

# Sales Structure in Japan



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## Providing Solution through Sales Network Nationwide

NEC's domestic sales network consists of 64 branch offices and sites nationwide. NEC's approach is to leverage the entire capabilities of One NEC, integrating the solution assets of each business unit and affiliated companies and to present solutions for

realizing advanced social infrastructure utilizing ICT. We provide these solutions for a wide range of customers including telecom carriers, governments, government agencies, local governments, public institutions and private sectors.

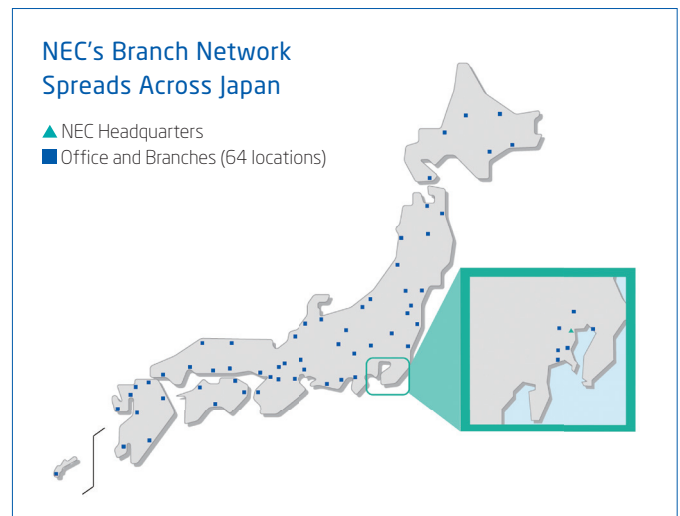
## Responding to Customer Needs and Accelerating Growth

NEC's domestic business accounts for about 80% of its total sales and underpins the business foundation of the entire Company. To sustain the growth of domestic business, domestic sales focuses on business in the areas of SDN, Big Data, cloud services, and cyber security—all NEC strengths. Furthermore, NEC is facilitating business development in new markets with significant potential, such as adaptation of the Social Security and Tax Number System to the private sector, and dealing with the increasing development of social infrastructure brought on by the Tokyo 2020 Olympic and Paralympic Games, as well as increasing tourism to Japan.

Cooperation between sales partners is another key point that sustains our domestic business. In the sales partner business, hardware is our core product, but we expect intensified price competition for general-purpose products. In the future, we need to expand the business into new area such as cloud-based services and SDN. NEC views market change as a chance and will co-create new value with sales partners by providing competitive solutions and services, as well as an enhancement of support to the sales partners.

## Transforming into Social Value Innovative Sales

In NEC's transformation into a "Social Value Innovator," a domestic sales force is taking a role in creating new value to solve essential issues that society and customers face. To this end, we carefully examine changes in market and customers' business issues, and connecting these with our assets in creating new value for the customers. Under the theme of "transformation into a Social Value Innovator," we are investing sales skill development of each sales force in improving multi-faceted analytical capabilities on market environments and customer challenges and in having extensive knowledge on leading edge technologies and solution assets in the company. Going forward, domestic business teams will work on creating new social value as a point of customer contact in the field, and contributing to the development of a society in which people can live more prosperous lives.



For further details about NEC branch offices and their locations, please visit the following website:

<http://jpn.nec.com/profile/branch.html> (Japanese only)

\* Number of NEC branch offices (as of March 31, 2015)