



## Commuture Corp.

Commuture improves customer satisfaction with smooth communication.

Telecommunication engineering company Commuture has introduced NEC's UNIVERGE SV7000 SIP telephony server and FOMA® N900iL 3G/Wireless LAN dual terminal in its Tokyo and Osaka head offices, with the technologies operating seamlessly via the UNIVERGE FOMA® linkage solution. In addition to reducing the ongoing costs of communication, Commuture was able to improve customer response time by allowing direct communication with customers, regardless of the location of staff. Commuture is now planning to expand the roll-out of the new system throughout the organisation. Commuture is also reinforcing its reputations as a innovative company in the communication industry, and using the advanced technology greatly improve it customer relationships.



**Mr. Mitsuhiro Karahashi**  
(Tokyo Head Office)  
Business Planning Group Leader  
Solution Planning Department  
Solution Sales Headquarters

### Reducing costs and improving customer response

As Commuture operates two head offices, in Tokyo and Osaka, telephone contact between both offices is very frequent. When a staff member is away from their work place, usually three steps were required to resolve a customer issue.

1. The office receives a phone call from the

customer,

2. The call is directed to the responsible staff member's desk, who is away from the office.
3. This person in charge makes call back to the customer when he returns.

Commuture's extensive customer base and widespread installed facilities means that sales staff are often out of the office visiting customers and facilities. A key issue for Commuture was how soon sales staff could respond to customer calls as reducing the overall expense of communication.

In order to reduce communication costs, Commuture could realize a big drop in telephone expense by introducing IP-based extensions between local sales offices,

On the other hand, Commuture could dramatically improve the efficiency of customer communication by allowing customers to contact the right staff member directly, regardless of their location. NEC's UNIVERGE

FOMA® linkage solution was an ideal solution for both of Commuture's needs.

Mr. Mitsuhiro Karahashi, Business Planning Group Leader, said a range of factors led to the decision to deploy the UNIVERGE® FOMA® linkage solution.



**Mr. Akihiro Nakamura**  
(Osaka Head Office)  
SE Group Leader  
SE Department  
Sales Headquarters

"Recently, there has been increased choice in the market as IP telephony has become more popular. Also, quality issues have largely disappeared as the technology has matured.

While we wanted to reduce our costs and improve communication, our biggest priority was to ensure we had access to the best know-how and technology during installation. Our customers also gain confidence in new telecommunications technology from the fact that their system integrator is actually using the latest VOIP solution itself. Another reason for implementation was the strong measures against disaster recovery we could implement by running a SIP-based telephony solution for both Head Offices. Therefore, a dedicated line was constructed to backup the IP network." (Mr. Nakamura)

### Smooth deployment and utilization.



**Mr. Hiroyuki Toda**  
(Osaka Head Office)  
Assistant Manager  
2<sup>nd</sup> Solution Sales Department  
Sales Headquarters

In February 2005, deployment of the solutions began in the Tokyo Head Office, followed by the Osaka Head Office in March 2005. In Tokyo,, 58 FOMA® N900iL dual FOMA®/Wireless LAN terminals and 256 SIP multi-function telephones were implemented with the UNIVERGE SV7000 telephony server.

According to Mr. Hiroyuki Toda, Assistant Manager, Second Solution Marketing Department, the smooth deployment was achieved through education of all staff.

"One of the major reasons a smooth deployment was achieved was total support from top executives and having explained the new system to all employees via the video conference."

"Also, the new system was also presented in top executive meetings and floor meetings for all departments." (Mr. Nakamura)

As a skilled communication system integrator, Commuture was able to leverage the skills of its workforce and implement the system by itself. Rather than assigning an extension number or each organization in

Tokyo and Osaka respectively, Commutere installed a unique numbering plan, identifying the location code with the first digit in a common four-digit extension number.

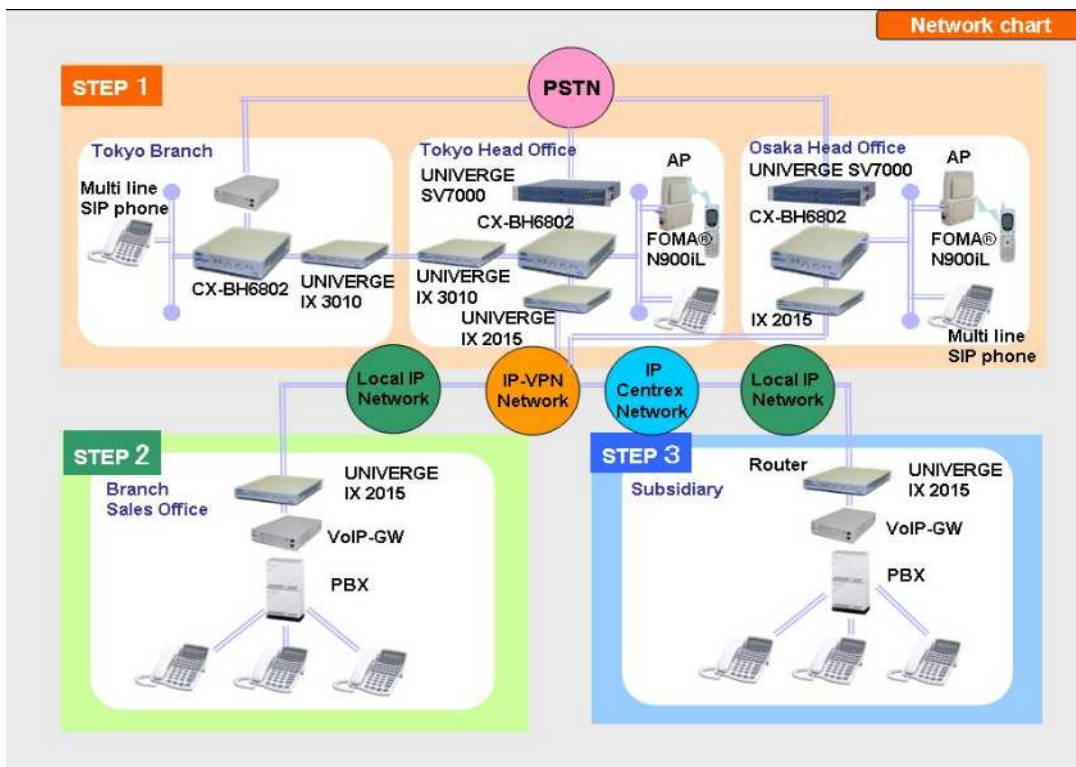
This numbering plan was designed in order to satisfy the top executive's intention of fostering a team culture in the company. Mr. Korahashi says the initial Tokyo deployment was designed to allow staff to gradually adopt the new system.



Access Point



Example of installation of Access Point



"In Tokyo, we put fixed IP phones on all of the desks, but as employees became familiar with using the FOMA® N900iL WLAN dual terminal as an extension, we removed fixed IP phones from the desk."

"In Osaka, in order to promote the use of the FOMA® terminal wherever possible, Only one IP phone were placed on each desk island and we encouraged staff to use the FOMA® terminal."

"As a result, all employees became experienced in the use of the FOMA® N900iL immediately." (Mr. Nakamura)



**UNIVERGE SV7000**

**Achieving the original deployment objectives.**

Approximately one year since the UNIVERGE FOMA® linkage-solution was deployed, Commutere has experienced a marked improvement in their original objectives. We were able to greatly reduce the number of telephone messages passed around the organization, because we changed the procedure. Rather than transfer and pass on messages, now our customers can call the right sales person directly.



The sales department, has reduced time spent taking messages and returning calls by about 80 percent." (Mr. Toda)

"Once our customers became used to the system, they began to also use voicemail when our staff could not answer the phone." (Mr. Nakamura)

With respect to the reduction of communication expenses, Commutere yielded excellent results. By deploying IP telephony, calls between Commutere's Tokyo and Osaka offices are free, and the expense of calls to the customer and between employees on public telephone networks was also reduced remarkably.

"However, I found that the actual saving result was less than our expectation. One of the reasons is that the public call to mobile phone of a sales man has rather increased, which is transferred from his direct telephone number. The other reason is that sales man become familiar with new environment where he should answer the phone from the customer even though he is out. It can be said that this situation made us to use public lines more frequently than before. (Mr. Nakamura)

Commutere was very pleased with the systems configuration and training efforts provided by NEC.

"NEC's System Engineers did their best during its system design and construction, and we were able to build a reliable system and develop our own technical understanding of the system. Our experience in telecommunications installation was a major advantage in this deployment. Basically, we

could install this system by ourselves, but connecting the network between Tokyo and Osaka, we had the capable assistance of NEC's system engineers who provided expert advice."

Mr. Toda said that after deploying the system, Commuture has experienced a positive flow-on effect with its own customers.

"Our customers are showing deep interest in the UNIVERGE FOMA® 3G/WLAN linkage solution. Many customers want a solution can provide not only a reduction in telephone expenses, but a positive change in work practices. We can now offer this product with confidence based on our own experience. We can talk about the change of work styles with IP telephony, and it has become easier for us to lead the customer to the business conversation in a friendly atmosphere. Overall, our experience has made a useful sales tool." (Mr. Nakamura)

### Looking forward: expanding the solution across all sales offices

Commuture's unique numbering plan has been so successful, the company is considering expanding it to the entire organization in the future.

"We plan to set up a network gateway and replace the legacy telephony to IP in each branch, but our progress will depend on the availability of budget and resources. If the system is spread to the most local offices, we plan to change our current system to IP Centrex." (Mr. Nakamura)

Commuture's sole priority was to improve voice communication, so it kept its voice and data networks separate and did not add any application software to the network.

"If we have an accident like the loss of a cellular phone, we did not add any application software to the

system. This is in order to prevent illegal access to our network and protect personal information." (Mr. Toda)

"While we will maintain tight security conditions, we will also add new technology that will help us to utilize the system more effectively as technology develops. We will keep researching options such as the linkage of the UNIVERGE SV7000 and application software. And I would like to connect our geographically distant sales offices via this system" (Mr. Nakamura)

"We also want to access the rich potential of the UNIVERGE FOMA® 3G/WLAN linkage solution, so that it will continue to contribute to the improvement of our business." (Mr. Nakamura)

On improving the cellular phone performance, Mr. Nakamura has the following thoughts..

"I believe NEC could continually improve their system by cooperating with new application software developers, while adding to groupware, telephone directory software, and so on."

Mr. Karahashi is also eager for the ongoing development of the system.

"I would like to make it a high value-added system in cooperation with NEC Corp. so as to reduce our costs and improve profits."

Mr. Nakamura sums up Commuture's experience with the UNIVERGE FOMA® linkage solution as follows.

"Our company has deployed the technology and has found it a convenient and efficient solution, and our top executive himself is pleased with the system and the benefits it has derived. Also, from our showroom, our customers can see the system in action, which allows us to lead our customers by example and prove from our own experience that the technology has been a valuable investment."

\* FOMA is the registered trademark of NTT DoCoMo, Inc.

## Summary Information

**Company name:** Commuture Corp..  
**Chief Operation Officer:** Yoshio Bessho  
**Location :** 3-3-15, Edo-bori, Nishi-ku, Osaka-City  
**Founded :** June 15, 1960  
**Paid up :** 3804 million yen  
**Employee :** 1329  
**Main business :** Information and Communications Engineering Business  
General Facility Engineering Business  
Global Information and communication  
**URL :** <http://www.commuture.com/>



Osaka Head Office



Tokyo Head Office