UNIVERGE Application Partner Program

Introduction

At the start of UNIVERGE, we examined our business strengths and weaknesses. The analysis showed that the key aspect is to develop cooperative businesses which enhance both our and our partners' strengths. Acknowledging such a goal, we have launched the UNIVERGE Partner Program through which we aim not only to expand our cooperative businesses, but also to provide our partners with new business opportunities through the interaction among our partners.

Two Types of UNIVERGE Partner Programs

Two types of activities in the UNIVERGE Partner Program are the Application Partner Program and the Sales Partner Program.

The Application Partner Program is a program that recruits companies who contribute in displaying a wide variety of UNIVERGE solutions through combining their products with the UNIVERGE products.

The Sales Partner Program, on the other hand, is a program for the sales of UNIVERGE solutions and supports our UNIVERGE sales partners which primarily consist of our authorized resellers.

This article mainly explains the Application Partner Program.

(1) Program Activities

The main activities in UNIVERGE Application Partner Program are as follows.

1) API (Application Programming Interface) Disclosure

To establish interoperability between partners' products and our UNIVERGE products, APIs are disclosed to our partners. We also provide other types of integration interfaces at the request of our application partners. The chart below shows some examples of APIs that are currently disclosed.

We further plan to promote the integration with groupware and work applications by providing a web service API that allows control of IP telephones though XML messages on web applications, and a software development kit (SDK) for easy skin customization of softphone screens. Also, other protocols for, such as, IM (Instant

API	Description
Softphone	We can provide a variety of applications by connecting SIP telephony and PC-based applications.
SIP Presence	We can provide applications that control presence servers via an external application, such as applications used mainly for control from office computers.
OAI(Open Application Interface)	By using an OAI (Open Application Interface), we can provide a telephony solution whereby the SV7000's telephony functions can be operated via a PC (Windows) application program.

Table I Examples of APIs.

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Message), wireless LAN, billing, and LDAP (Lightweight Directory Access Protocol) are available.

2) Recruiting

We seek products and services that complement and enhance UNIVERGE solutions. We articulate that both our application partners and end users can benefit by providing and using our partner products and services together with the UNIVERGE solutions.

3) Co-Marketing

With support from our partners, we promote partners' products through advertisements in mass media, exhibitions, press activities, web marketing, emphasizing the benefits as integrated products in the UNIVERGE solution. Please refer to our website at http://www.univerge.nec.com for further information.

4) Sales Training

We offer sales training on UNIVERGE solutions including partner products to NEC's sales teams as well as to our sales partners.

5) Conformance Program

We confirm connectivity of partners' applications with UNIVERGE products in comprehensive conformance programs and testing.

(2) Benefit of UNIVERGE Partner Program for Partners

The fact that our UNIVERGE products have a large market share is an essential element for the benefit of our program. Our partners acknowledge a wide variety of benefits through participation in the UNIVERGE Partner Program. They include;

1) Enhancement of Sales

Partner products may gain greater exposure as UNIVERGE integrates solutions on NEC and resellers channels.

Valid Interoperability through Testing
Partners may improve their competitive strengths by passing comprehensive tests for interoperability of their products with UNIVERGE products.

Greater Market Exposure
Partners may anticipate greater sales through combining their products with UNIVERGE so-

lutions.

(3) Overseas Operation

Regarding the expansion of the UNIVERGE solution into the global market, we have expanded our partner program into a global scale. In regions, such as Japan, Asia, Oceania and North America, NEC and our subsidiary companies work together under the same rules for the global partner program. Now, our domestic customers have access to the latest solution from overseas.

Afterword

UNIVERGE Partner Program has increased the number of participant companies since the start of the program last spring. Some of our partners' applications are currently displayed at our showroom, Broadband Solution Center in Shinagawa. The list in the next page shows the current application partners.

Partners' list.

Companies are listed alphabetically, subsequently NEC's subsidiaries follow.

Acterna, LLC.	MITSUBISHI ELECTRIC SYSTEM & SERVICE;Co., Ltd.
Artiza Networks, Inc.	Nara Information System,Ltd.
ASAHI COMTEC. Co., Ltd	NEOJAPAN,Inc.
Asgent, Inc.	Network Value Components Ltd.
BeOneWorks Inc.	NJC NetCommunications Co., Ltd.
BUFFALO Inc.	OBIC BUSINESS CONSULTANTS Co., Ltd.
Business Service Co., Ltd.	OCC Corporation
BUSSAN Networks, Ltd.	Oita Transportation Co., Ltd.
C4 Technology, Inc.	OKAMURA Corporation
Cisco Systems, Inc.	Pioneer Communications Corporation
Citrix Systems Japan K. K.	Pioneer Corporation
CNT Japan	QRIPT, Inc.
CPI Inc.	QUALICA Inc.
CSK Corporation	SANSHIN ELECTRONICS Co.,Ltd.
DATT JAPAN Inc.	Sanwa Comtec K.K.
Digital Arts Inc.	Scala, Inc.
Drecom Co., Ltd.	ScanSoft, Inc.
EIRITU ELECTRONICS INDUSTRY Co.,Ltd.	Shinnichi Co., Ltd.
ELMC Inc.	Soliton Systems K. K.
Empirix K.K.	Sony Corporation
eMplex Co., Ltd.	STEAD Co., Ltd.
Extreme Networks K.K.	Sumisho Electronics Co., Ltd.
FlexTech. Co.,Ltd.	Sumitomo Corporation
FUJISOFT ABC, Inc.	Sumitomo Shoji Machinex Co., Ltd.
GENESYS JAPAN Co., Ltd.	TDS Corporation
HyperGEAR.Inc	Tellabs Japan, Inc.
ICOM Inc.	TEPCO SYSTEMS Corporation
ILiI Corporation	Terilogy Co., Ltd.
Image Partner Inc.	TOKYO SINBON ELECTRONICS Co., Ltd.
Informatix Incorporated.	TOSHIBA PERSONAL COMPUTER SYSTEM Corp.
Inkra Networks Corporation	Toukei Computer Co., Ltd.
INTEC Web and Genome Informatics Corporation	TOYO Corporation
International Systems Research Co.	ToyoTsushin Kogyo Co.,Ltd.
Internet Security Japan, Inc.	Trinity Security Systems Inc.
Internetworking & Broadband Consulting Co., Ltd.	Tripwire Japan KK.
Ishikawa Comuputer Cneter Co., Ltd.	Ubiquity Software Corporation
ITOKI Co., Ltd.	VITSTAGE Co., Ltd
JAL INFORMATION TECHNOLOGY Co., Ltd.	WACOM Co., Ltd.
JAPAN MEDIA SYSTEMS Corp.	ZEBRAWING CORPORATION
JMC Corporation	NEC Access Technica, Ltd.
Johokobo, Inc	NEC Communication Systems, Ltd.
Kagoor Networks, Inc.,	NEC Informatec Systems, Ltd.
Kawatetsu Systems, Inc.	NEC Magnus Communications, Ltd.
KOKUYO OFFICE SYSTEM Co., Ltd.	NEC Media Products, Ltd.
KYOCERA COMMUNICATION SYSTEMS Co., Ltd.	NEC Nexsolutions, Ltd.
Kyoritsu Computer & Communication Co.,Ltd.	NEC Soft Okinawa, Ltd.
Kyowa Technologies Co., Ltd.	NEC Soft, Ltd.
Mackey Soft,Corp.	NEC Software Aomori, Ltd.
Macnica Networks corp.	NEC Software Kyushu, Ltd.
Media Drive Corporation	NEC Software Tohoku, Ltd.
Mercom Systems, Inc	NEC System Integration & Construction, Ltd.
Minaminihon Microcomputer Co.,Ltd.	NEC System Technologies, Ltd.
MIT System Research Institute Co.,Ltd.	NEC Telenetworx, Ltd.