

Showcase: Visit the NEC Broadband Solutions Center

Introduction

“Time” and “Information” are the most important essences along with “human” and “financial” resources to success in the business world. Recent development of IT, network, and “Broadband & Mobile” technologies will help companies to enhance their businesses; however, many companies are not able to find the factors of how broadband technology will change the way they work and produce the benefits from the advanced technology.

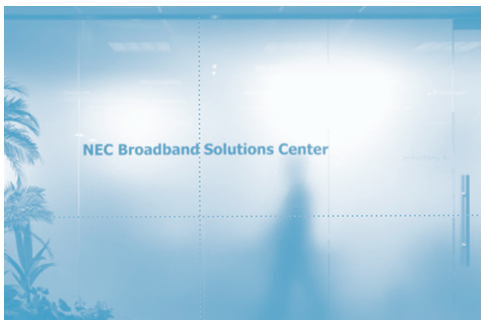
To break through this uncertainty, NEC provides customers a total picture of the constantly evolving broadband office by realizing the most advanced technology office and showroom, “Broadband Solutions Center (BBSC).” BBSC contributes opportunities for customers to experience and get a feel for how it will impact work styles.

BBSC was opened on January 2004, and about 6,800 people have already visited (by end of July 2004). BBSC attracts new potential customers who have not had any prior business relations with NEC before, as well. About 20% of visitors are new potential customers.

What Broadband Solutions Center Offers?

There are several elements to decrease productivity in the work environment.

- Difficult to find necessary information.
- Difficult to find right person for the problem.
- Takes too much time to set a meeting.



- Takes too much time to move to other locations.
- No access to necessary information from outside the office.
- Difficult to customize the standardized groupware.

NEC has been researching and developing new products and solutions for a long time to solve problems like the above. BBSC is the place to experience these new products and solutions in a real office environment.

BBSC Showroom

BBSC is located on the 7th and 8th Floors of Shinagawa East One Tower, near by JR Shinagawa Station. The area of BBSC is 2,500 square meters, and 500 square meters of the space is utilized for the showroom. In this showroom, varieties of broadband solutions are exhibited. Along with the exhibit area, a seminar room, meeting room, and cafeteria are also prepared for visitors (**Photo 1**).

70% of solutions in the BBSC showroom are possible to be introduced to customers' offices immediately. The remaining 30% of solutions are “next generation technologies” which are being developed at R&D units.

To exhibit each of the products and solutions efficiently, showroom space is divided into several booths, which are “Collaboration (IP telephony solution)/IP Contact Center Booth,” “Security Booth,” “Knowledge Community Booth,” “Mobile Solution Corner,” “Information Booth,” “Outsourcing Booth,” “Next Technology Corner” and “UNIVERGE Partner Program” (**Fig. 1**).

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Each booth introduces how to use each of the products and solutions in a real office environment; therefore, visitors can get a real image of utilizing the solutions in their office.

BBSC Office Area

In the BBSC office area, four hundred sales staffs and system engineers are working, and they make the best of a variety of products and solutions, which are exhibited at the BBSC showroom. One of the examples is "Softphone." At BBSC, there are no telephone sets on the desks. Every-

body uses a PC, headset and "Softphone" to make a call. They open electronic telephone directories on PC, search for the name of a person, and with one click, place their call via the "Softphone" (Photo 2).

Another example is "Web conferencing." With "Web conferencing," employees can stay at their desk, and can exchange opinions and clearly see the expressions of other participants via high-quality audio and video while instantly sharing documents over the network. Web conferencing realizes acceleration of decision-making and more effective sharing of knowledge and information among employees in different specialties.

A unique feature of the office area is the so-called "Free desk" system. "Free desk" system allows employees to take any seat and immediately get to work. Each PC is connected to NEC intranet via Wireless LAN, and it enhances the freedom and versatility of office space.

The network environment is protected by sophisticated security systems, so employees can enjoy the advantages of safe remote access to



Photo 1 Showroom.

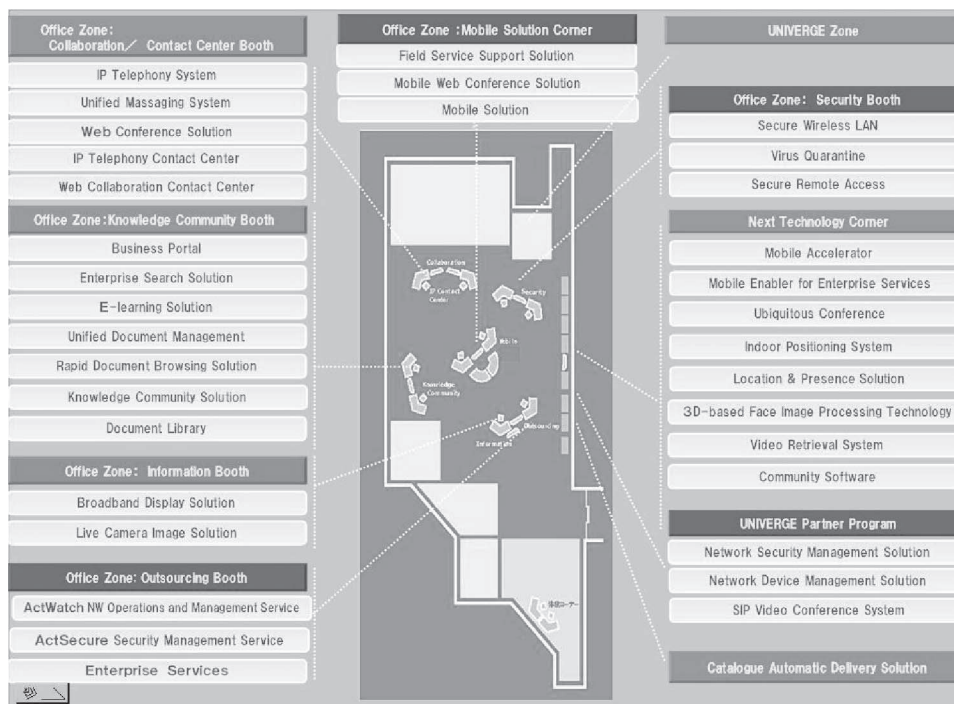


Fig. 1 Contents of Showroom.



Photo 2 Office area.

the corporate network from outside of their office. Most of data is on line; therefore, employees can get the same information as if they are in the office. This also helps elimination of paper documents.

The office area is partially open to showroom visitors. Visitors can directly observe and experi-

ence the effectiveness of these advanced solutions in an actual workplace environment.

Conclusion

NEC believes that BBSC is the vision of the next-generation office from an entirely new perspective. BBSC is only seven months old (at the end of July), but it already shows the amazing results.

- Number of meetings at meeting rooms has been decreased by 70%.
- Time of each meeting is cut by 15%.
- Travel fee has been reduced by 20%.
- Exhaust CO₂ has been decreased by 41%.

NEC is not yet satisfied by these results. Broadband has much more capability to enhance businesses.

BBSC will keep introducing evolutionary technologies and solutions to create new values for customers.