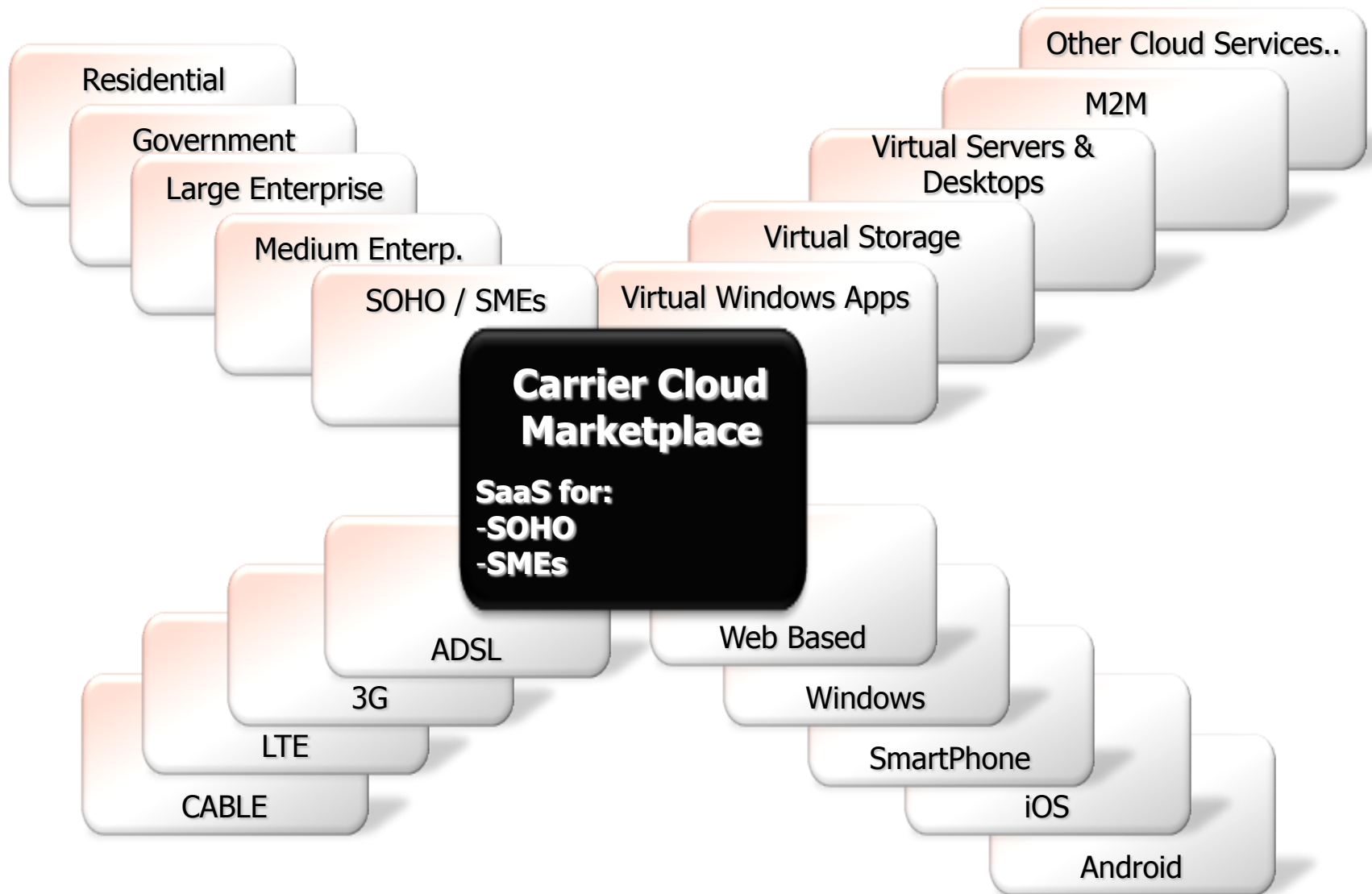
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NEC Cloud Business Overview

- Cloud Business Vertical is one of NEC business lines, and we drive it from two different business units and perspectives: Enterprise Cloud (usually called "private Cloud") and Carrier Cloud ("Public Cloud for Business Purposes").

- NEC "Cloud Computing Competence Center" is based in Madrid, Spain. And had became the "Global Cloud Competence Center", with world-wide responsibility. Regional Competence Centers in Buenos Aires, Argentina, and Bangkok, Thailand.

- NEC currently have commercial and pre-commercial Carrier Cloud deployments in many carriers all over the world, and are working on about a total of 30+ carrier projects and prospects.

- Deploying and prospecting SaaS, usually together with other Carrier Cloud services (Cloud Desktops, Virtual Servers and Storage, Mobile Cloud Storage, Virtual PBX, M2M and many others).
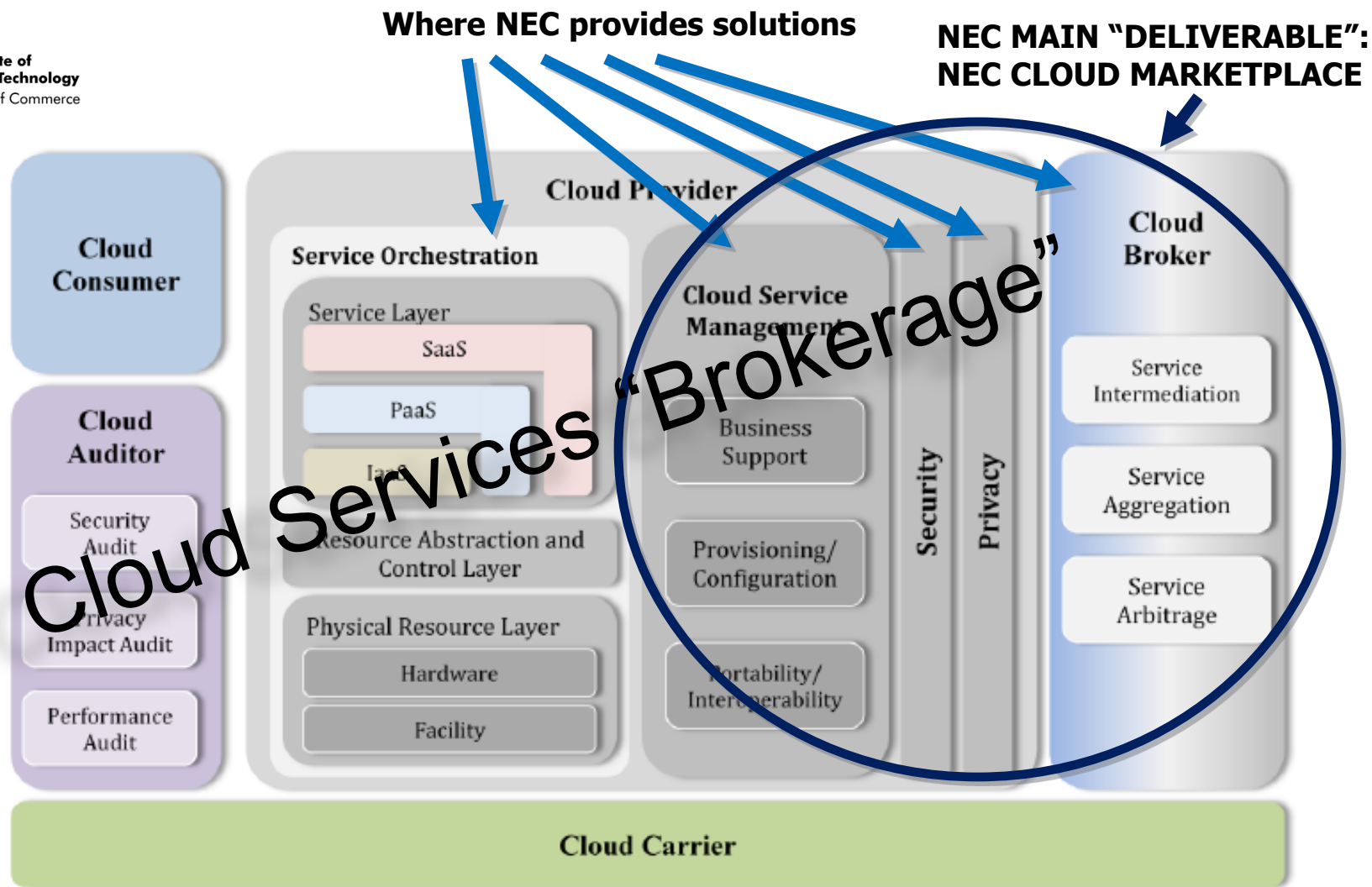
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NEC Carrier Cloud : a "different" approach

Inside the Enterprise

Private Cloud

SAP®

Public Cloud by Carrier (SOHO/SME/ Residential/LE)

NEC

Carrier Clouds

Virtual Private Cloud (LE)

SAP®

The Internet

Secure Link

facebook

amazon web services™

Public Clouds

Google UK

VISA DELTA VISA Electron PayPal VISA

NEC Carrier Cloud Brokerage

Residential

Government

Large Enterprise

Medium Enterp.

SOHO / SMEs

Other Cloud Services..

M2M

Virtual Servers & Desktops

Virtual Storage

Virtual Windows Apps

Carrier Cloud Marketplace

SaaS for:
-SOHO
-SMEs

ADSL

3G

LTE

CABLE

Web Based

Windows

SmartPhone

iOS

Android

NEC

Typical Cloud "standard" definition

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…NEC got the deal…

- Platform OPERATED by NEC

- ISV Relationships managed by NEC

- OSS/BSS Integration performed by NEC

- Security / Privacy Guarantee

- Time to Market commitment: 12 weeks

- Including some initial applications

- New application/services added in 6 weeks

- Revenue Share model:

  - no sales, no payments

  - Risk-Share, Success-Share model

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Business case -Telefonica Spain

Telefonica launches SaaS business with NEC

Telefonica's need

- They wanted to provide services that satisfied their customers across the globe. To do that, they have to offer services with high usability and flexibility with a diverse range of applications to meet customer needs.

NEC was selected by

- NEC's ability to deliver its SaaS solution faster than anyone imagined.
- NEC met the tough Telefónica requirements for usability, flexibility, scalability, and security.
- NEC enables two key technologies that successfully meet Telefónica' s demands regarding its SaaS solution: "Aggregation Skills" and "Multi-Tenancy.
- NEC is a quite unique company and is able to combine its long experience in the IT world with its experience in the networking and communication world.
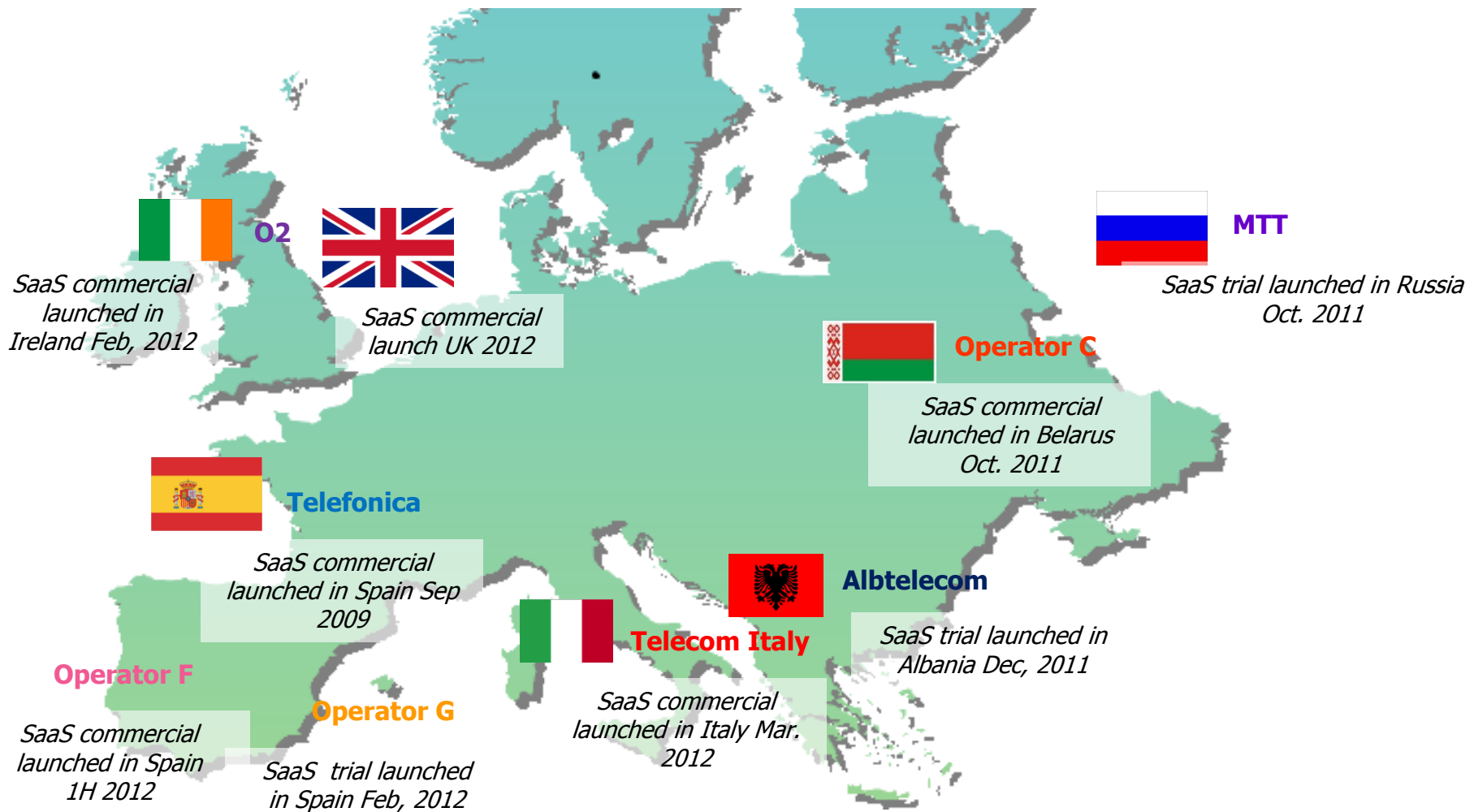

APLICATECA HAD MORE THAN 45.000 USERS BY MARCH'11

and know NEC it's designing and implementing new Cloud Solutions for Telefonica internationally

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Applications Catalogue

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Europe region

O2

SaaS commercial launched in Ireland Feb, 2012

SaaS commercial launch UK 2012

MTT

SaaS trial launched in Russia Oct. 2011

Operator C

SaaS commercial launched in Belarus Oct. 2011

Telefonica

SaaS commercial launched in Spain Sep 2009

Operator F

SaaS commercial launched in Spain 1H 2012

Operator G

SaaS trial launched in Spain Feb, 2012

Telecom Italy

SaaS commercial launched in Italy Mar. 2012

Albtelecom

SaaS trial launched in Albania Dec, 2011

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APAC region

Operator E
SaaS trial launched in Bangladesh Feb 2012

Operator B
SaaS trial launched in China Feb, 2012

Operator C
SaaS trial launched in India 1H 2012

Operator F
SaaS trial launched in Vietnam Dec, 2011

AMATA
SaaS commercial launched in Thailand July. 2011

Operator A
SaaS commercial launched in Thailand Sep. 2011

Operator D
SaaS commercial launched in Indonesia Feb, 2012

AMATA
"Perfect City Developer"

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South America region

Telmex

SaaS commercial
launched in Mexico
1H 2012

Telefonica Colombia

SaaS commerical
launched in Colombia
Feb, 2012

Telefonica Peru

SaaS commercial
launched
in Peru 1H 2012

Telefonica Brazil

SaaS trial launched
in Brazil
Dec 2011

Telefonica Chile

SaaS commercial
launched
in Chile 2H 2012

Telefonica Argentina

SaaS commercial launched
in Argentina Sep. 2011

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Cloud as a future

Space

Surveillance

Cloud Platform Servers and Storage	Applications Market Place	Cloud Professional Services	Broadband Access	Tablets & Devices	Biz users & Consumers

Global SaaS Platform

Public Safety Platform

Android Tablets

Consumer

M2M & RFID Platforms

M2M

3rd Party ISV Platform Operations & Management

Home Gateway

Handsets

Digital Signage and TV

Digital TV Platform

IP PBX Platform

UNIVERGE 360

FTTx

LTE Microcell

Thin Clients

Robot

OSS for Telecom Networks & Cloud

NetCracker®

IP Backhaul

Femto

Digital Cinema

High Availability Servers & Storages

Android App Store
http://andronavi.com/

BIGLOBE
andronavi

Green Platforms Energy & Battery

LTE

Payment

ePassport

RFID

eMetering

ABeam Consulting

POS

ATM

eMobility

Transformation Consulting

Business

Inside Data Center

Outside Data Center

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Introduction to NEC Digital Signage

Digital Signage

- **Attracts Attention**
- **Increases revenue**
- **Very Flexible**
- **Very Responsive**
- **Interactive**

Digital Signage usage and scale

Component of Digital Signage (example)

Hardware

Display

LCD Display

LED Screen

Small size Display (Touch-screen)

Client

Media Player (STB)

PC

Server and Network Hardware

Software

Contents Management (CMS)

Contents

Audience Measurement

Others

Network(LAN) , Accessory, Installation, O&M, etc.
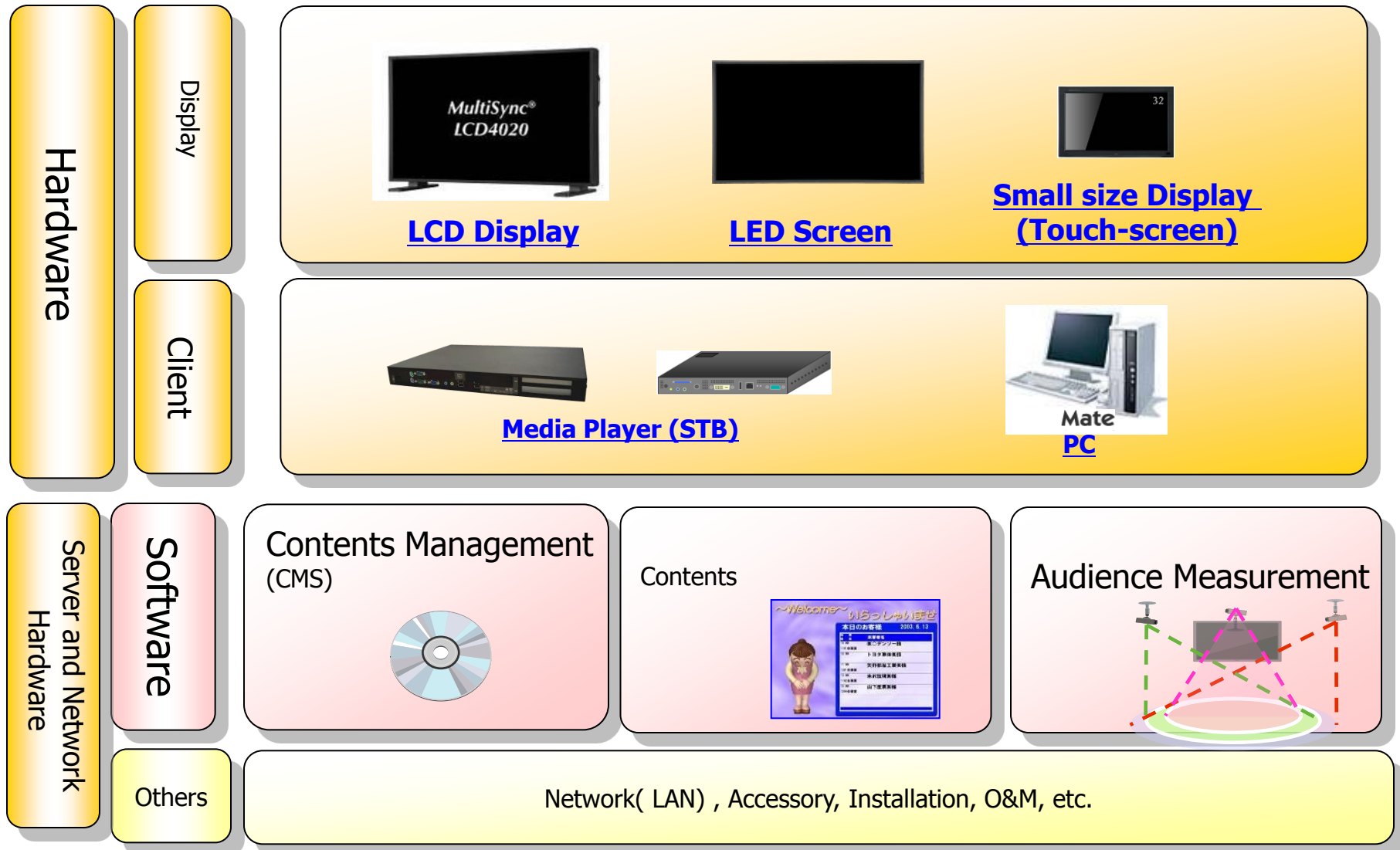
Effectiveness Measurement Solution

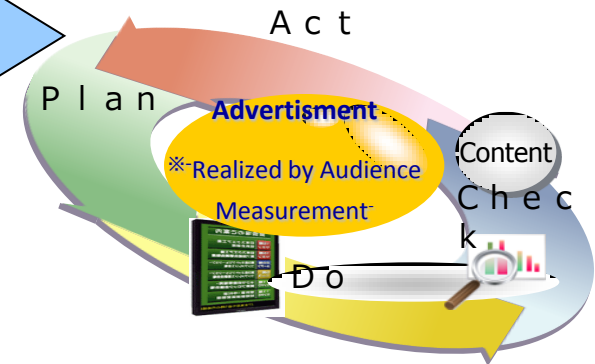"Effectiveness measurement solution" grasps/collects the information of sex/age/viewer-state of audience.

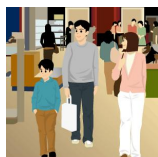<The Interest Level>

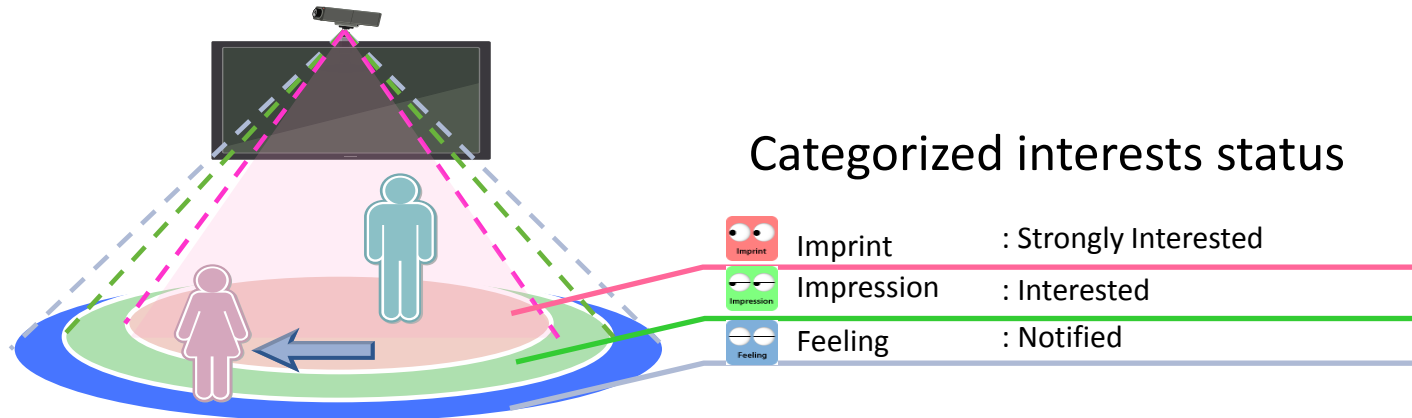| Imprint | : Strongly Interested |
| Impression | : Interested |
| Feeling | : Notified |
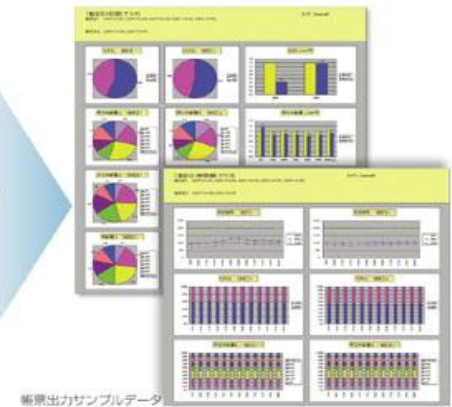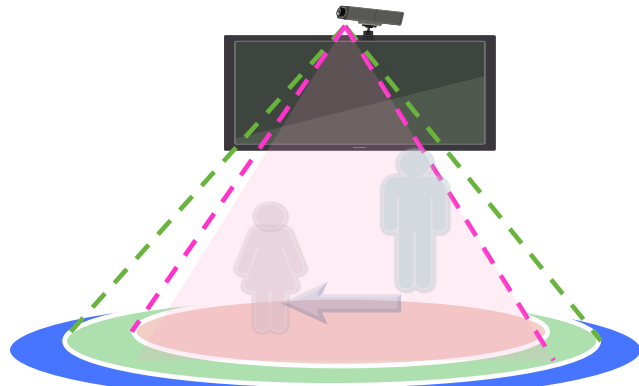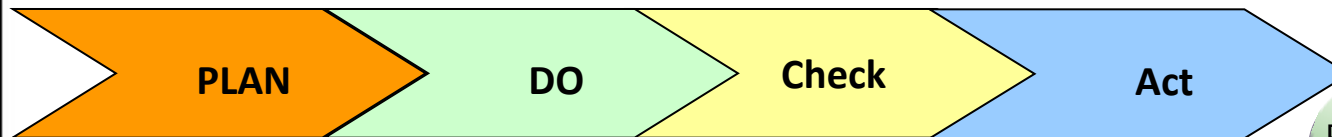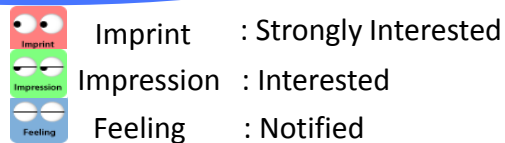
PLAN	DO	Check	Act
Targeting	effect measuring	Comparing & Analyzing	changes measuring

A c t

P l a n

Advertisment

※Realized by Audience Measurement

Content

**C h e c k**

D o

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Audience measurement solution: Field Analyst

- Collect viewers' attributes (number, gender, age group) and viewing status (view time, distance between viewer and display panel) using the camera on the display.
- Check the effect of contents and achieve the "Growth" of contents and media planning by analyzed report.

Categorized interests status

Imprint	: Strongly Interested	
Impression	: Interested	
Feeling	: Notified	

Analyze the viewer's attributes and viewing status

Possible to analyze the number of viewers, gender, age group, watch time, distance between viewer and display panel.
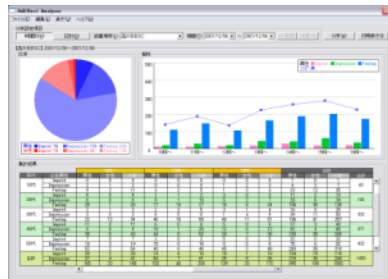
Utilizing the analyzed report, the followings can be realized.

-Achieve the "Growth" of contents

-Achieve the media planning

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NEC Digital Signage Solutions Portfolio

Out-door

Semi Out-door

Indoor Venues

- Video Wall for outdoor
- Video Wall
- Transportation
- Shopping Windows
- Hi ambient light environment
- Retail Signage
- Public Facilities
- Transportation
- Conference Rooms
- Lobbies

IP Cabinet

NEC Solutions

15mm LED

6mm LED

Slot-Options for P,M,X Series

X462UN 10x10

60 m²

X461HB

NP4100 series

LCD8205

X431BT

P Series 40"-70"

NEC Products

M Series 40"-52"

V Series 32"-46"

close

Viewing Distance

far
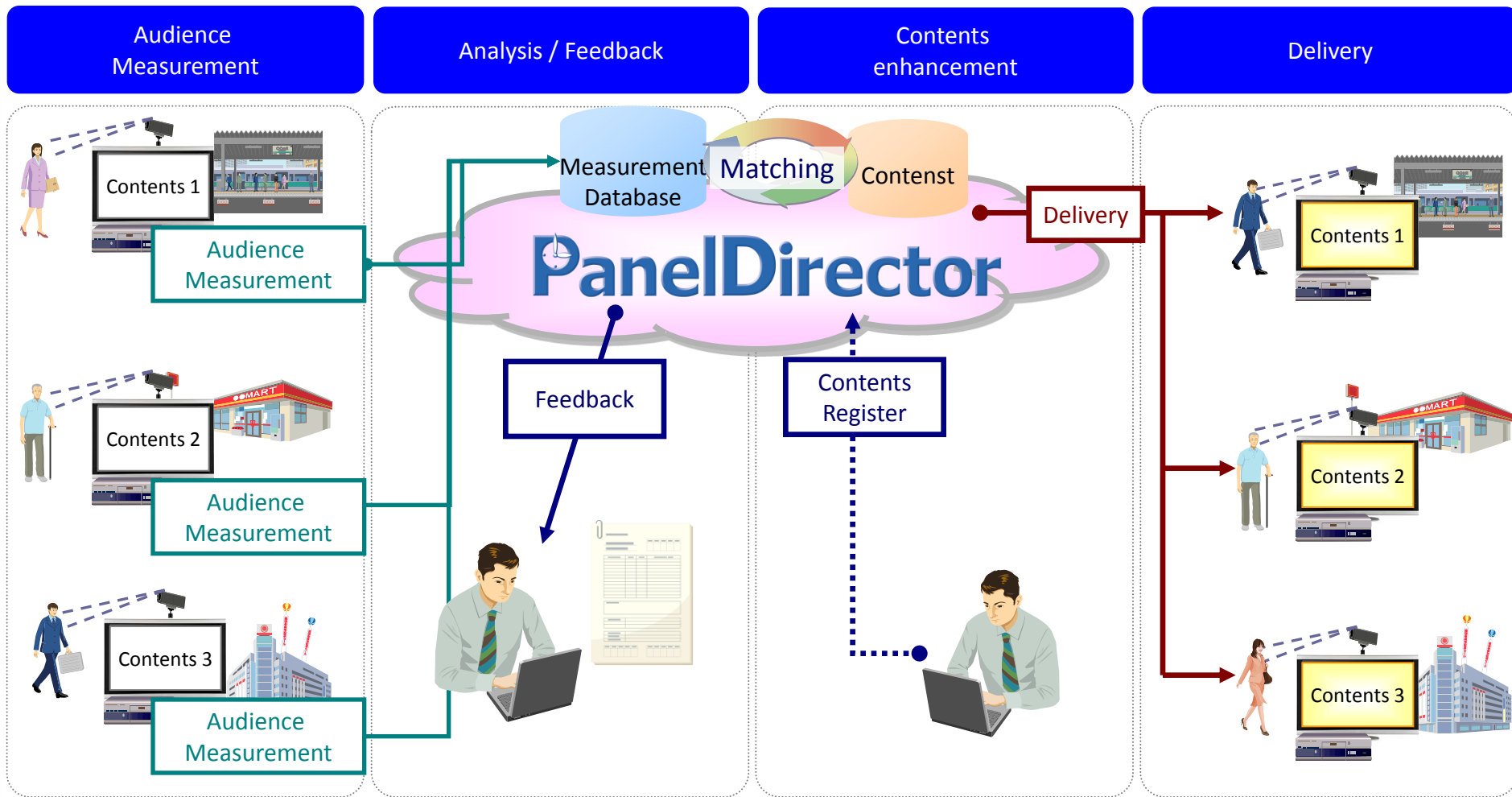
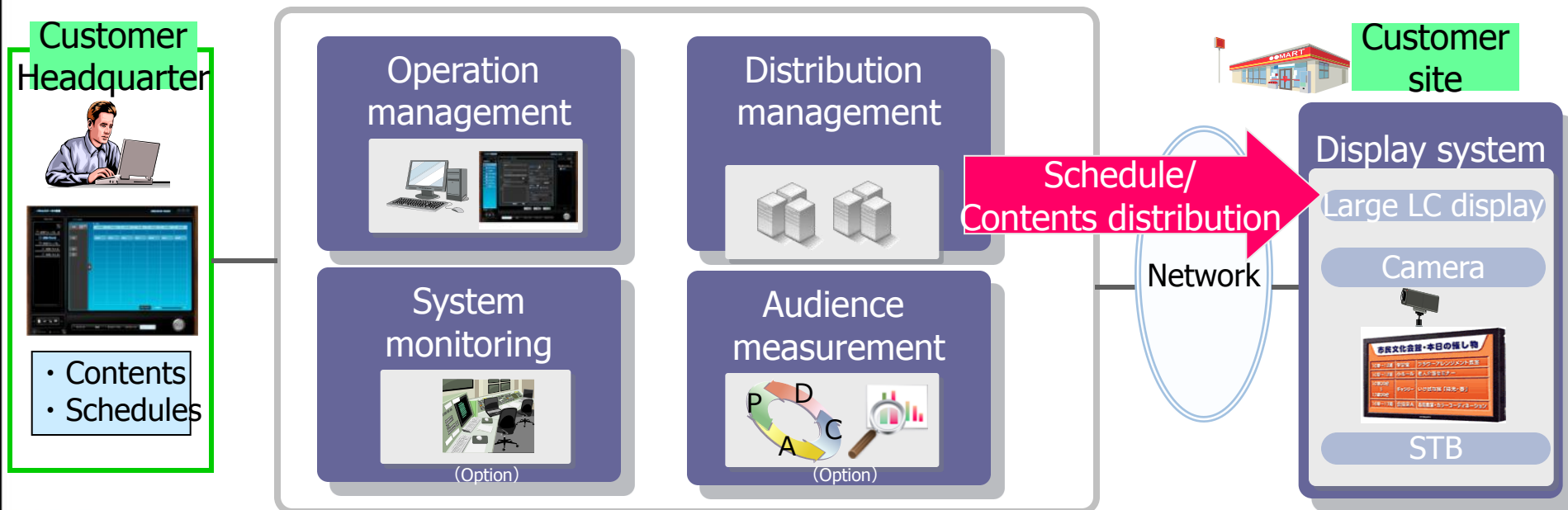# Enhancement of commercial activities effectiveness

Enhancement for "more effective" "Just for you" and "Only here" contents.

Components of Panel Director

Panel Director provides various components
to realize end to end total solution for enterprises

- Distribution management : Contents delivery/schedules to each display system.
- Operation management : Creates schedule , registers contents.
- Audience measurement : Collects and analyzes audience measurement data.
- System Monitoring : Monitors the status of distribution and display system.
- Display system : Provides the display system at customer site.

Customer Headquarter

- Contents
- Schedules

Operation management

System monitoring
(Option)

Distribution management

Audience measurement
(Option)

Schedule/
Contents distribution

Network

Customer site

Display system

Large LC display

Camera

STB

Conclusion

▌ Digital Signage business together with NEC is profitable because…

- Can take advantage of the growing market
- Field-proven, Market competitive solution (2nd largest share in Public Display market)
- Differentiated solution (FieldAnalyst)
- Small investment, Quick start (less than 4 weeks)

▌ NEC is wiling to investigate the market and illustrate the business model together with you for the DS market.

- Real case study analysis (demo, pilot, trial etc.)
- Theoretical market analysis / business modeling exercise

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