

C&C User Forum & EXPO 2009

Innovation for tomorrow

~ Creating a human-centric, earth friendly information society ~



November
5 (Thu.) • 6 (Fri.)

Tokyo International Forum (Yurakucho)

- Time: 9:20- 18:00, Nov. 5; 9:30-18:00, Nov. 6.
(Exhibition hall open both days, 10:00- 18:00)
- Admission: Free

For the latest information go to:

<http://www.nec.co.jp/uf-iexpo/e/>

November 5 (Thu.)

Opening ceremony, NUA Research Achievement Awards, and NUA Case study Paper Awards 9:20~10:00

NEC Presentation

10:00~10:50

Innovation for Tomorrow: Creating a Human-Centric, Earth-Friendly Information Society



● **Kaoru Yano** President (Representative Director), NEC Corporation

Today we confront a prolonged worldwide recession, the strengthening presence of the developing nations, and a pressing need for emergency counter-measures to conserve the world environment. In this radically changing global market, Japan now is also having to face challenges that other countries will not have to deal with until some time later, challenges such as a declining birthrate, increased aging of the population, and new regulatory systems. Faced with market changes such as these, what kind of thinking and strategy should a company follow to create future growth? Furthermore, what should the optimum IT strategy be to realize this growth strategy and at the same time implement cost reductions and global environmental countermeasures?

In this presentation, President Yano will discuss the management reforms that NEC has itself carried out to realize its vision of becoming "a leading global company leveraging the power of innovation to realize a human-centric earth-friendly information society." He will also introduce the NEC Group's business strategy of working with customers to achieve 'Innovation for Tomorrow' by making full use of its NEC's IT and network strengths.

Keynote Speech 1

11:20~12:20

Komatsu's Management Re-Structuring: Enhancing Strengths and Reforming Weaknesses



● **Masahiro Sakane** Chairman and Representative of the Board, Komatsu Ltd.

From March 2003, Komatsu achieved six straight years of increased sales and profits, after suffering a 13 billion yen loss in March 2002. Mr. Sakane became president of Komatsu, Ltd. in June 2001, and since then he has turned the company around by carrying out management structural reforms through identifying problems, bringing them into the foreground, and making bold decisions. In 2006 Komatsu issued the Komatsu Way, a written code of principles and conduct for company members to follow and pass on to the future. Based on the Komatsu Way, the company is focusing on the development of global human resources. Chairman Sakane will touch on world developments from the point of view of Komatsu's business, and he will talk about the ongoing management structural reforms Komatsu is carrying out.

Trend Track 1

13:30~14:30

Management System Reform through Use of Cloud Computing: NEC's Experience and Solutions



● **Yasujiro Ryuno** Associate Senior Vice President, NEC Corporation

For its business growth, NEC has reformed its management systems, including those of all companies in the NEC Group. Through organizational and structural reform, business process reform, and IT reform, it has built a common management platform for members of the NEC Group. In this presentation, Vice President Ryuno will discuss the current situation of the management reforms that NEC has been focusing on. He will also outline how NEC created cloud computing service platform solutions based on knowhow obtained from these reforms, and he will introduce examples of NEC's most recent services from this platform.

November 6 (Fri.)

Keynote Speech 2

9:30~10:30

Management from the View of Seven Bank Customers



● **Takashi Anzai** President and Representative Director, Seven Bank, Ltd.

Seven Bank's business revolves around one of the most unique ATM services in the world. With the slogan "Everyone's ATM network, Anytime, and anywhere, safe and secure", the bank operates more than 14,000 units in Japan, and it has more than 560 correspondent financial institutions. Seven Bank has installed ATMs not only in 7-11 convenience stores and Ito Yokado supermarkets, but it has also expanded their installation to public spaces such as airports, train stations, and expressway service areas. It has also taken up the challenge of diversifying into services that support the management and operation of ATMs of other financial institutions. Seven Bank has been making efforts to expand its ATM functions by equipping them with audio guidance for the vision-impaired and allowing the withdrawal of Japanese yen with credit cards issued overseas. Management has to start with business on a small-scale and then make it grow, just as a mother can more easily give birth to a small baby than a large one. Seven Bank's managers sincerely and honestly tried to look at and understand services from the customer's point of view for so long. And they finally succeeded, and they were able to develop and offer concrete services that address customer's true needs. President Anzai will expound on this topic and present his ideas on 'management from the customer's point of view.'

Special Lecture

11:00~12:00

What We Can Learn from Konosuke Matsushita on Overcoming Economic Depressions



● **Katsuhiko Eguchi** President, PHP Research Institute, Inc.

We continue to face severe economic conditions. It is difficult to predict how long the present economic downturn will continue, and opinions vary considerably among the experts-- some think we will hit bottom by the end of the year, others think it will be next year, and so on. However, it is clear that business people and top executives must rid themselves of the idea that recovery will come soon. President Eguchi thinks that management must always bear in mind the worst-case scenario. To begin with, we should consider seriously the prospect that this severe economic depression will continue for at least three years. President Eguchi has collected Konosuke Matsushita's various sayings and words of advice into 10 key points that summarize what Matsushita thought about overcoming severe economic depressions such as the one we now face. President Eguchi will elaborate on each of these points in discussing Konosuke Matsushita's management wisdom on how to overcome economic depressions.

Trend Track 2

13:10~14:10

NEC's Approach to the New Role of ICT in Realizing a Sustainable Society



● **Botaro Hirosaki** Senior Executive Vice President and Member of the Board (Representative Director), NEC Corporation

As represented by environmental problems, we now face social problems of a kind we have never had before. These problems have spread globally, and we have run into a great wall that blocks us from realizing a sustainable society. To break through this wall, we must qualitatively change our social systems and our life style itself. Until now, ICT has processed large amounts of data efficiently and rapidly. In this way, it has made social systems much more convenient, and it has been an inexorable force in the realization of a sophisticated level of computerization in society. The role of ICT from now on will shift from that of a quantitative one, involving efficient data processing, to a qualitative one. ICT will enable us to make effective use of limited, recyclable energy and resources, and its role will thus become that of a platform supporting qualitative change in society. In this presentation, Mr. Hirosaki will introduce the new role of ICT in bringing about a sustainable society. He will talk about the technical innovations that support ICT's new role, and he will introduce NEC's most recent research achievements.

The exhibition hall will demonstrate and display solutions for the problems and concerns customers face. We would like to introduce five key points that connect the issues in the seminars and presentations with what visitors will see in the exhibition. We hope that guests who come to the seminars and presentations will also visit the exhibition hall and experience themselves the real world of IT.

POINT 1 **Cost reductions by paying for IT use rather than owning IT**
 Reductions in Total Cost of Ownership (TCO), increased speed, and improvement in flexibility are being demanded of core systems that support corporate management.

To achieve these goals, the construction of core systems that provide standardization, unification, and total optimization of IT systems and work processes is important. It is also important to use core systems as services, to take full advantage of the features of multi-tenant cloud computing, and to use utility fees in which the user pays only for the portion used.

Here, beginning with the latest examples from the NEC group, we will introduce the services we offer to customers and the state of the art platform products and technologies that support these services.

POINT 2 **Increased competitiveness through information visualization**
 In addition to bringing about work efficiency and speed management, information visualization has become a necessity for corporations. We will introduce visualization solutions from the NEC Group that improve competitiveness and production site capabilities.

POINT 3 **Ideas for safety and security in daily life, in society, and at work**
 Safety and security are being demanded as a matter of course for the home and the office as well as for society as a whole, with the need for increased countermeasures upon the sudden occurrence of natural disasters or the outbreak of communicative diseases. Here we will introduce the latest trends in information security that enhance 'security in corporate activities' at a low cost: from products and technology that 'protect society,' such as infrared cameras and biometric recognition; to strict, no exceptions allowed management of privileged user access; to the protection of web content and the establishment of security counter-measures.

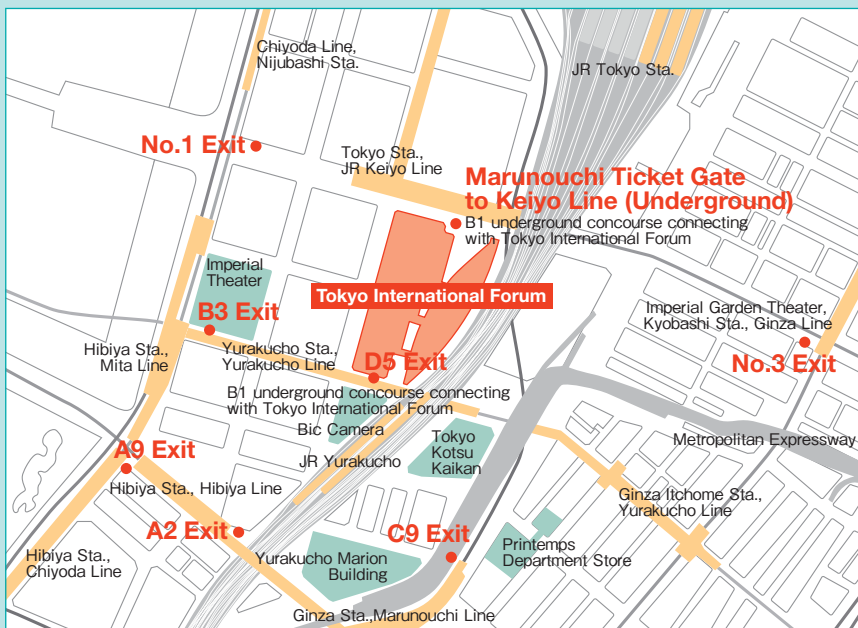
POINT 4 **Ideas about problems of energy and the environment**
 Corporate energy costs have been rising sharply, due to the expanding and upgrading of IT systems. We introduce various solutions that the NEC group has arrived at, such as the addition of energy-saving products, IT system environmental visualization, low energy operation and server integration, and energy reduction for facilities.

POINT 5 **Direct, hands-on experience of new technologies and products**
 With easy to understand demonstrations and explanations we will introduce our laboratories' latest research results, such as results from astronomical research and results from NEC Group state of the art technologies used in various products. We will also exhibit attractive new products such as personal computers, displays, printers and, facsimiles, and wireless LAN routers. By all means, come by and see for yourself the exciting features of these new products.

Information

Traffic information

※There will not be any parking available. Please come by train, subway, or other means of public transportation.



Tokyo International Forum

Address: 5-1 Marunouchi 3-chome, Chiyoda-ku, Tokyo 100-0005, Japan

- **By JR**
 - One minute walk from Yurakucho Station
 - Five minute walk from Tokyo Station
 - Connected by B1 concourse with Keiyo Line at Tokyo Station
- **By subway**
 - Yurakucho Line**
 - Connected to Yurakucho Sta. through underground concourse
 - Hibiya Line**
 - Five minute walk from Ginza Station/
 - Five minute walk from Hibiya Station
 - Chiyoda Line**
 - Five minute walk from Nijubashimae Station/
 - Five minute walk from Hibiya Station
 - Marunouchi Line**
 - Five minute walk from Ginza Station
 - Ginza Line**
 - Seven minute walk from Ginza Station/
 - Seven minute walk from Kyobashi Station
 - Mita Line**
 - Five minute walk from Hibiya Station

Participating NEC Group Companies

NEC Infrontia Corporation
 NEC System Technologies, Ltd.
 NEC Soft, Ltd.
 NEC Software Tohoku, Ltd.

NEC Software Hokuriku, Ltd.
 NEC Display Solutions, Ltd.
 NEC Total Integration Service Inc.
 NEC Nexsolutions, Ltd.

NEC BIGLOBE, Ltd.
 NEC Fielding, Ltd.
 NEC Corporation

(Total: 11 companies, listed in Japanese alphabetical order) As of August 10, 2009