CORPORATE PROFILE

Otsuka Corporation

HAS-K01002-1206

Otsuka Corporation

Energize your office with IT

Since its foundation in 1961, OTSUKA CORPORATION has guided companies in setting up information structures and achieving operational efficiencies through information technologies. As a result of our "one-stop" solutions, which combine multi-vendor services that are independent of specific makers and multi-field services offering an extensive array of office products, we have grown into the largest-scale solution provider in Japan.

The mission statement of the OTSUKA CORPORATION Group represents an internal and external declaration of its social role, responsibility and raison d'etre in terms of its mission, goals and principles for daily activities. Under this mission, we consistently pursue optimal solutions to "energize your office with IT" with a customer perspective. We do this by providing complex system proposals and comprehensive plans, through which customer trust is garnered. We also seek to be a leading-edge enterprise, integral to the creation of a spiritually rich society by actively cultivating management in harmony with society and nature as a top priority.

Maintaining close customer relationships and living up to their expectations are the keys for growing with our customers and the context for one of our major corporate goals: constantly transforming the OTSUKA CORPORATION Group to earn public recognition and respect as an enterprise based on the principle, "The Customer First." This has been our corporate stance from the very beginning and expresses the same spirit of challenge as a proud corporate tradition.

Throughout these commitments and initiatives, we are grateful for the strength, vision and encouragement of our customers.

Yuji Otsuka
President & Chief Executive Officer

Mission Statement

Mission

OTSUKA CORPORATION serves a wide range of companies, providing comprehensive support for their business activities by presenting, within a concrete framework, new business opportunities and management improvement strategies brought about by innovations in information and telecommunication technology. By so doing, we continue to facilitate the growth of our client companies and contribute to the development of our country and the creation of a spiritually enriching society.

Goals

- To become a corporate group that is recognized and trusted as a valuable corporate citizen.
- To encourage employee growth and self-realization through the attainment of personal goals and professional achievement.
- To demonstrate harmonious coexistence and growth with nature and society.
- To create business models that consistently keep pace with the changing times.

Principles

- Always thinking from the customer's perspective and acting through harmonious team work.
- Maintaining the spirit of challenge inherited from our predecessors, exercising our own critical judgment, and acting on our own initiative.
- Fully complying with all prevailing laws and regulations, and maintaining high ethical standards.

Otsuka Corporation

Service domains that deliver the system integration and support you need

Since the company's foundation, we have provided the best possible, customized solutions sought by our customers by exploiting cutting-edge IT, without regard for the limits of existing business domains. Our ongoing efforts to offer solutions with our customers in mind have achieved results in our system integration and service & support domains. At the same time, all our businesses evolve daily and grow in response to social and technological advances as well as changing customer demand. We have solutions that customers seek.
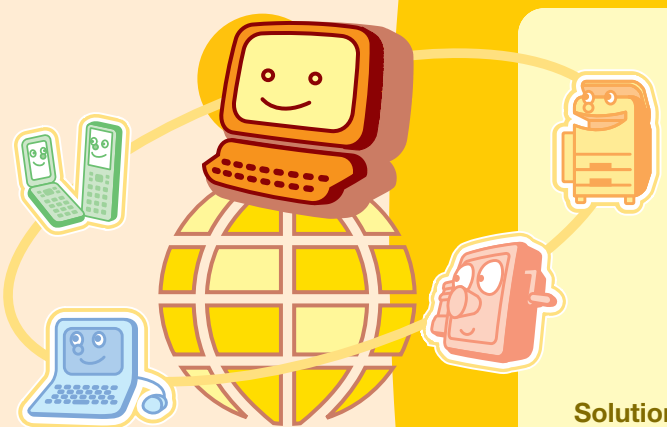
SYSTEM INTEGRATION

Consulting
- ▶ Work restructuring
- ▶ Internal controls
- ▶ Security consulting
- ▶ Current situation survey and analysis
- ▶ SI introduction

Solutions
- ▶ ERP industry and operations
  - Mission-critical systems
  - Industry-classified applications
  - Local governments, public-interest corporations and schools
- ▶ CAD (construction, manufacturing, analysis)
  - For construction and manufacturing industries
- ▶ Company-wide information system
  - Groupware
  - Workflow
- ▶ Document management and data utilization
  - Document management
  - Knowledge management
  - Document digitization
  - ISO compliance
  - Utilization of multifunction machines
- ▶ Security
  - Prevention of unauthorized access
  - Anti-virus and spyware measures
  - Data protection
- ▶ OS and Database
  - Various software and licenses
- ▶ Distribution of IT equipment
  - Multifunction machines, computers, servers, peripheral devices and digital appliances
- ▶ Phone lines and communication networks
  - IP phone, PBX and line installation services
  - Videoconferencing systems

SERVICE & SUPPORT

- ▶ After-sales support
  - Telephone support
  - On-site support
  - Remote support
- ▶ Internet services
  - Internet connection services
  - Hosting services
  - BtoB/BtoC solutions
  - Data center utilization solutions
  - Web communication
- ▶ Security services
  - Virus countermeasures
  - Information leakage countermeasures
  - Consignment operations services
- ▶ Data recovery
- ▶ Data erasing and PC purchasing services
- ▶ Educational support
  - Organizational training, qualification courses and e-learning
- ▶ Outsourcing
  - ASP services
  - BPO services

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- ▶ Procurement services
  - Office supplies
  - Corporate procurement services
  - Personal shopping services

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MULTI VENDOR
MULTI FIELD

The ideal, customer-centric solutions for whatever customers find problematic in their offices

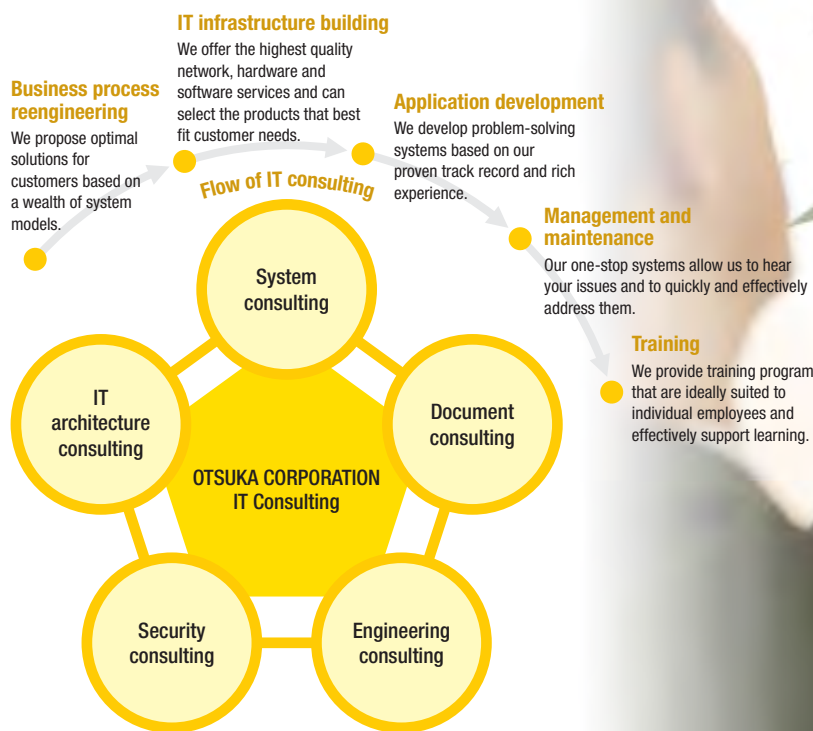Office environments, like living organisms, face new challenges every day. We provide a wide variety of solutions to departments in widely diverse types of companies—more than 850,000 corporate clients nationwide. We are constantly encouraged to apply our accumulated expertise and experience to address the various problems that arise in office environments as quickly as possible—from adjacent departments to remote branch offices. No problem is too small; the heart of our mission is to remove the obstacles that stand in the way of high-performance workplaces.

Call Center
Internet Data Center
Branch and Sales Offices
Multifunction machines
CTI
Videoconference
Customer
Response to inquiries
Security
Sales representative cell phone
Design
Production
Customer management
Sales management
IP phone
SFA
CRM
3D CAD
Education
Sales
Information System
Production Control
Quality control
ISO 9001
Storage
Wide-area Ethernet
Human Resources
Multifunction machines
Accounting & Finance
Videoconference
Mission-critical system
ERP
IT asset management
Procurement
RFID
IT skills
Subcontracting
Human resource training
Payroll management
Human resource management
General Affairs
Information system
EIP
Operation management
Bank Remittance Service
Corporate Planning
Financial Management
Document management
ISO 14001
Internal control
Purchasing/ procurement
Incoming/outgoing stock management
Inventory management
Subcontracting
Security
MRO
Compliance
Videoconference
Procurement of Direct Materials
Security
Bank A
Bank B
Bank C
Office Supplies
Environmentally sound products
Supplier C
Supplier B
Supplier A

Services for breaking through obstacles and enabling customers to create the company they envisioned

Rapidly evolving information technology and constantly changing markets, legal systems and corporate environments are the hallmarks of our times. Customers need to know about the first step for averting the next crisis or how to seize one of the business opportunities that are arising every day. We help customers identify their desired state from diverse viewpoints based on our proven consulting system—backed by a wealth of IT and operational experience—and propose concrete solutions that directly lead to their success.

Business process reengineering
We propose optimal solutions for customers based on a wealth of system models.

IT infrastructure building
We offer the highest quality network, hardware and software services and can select the products that best fit customer needs.

Application development
We develop problem-solving systems based on our proven track record and rich experience.

Management and maintenance
Our one-stop systems allow us to hear your issues and to quickly and effectively address them.

Training
We provide training programs that are ideally suited to individual employees and effectively support learning.

Flow of IT consulting

- System consulting
- Document consulting
- Engineering consulting
- Security consulting
- IT architecture consulting

OTSUKA CORPORATION IT Consulting

▶▶▶ Four reasons why you can trust us

Consulting based on a wealth of in-house experience

OTSUKA CORPORATION has itself achieved dramatic innovation through its own IT investment and utilization. Our consultation services draw upon expertise and experience in establishing and implementing internal controls including business process reengineering that we have cultivated at every stage, from concept and planning to decision-making, implementation and review. We incorporate our first-hand experience into the proposals we present to diverse customers.

Abundant specialists and a proven track record

In addition to staff with advanced information processing qualifications, including system auditors and system analysts, we also maintain a large number of employees with practical qualifications such as management consultants for small and medium enterprises, certified internal auditors, and first- and second-class architects. Another advantage of OTSUKA CORPORATION is the ability to simultaneously present proposals from the perspectives of both IT and practice.

Ready anywhere and anytime

OTSUKA CORPORATION can provide consulting services for many facets of business, including the renewal of mission-critical systems, human resource development and Internet VPN construction. Beyond consulting, we are also fully capable of providing the actual solutions. This is our advantage as the largest independent system integrator in Japan.

Capable of serving any scale enterprise

Our customers reflect the full spectrum of domestic enterprises. OTSUKA CORPORATION regularly conducts business with 770,000 corporate clients—large, medium and small alike. We are able to offer system solutions specifically tailored to any size company.

Five main areas of IT consulting

System consulting

A comprehensive service that encompasses overall corporate business operations as well as IT. Our expert, highly experienced consultants assist in drawing up plans to address issues that companies face, from reducing costs through business process reengineering, to establishing corporate governance systems by implementing internal controls, and expanding sales through marketing support and customer strategy. Our full-spectrum support also includes planning, constructing and introducing the information systems required to address these issues, enabling customers to create the company they envision.

- Business processing reengineering/business processing reengineering (with due consideration for environmental impact)
- Customer strategy/marketing innovation
- Accelerating the settlement of accounts/market listing support
- Internal controls/preparing for IT governance
- Business Continuity Management (BCM)
- Current situation assessment
- RFP development
- SI construction guidance

Security consulting

With our rich human resources and expertise, we can handle a wide range of security issues, from design consultation on overall security against viruses and hacking to preventing information leakage as well as management consultation, including support for acquiring the PrivacyMark and ISMS certification and overall IT control. Our consultation services also cover operations management design and log analysis after system introduction, as well as PrivacyMark renewal.

- BCM construction guidance
- Security audit support
- BCM construction and operations support
- PrivacyMark acquisition support
- ISO 27001 acquisition support
- Security system design
- Information leakage prevention
- Security system management support

Document consulting

Document management now plays a vital role in key information departments such as accounting. The ability to efficiently utilize portals and manage documents and approval systems as well as scattered information on business operations has become critical for timely management. Our highly experienced engineers provide total support, from installation to design and training, while also assisting with the establishment and expansion of information infrastructures.

- Document system construction
- Diagnostic service for integrated control of multifunction machines and printers

Engineering consulting

Our engineering consulting covers system selection and introduction to fully functioning operations in the development and design departments of manufacturers and construction companies. Drawing upon our operational know-how and experience as a pioneer in introducing CAD/CAE systems, we support business process reengineering in development and design and strongly address issues such as efficiency improvement.

- Machine design solutions
- Analysis (CAE) solutions
- 3D CAD operations
- PDM solutions
- Architectural design and CALS solutions

IT architecture consulting

Companies face a variety of challenges when systemizing operations, such as adding more servers, handling complex roles and boosting data capacity. Maximizing cost-performance is essential when introducing systems. The relative strength or weakness of business infrastructures directly impacts business results. Our IT architecture consulting facilitates the planning and construction of optimal IT infrastructures, including the efficient introduction of new systems and visualizing existing infrastructures as well as assessment, integration and next system plans.

- Server virtualization and consolidation
- System back-up support
- Microsoft server products introduction support
- Storage integration support
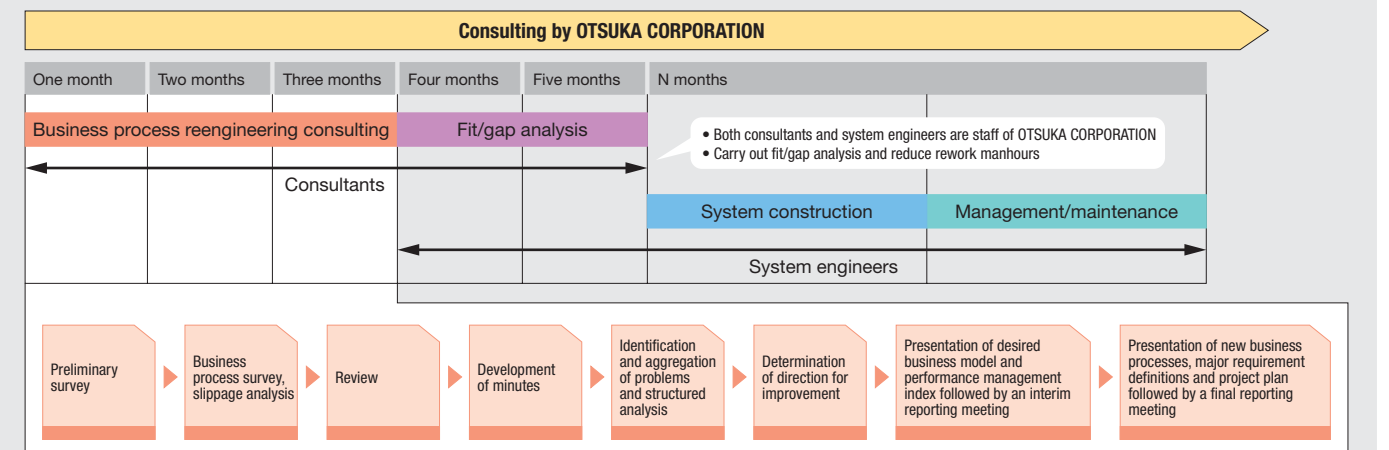- Network analysis design
- eValue introduction support

Mechanisms that can be counted on to deliver quickly

The application of IT can be the final determining factor in effective administrative improvement through business process reengineering as well as in response to new legal requirements. OTSUKA CORPORATION leverages its experience in diverse system integrations to provide solutions that are immediately effective in actual business settings.
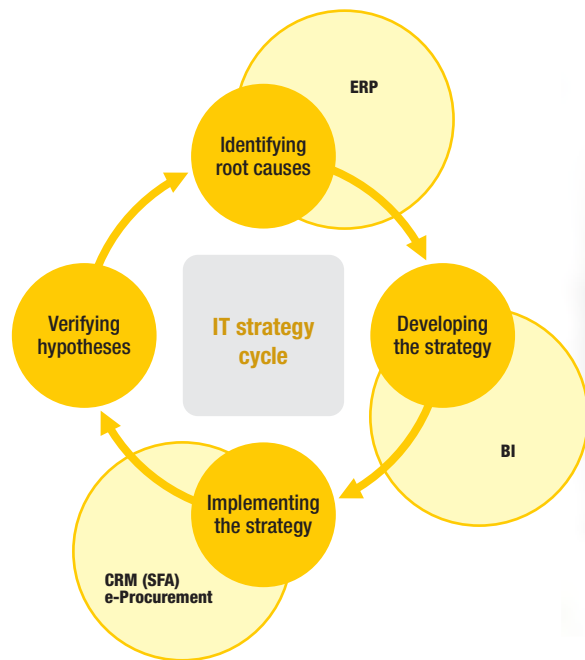
Business process reengineering consulting

We effectively employ IT to analyze problems in current business operations, identify root causes and present business improvement proposals. We then provide consistent service from fit/gap analysis and system construction to management and maintenance.

● **Business process reengineering consulting**

Consulting by OTSUKA CORPORATION

One month	Two months	Three months	Four months	Five months	N months
Business process reengineering consulting			Fit/gap analysis		• Both consultants and system engineers are staff of OTSUKA CORPORATION • Carry out fit/gap analysis and reduce rework manhours
		Consultants		System construction	Management/maintenance
				System engineers	

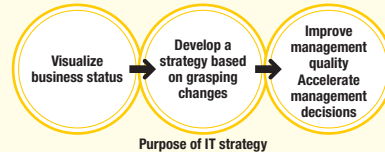| Preliminary survey | Business process survey, slippage analysis | Review | Development of minutes | Identification and aggregation of problems and structured analysis | Determination of direction for improvement | Presentation of desired business model and performance management index followed by an interim reporting meeting | Presentation of new business processes, major requirement definitions and project plan followed by a final reporting meeting |

New mechanism for the swift decision-making for innovative management

The challenges of today are clear. Every company must accurately understand frontline business data to make the right decisions and create new solutions that draw upon information assets dispersed throughout the enterprise. The role of IT is widely acknowledged as essential for innovation in management, regardless of company size. We have developed and delivered a myriad of application packages for a wide range of industries and businesses as well as for ERP tasks based on our own experience in system integration. An extensive range of enterprises have also introduced our proprietary ERP package, which likewise benefits from our own revolutionary business practices.

IT strategy cycle

- ERP — Identifying root causes
- Developing the strategy
- BI — Implementing the strategy
- CRM (SFA) e-Procurement
- Verifying hypotheses

IT system integration strategy that instantaneously captures change and incorporates it into management
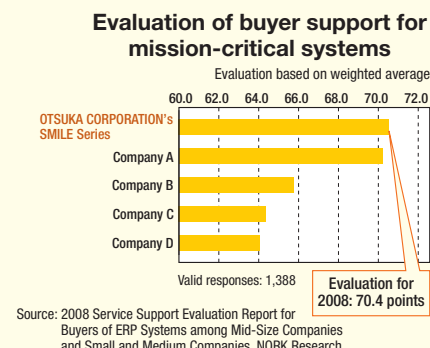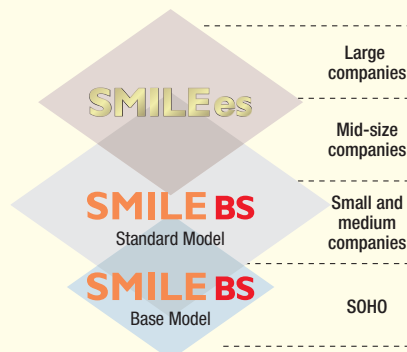
ERP provides a means for understanding a company's current condition and promptly grasping the factors that impact revenue. A new IT strategy that addresses management challenges is required to effectively utilize a company's limited resources to achieve total optimization and drive revenue growth. Our system integration services enable our customers to achieve their business objectives.

Visualize business status → Develop a strategy based on grasping changes → Improve management quality Accelerate management decisions

Purpose of IT strategy

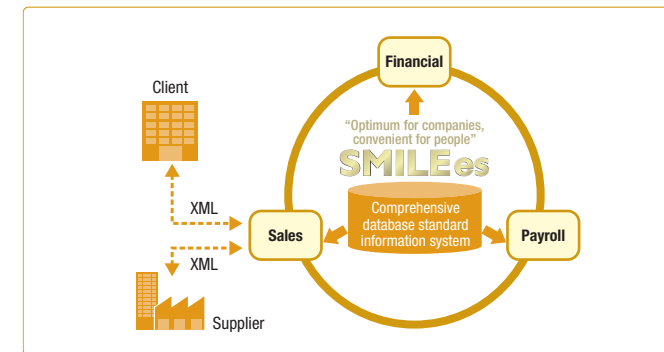## ERP (Enterprise Resource Planning), a solution that visualizes business conditions

Integrated mission-critical operations system "SMILE Series"

This cutting-edge ERP system takes into account unique Japanese business customs and industry characteristics. Since first introduced in the days of the office computer, the series has continued to evolve by reflecting customer needs and incorporating the latest technologies. Select either the "SMILE BS Series" or "SMILEes Series" for your specific type and scale of corporate operations.

SMILEes — Large companies
SMILE BS Standard Model — Mid-size companies / Small and medium companies
SMILE BS Base Model — SOHO

Evaluation of buyer support for mission-critical systems

Evaluation based on weighted average

	60.0 62.0 64.0 66.0 68.0 70.0 72.0
OTSUKA CORPORATION's SMILE Series	
Company A	
Company B	
Company C	
Company D	

Valid responses: 1,388

Evaluation for 2008: 70.4 points

Source: 2008 Service Support Evaluation Report for Buyers of ERP Systems among Mid-Size Companies and Small and Medium Companies, NORK Research

SMILEes

Released in March 2009 for mid- and large-scale companies, SMILEes offers outstanding expansion options for premier SMILE Series products as well as the flexibility companies need for an ever-changing business environment and organization. It features enhanced external interfaces for seamless information workflow among organizations and operations as well as between companies; fully compatible with eValue NS integrated groupware.

Client
Financial
"Optimum for companies, convenient for people"
SMILEes
XML — Sales — Comprehensive database standard information system — Payroll
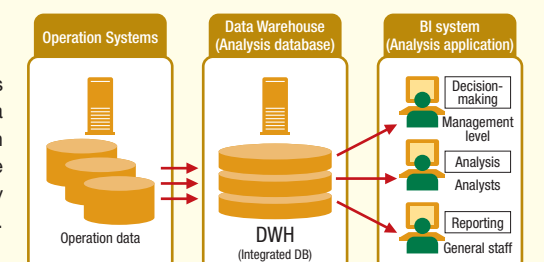XML
Supplier

SMILE BS

This ERP system has been continually updated since its release in 1979 for unmatched expandability and flexibility. At core of mission-critical operations such as sales, finance, payroll, and CTI, it facilitates rapid processing of business operations and timely management decisions, with full consideration for security to deliver worry-free use.

Finance
Sales — SMILE BS — Payroll
CTI
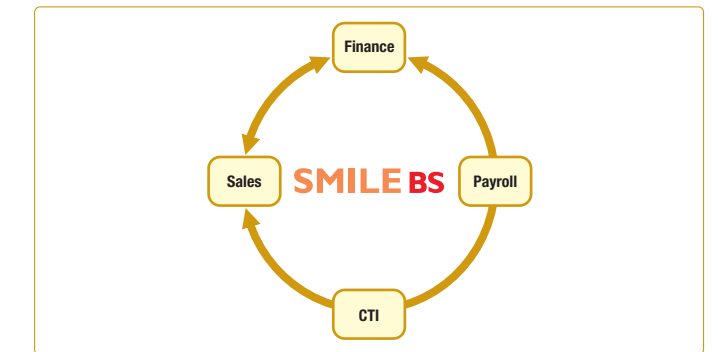
Solutions for grasping changes and strategy development

Business Intelligence (BI) Data Warehouse (DWH)

Our Business Intelligence (BI) solution supports ongoing growth in corporate earnings with fast, accurate decision-making by effectively utilizing the comprehensive data warehouse (DWH) a client company has accumulated. It facilitates judgment based on facts that are derived from multifaceted analysis rather than only relying on experience and intuition. OnLine Analytical Processing allows you to accurately grasp rapidly changing environmental factors so your company can seize every business opportunity. We provide solutions for a broad range of needs, regardless of business scale.

Operation Systems — Data Warehouse (Analysis database) — BI system (Analysis application)
Decision-making — Management level
Analysis — Analysts
Reporting — General staff
Operation data — DWH (Integrated DB)

Solutions for strategy implementation

Enhancing business relations

CRM (Customer Relationship Management) SFA (Sales Force Automation)

We provide CRM and SFA to help build enduring relationships of trust and enhance customer loyalty through product and service value and thereby establish a highly profitable style of business.

Optimizing procurement and purchasing

e-Procurement "tanomail plus"

We provide our customers with practical solutions based on our own wealth of BtoB experience and know-how through our in-house operation of "tanomail," a specialized site for ordering office supplies.

Incorporating a solid track record and rich expertise in systems

### Applicable to a wide range of industries

We provide the optimum solutions for each business field.

Wide array of industry applications

Manufacturing industry
▶ Processing, assembling, food manufacturing, CAD products and solutions

Apparel and Jewelry industry
▶ SPA manufacturing, wholesale, retail

Materials industry
▶ Paper wholesale, building materials and wood and standard dimensions, steel and nonferrous metals

Public organizations and Trade associations
▶ Public-interest corporations, incorporated foundations, special public corporations

Publishing and Printing industry
▶ Publishing and Printing

Food industry
▶ Wholesale seafood, fresh food, meat

Service industry
▶ Restaurants, courier and warehousing business, real estate, placement, maintenance, advertising agencies

Local governments, Government-supported organizations and Schools
▶ Local governments, government-supported organizations and schools

Construction industry
▶ Construction, equipment, civil engineering, CAD products and solutions

Retailing and Merchandising industry
▶ Retailing and Merchandising

Medical care, welfare and nursing care organizations, etc.
▶ Hospitals and clinics, health check facilities, nursing care, medical care
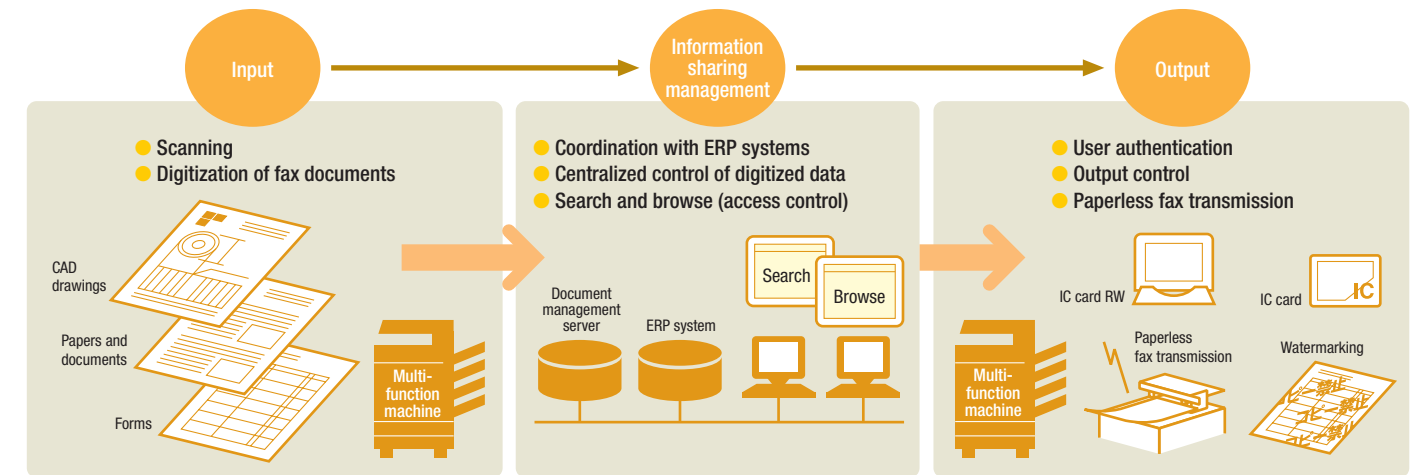
A revolution in document management and workflow that digitizes office data for comprehensive control and compliance

Scattered bits of information tend to accumulate throughout every office. Digitizing documents produces substantial advantages in terms of centralized management and frontline utilization. Multifunction machines typically used for copying can provide a gateway to strategic document management. Digitized messages, previously stacked on desks, can create a document trail of management decisions. Improve results by linking information with mission-critical operations systems to facilitate interdepartmental communication. We provide the innovations for office document management.

Corporate information system

- Document management
- Workflow
- Portal
- Scheduler
- Communication
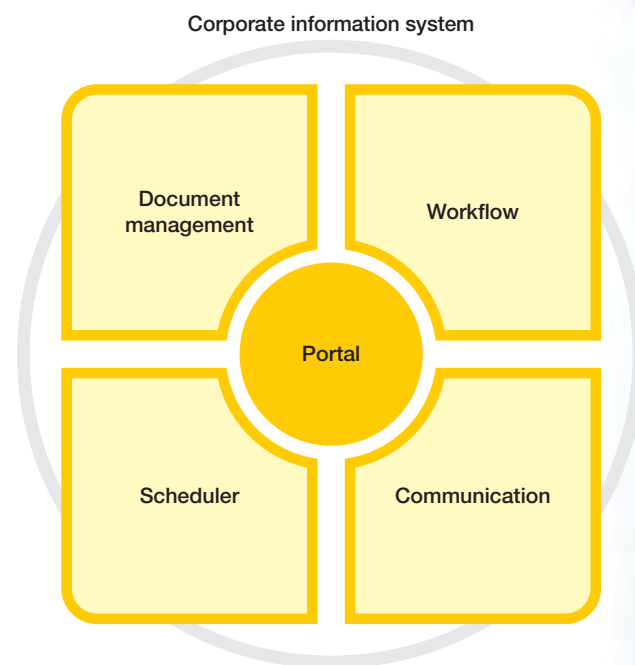
Reforming office document work

Multifunction machines are attracting attention as IT equipment at the heart of the office. Improved input/output functions for documents and data significantly enhance coordination with the corporate network server and PCs, thereby expanding the range and possibilities of multifunction machines. We support the reform of office document work for the simpler, easier, and more efficient use of multifunction machines.

Input

- Scanning
- Digitization of fax documents

CAD drawings

Papers and documents

Forms

Multi-function machine

Information sharing management

- Coordination with ERP systems
- Centralized control of digitized data
- Search and browse (access control)

Document management server

ERP system

Search

Browse

Output

- User authentication
- Output control
- Paperless fax transmission

Multi-function machine

IC card RW

IC card

IC

Paperless fax transmission

Watermarking

DB-DocLink: Coordinating multifunction machines with ERP systems

DB-DocLink enables the use of digital multifunction machines as input terminals in an integrated ERP system. For example, customer management requires drawings and paper documents such as contracts as well as text documents. You can easily associate these items with the customer database by simply following the touch panel guide on a multifunction machine when you scan them. Complete centralization of information improves data entry and filing efficiency while reducing operation costs including storage space. Various libraries are also available according to the type of business and operation.

Information sharing solutions with design department

A major requirement for document management in the manufacturing or construction industry is the ability to exchange CAD data. While sharing CAD data with customers is essential, ongoing access to drawings for related internal departments, including production, production control, maintenance and marketing, makes fully optimized operation possible. A CAD viewer enables drawings to be shared and printed including references and annotations without having to install a dedicated CAD application on individual PCs.

Integrated groupware—Coordinating and integrating information with eValue NS

eValue NS features a single, common infrastructure portal for coordinating document management, workflow, scheduler, and communication. This all-in-one product boosts the efficiency of information access and supports all the functions required for a corporate groupware solution.

Document management

Knowledge systemization and sharing is achieved by digitizing printed documents using multifunction printers, retrieving knowledge through advanced search functions and efficiently managing ISO documents.

Workflow

While digitizing business operations, this system supports process standardization in accordance with internal controls through simple route management that incorporates approval authorization routes and operational rules into application forms.

Scheduler

Beyond daily schedule management, this software supports schedule registration, including destination management, facility reservations, reception duties and meeting logistics.

Communication

Various functions encourage active communication, from secure information dissemination to rapid information gathering and easily delivered in-house training.
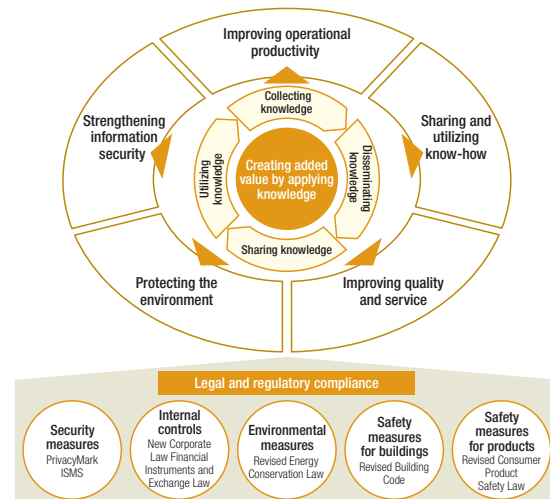
eValue NS

PORTAL
- Workflow
- Document Management
- Scheduler
- Communication
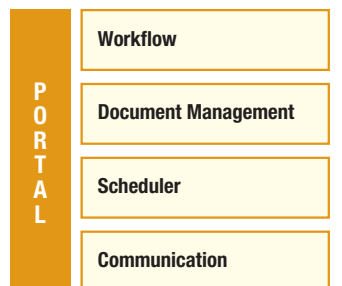
Document Solution ODS21

ODS21 (Otsuka Document Solutions 21 for open knowledge offices)

ODS 21
Otsuka Document Solutions 21
for open knowledge office

Our ODS21 document management system helps customers construct a shared knowledge base for strengthening their internal environment. We offer total support, from consultation, training and management to determining the impact of introducing the ideal document management systems for sharing and utilizing expertise, managing and applying ISO documentation, managing documents in accordance with the Electronic Document Law and establishing internal controls as well as improving operational productivity.

Improving operational productivity

Collecting knowledge

Sharing and utilizing know-how

Strengthening information security

Creating added value by applying knowledge

Disseminating knowledge

Utilizing knowledge

Protecting the environment

Improving quality and service

Sharing knowledge

Legal and regulatory compliance

Security measures
PrivacyMark
ISMS

Internal controls
New Corporate Law Financial Instruments and Exchange Law

Environmental measures
Revised Energy Conservation Law

Safety measures for buildings
Revised Building Code

Safety measures for products
Revised Consumer Product Safety Law

Solutions for obtaining ISO certification

Although ISO 9001 and ISO 14001 in general define standard specifications for quality management and environmental management, respectively, individual industries have unique operations that produce subtle differences. International standards exist for specific industries, such as ISO 13485 for the medical equipment industry and ISO/TS 16949 for the automobile industry. OTSUKA CORPORATION offers total support from acquisition to maintenance of ISO certification, including knowledgeable industry-specific consulting services, employee training (e-learning), digitization of ISO records, information leakage and illegal copying prevention, green purchasing "tanomail" and ISO document management.
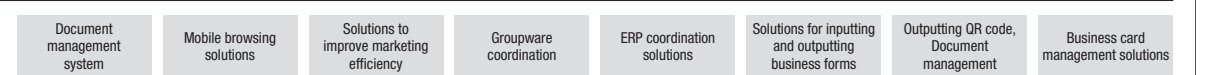
MFP Solutions

The MFP Coordination Solutions Partner Group creates solutions that integrate systems and imaging devices for diverse customer needs. Boasting a thorough knowledge of business types and operations with specific strengths in their respective fields, these companies work in concert to seamlessly coordinate MFPs and mission-critical systems.

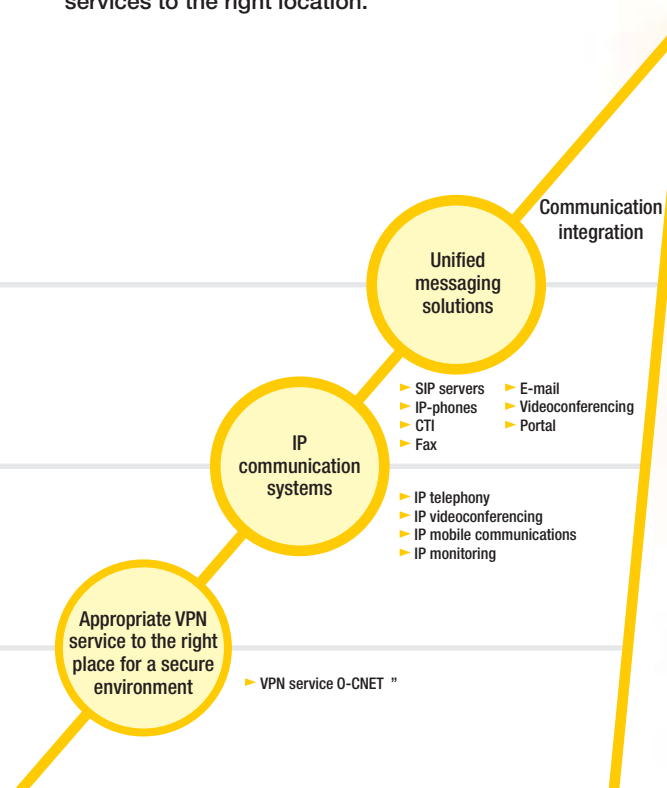MFP: Multi-Function Printers combine print, scan, fax, and copy functions.

Cybozu, Inc.
HyperGEAR, Inc.
JFE Systems, Inc.
Media Drive Corporation
NEC Magnus Communications, Ltd.
OSK Co., Ltd.
Otsuka Corporation
Ricoh Company, Ltd.
SIOS Technologies, Inc.
WingArc Technologies Inc.   (in alphabetical order)

Providing solutions that effectively coordinate MFPs with systems

| Document management system | Mobile browsing solutions | Solutions to improve marketing efficiency | Groupware coordination | ERP coordination solutions | Solutions for inputting and outputting business forms | Outputting QR code, Document management | Business card management solutions |

Connect, discuss and exchange everything related to business over a highly capable network, anywhere, anytime

Virtually every form of business communication—images and audio files as well as e-mail—can be readily distributed over a network. We conduct a companywide analysis of phone and networking lines, including business routers and hubs, selecting from a wide array of service options to configure an innovative, fully integrated IP business environment that delivers just the right services to the right location.

Communication integration

Unified messaging solutions

IP communication systems
- ▶ SIP servers
- ▶ IP-phones
- ▶ CTI
- ▶ Fax
- ▶ E-mail
- ▶ Videoconferencing
- ▶ Portal

- ▶ IP telephony
- ▶ IP videoconferencing
- ▶ IP mobile communications
- ▶ IP monitoring

Appropriate VPN service to the right place for a secure environment
- ▶ VPN service O-CNET ®

O-CNET (Otsuka Communication NET) VPN Service

Communication networks provide the major arteries for corporate information as a critical infrastructure supporting the utilization of IT. O-CNET, a VPN service provided by OTSUKA CORPORATION, delivers the optimal network based on meticulous network consultation tailored to the specific environment and demands of each customer.

O-CNET Ether VPN
Perfectly suited for flexible network construction as it can be adapted to various protocols for internal LANs—IP, SNA, IPX, and Apple Talk.
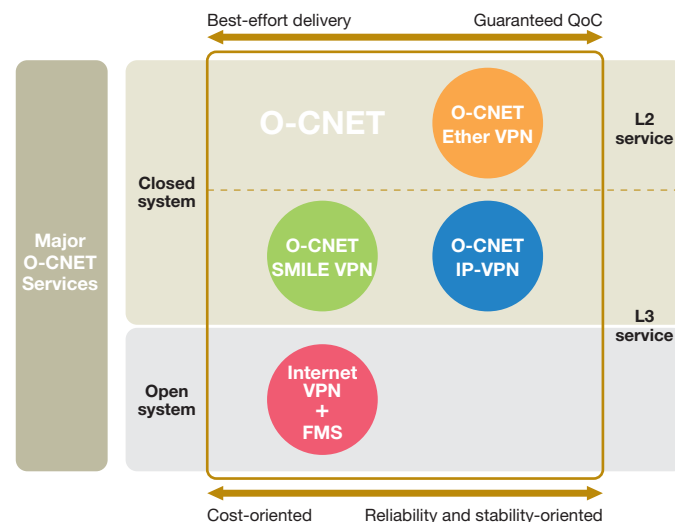
O-CNET IP-VPN
Superior quality and security make this service ideal for mission-critical ERP data communication networks.

O-CNET SMILE VPN
This VPN service meets the demand for ensuring security at low cost and is the best option for branch data communication networks.

Internet VPN + FMS
Use of an economical Internet network makes this the best possible solution for cost-effective network construction. Telecommunication equipment operation and management can be outsourced.

Best-effort delivery | Guaranteed QoC

Closed system

| Major O-CNET Services | O-CNET | O-CNET Ether VPN | L2 service |
| O-CNET SMILE VPN | O-CNET IP-VPN | L3 service |

Open system | Internet VPN + FMS

Cost-oriented | Reliability and stability-oriented

IP communication systems

We offer an innovative approach to communication that integrates data from ERP and information systems as well as image and audio data through a secure, broadband communication network. This system integration service, taking advantage of the latest technologies, will be provided to customers along with communication network construction as a one-stop service.

IP telephony system
An IP network based on VoIP (Voice over IP) technology not only reduces communication costs but also speeds up telephone response and enhances customer service.

IP mobile communications system
Linking evolving mobile terminals such as mobile phones and PDAs with information systems such as groupware realizes a highly mobile work style.

IP videoconferencing system
Reduced communication costs and improved image and audio data quality through broadband networks energize internal communications and significantly boosts productivity.

IP monitoring system
The system is suitable for a variety of purposes; it facilitates a real-time understanding of the status of remote locations while simultaneously recording images.

Mobile solutions

Mobile solutions centered on mobile phones expand the range and improve the responsiveness, convenience and efficiency of customer business communication.

Mobile Centrex
A mobile terminal serves as a wireless LAN-based extension phone inside the office while also functioning as mobile phone outside the office. Mobile Centrex improves operational efficiency by providing an external presence with the use of groupware and reduces call charges and wiring/operational costs in the event of a change in office layout.

GISpool map information
This GIS system* allows casual use of ASP map data. It creates a visual representation of existing customer or geographic data related to customer/property information on a map, thereby supporting sophisticated decisions through analysis and search functions.

* GIS: Geographic Information System

● **GPS mobile solutions**
For pickup and delivery services, vehicle dispatching, traffic control, route sales, door-to-door sales, nursing care, repair and maintenance, etc.

Security management
Mobile phones are always vulnerable to loss or theft. In worst-case situations, data stored in a lost or stolen phone can be remotely deleted to prevent the leakage of personal or confidential information.

Portal and groupware linkage
Access portals and groupware through your mobile terminal, including cell phones, to search for users or facilities or coordinate calendars and reservations. Mobile access to groupware significantly expands the range of communication.

Personal authentication (Mobile FeliCa)
We use FeliCa, an IC chip mounted in a mobile phone, to provide identification functions for various employee authentication applications, including employee attendance management, room entry and departure and PC login.

Security management

GISpool map information

Portal and groupware linkage

Mobile Centrex

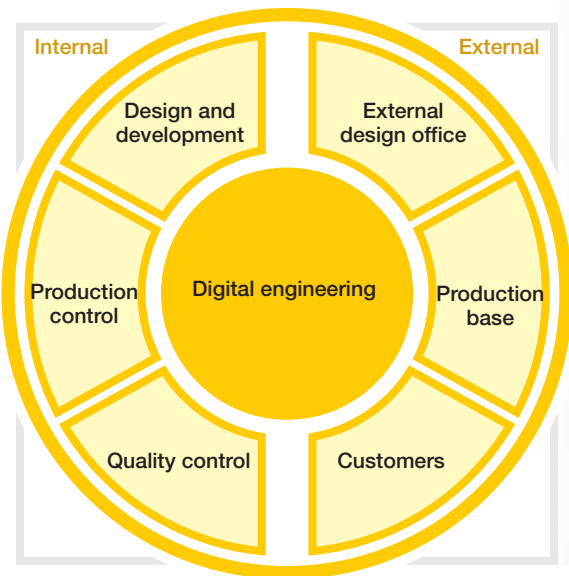**Personal authentication**

Mobile solutions

Unified messaging solutions for integrated communication

Unified messaging integrates the management of telephone messages (mainly voice and fax) and computer messages received by e-mail or groupware for use through client PCs. The result is a faster response time, since incoming e-mail or voice mail can be directly routed to your mobile phone while out of the office, eliminating the inefficiencies of conventional office message handling systems while also raising the level of customer service.

Computer message
- E-mail
- Groupware
- Applications

Unified messaging solutions

Telephone message
- Voice
- Fax
- Images
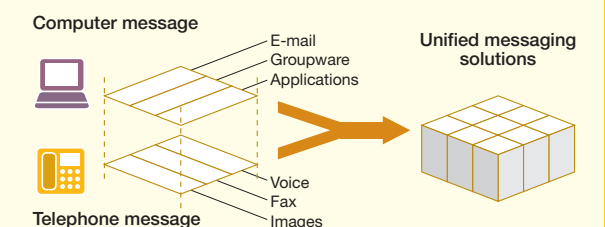
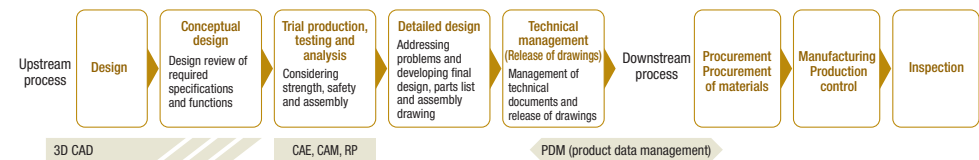# Leading-edge manufacturing solutions for total optimization

Production facilities in the manufacturing or construction industry must demonstrate ongoing productivity improvements across engineering processes through inter-departmental collaboration and efficient data coordination. We examine the potential optimization of entire operations and provide powerful backup for customer system management, starting with the design and development stages, and incorporating the coordination of mission-critical tasks, inter-enterprise collaboration, and the provision of CAD and analysis software to a wide range of services such as ASP and outsourcing.

Internal / External

- Design and development
- External design office
- Digital engineering
- Production control
- Production base
- Quality control
- Customers

Manufacturing industry

The Japanese manufacturing industry, which is rapidly transforming into the R&D center of the world, must consistently deliver the highest possible quality by applying a QCD approach. At the same time, it must harmonize good design and functionality as well as high-mix, low-volume production to meet customer needs, while shortening the lead time for product development. OTSUKA CORPORATION provides the systems and management support for optimizing operations to undertake these tasks.

■ Manufacturing industry workflow

Upstream process → Design → Conceptual design (Design review of required specifications and functions) → Trial production, testing and analysis (Considering strength, safety and assembly) → Detailed design (Addressing problems and developing final design, parts list and assembly drawing) → Technical management (Release of drawings) (Management of technical documents and release of drawings) → Downstream process → Procurement Procurement of materials → Manufacturing Production control → Inspection

3D CAD | CAE, CAM, RP | PDM (product data management)

Portal: http://www.cadjapan.com

Design

Product concept, image and policy take concrete shape at the planning stage to allow designers to apply their creativity in producing a design with flexibility. Data delivery to 3D CAD achieves a reduction in both development stages and development period.

3D CAD

Eliminates prototyping loss and reworking inefficiencies by screening out design structure discrepancies and errors at the design review stage. In addition, communication between designers and clients is dramatically improved since the design can be confirmed in an easy-to-read and intelligible form that is readily understood.
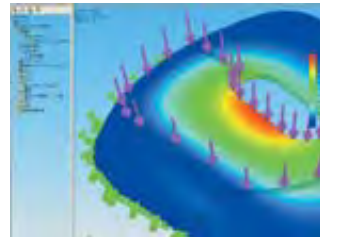
CAM

Contributes to the rapid creation of complicated dies by supporting die design and production as well as sheet plate production through effective utilization of CAD data.
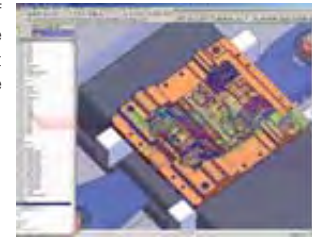
CAE

Upstream analysis prevents problems and design changes downstream; thin-wall processing for materials and simulations to assist checking prior to the manufacturing stage.

Rapid Prototyping: RP

Reduces development time by quickly creating prototypes based on design shape information; 3D printer automatically creates mock-ups based on 3D CAD data, substantially reducing time and costs for prototyping.
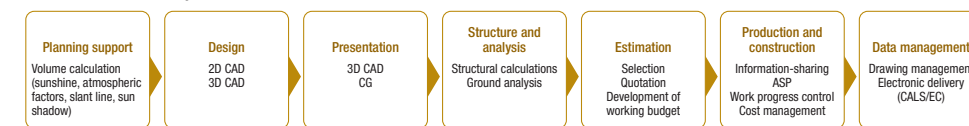
PDM (Product Data Management)

A design information management tool for increasing design productivity by enabling 3D and 2D CAD linking functions. PDM supports sophisticated design information management through encouraging team design, parts sharing and product quality assurance through the coordinated management of registered CAD data and component information (E-BOM).
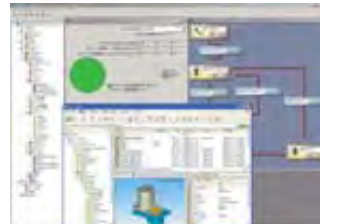
Construction industry

The use of 3D CAD in the construction industry has facilitated consensus building and improved the efficiency of the design process. In this context, the ability to respond to CALS/EC including electronic delivery is essential. OTSUKA CORPORATION provides systems for optimizing these operations and supporting their management.

■ Construction industry workflow

Planning support	Design	Presentation	Structure and analysis	Estimation	Production and construction	Data management
Volume calculation (sunshine, atmospheric factors, slant line, sun shadow)	2D CAD 3D CAD	3D CAD CG	Structural calculations Ground analysis	Selection Quotation Development of working budget	Information-sharing ASP Work progress control Cost management	Drawing management Electronic delivery (CALS/EC)

Portal: http://www.cadjapan.com

Planning support

We support design operations from the planning stage, including building volume analysis, certification applications, materials for public hearings and development of sky diagrams.
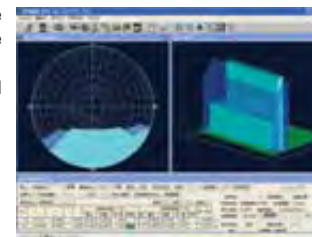
Design and analysis

We provide comprehensive system proposals and support for design operations from various design products such as architectural design, structural design, equipment design and engineering design to measurement, GIS and system interfaces with analysis software.

Streamlining production and construction

We provide various ASP services for streamlining construction work by arranging for our customers to view the same information on their computer monitors via the Internet and by sharing construction site progress with the various clients and construction staff.

CALS/EC

We provide solutions that comprehensively support midsize and small and medium construction businesses in their CALS/EC efforts. These solutions also facilitate digitization in accordance with the CALS/EC action program and the CALS/EC local deployment action program advocated by the Japanese Ministry of Land, Infrastructure and Transport.

Outstanding sales performance of OTSUKA CORPORATION's CAD software

Our engineers, who are experts in CAD software and well-versed in actual business operations, are able to thoroughly respond to your requests, including the creation of environments and commissioned development. You can confidently call upon OTSUKA CORPORATION, with its wealth of expert knowledge in each related field, as one of the premier companies for introducing CAD software in the domestic market.
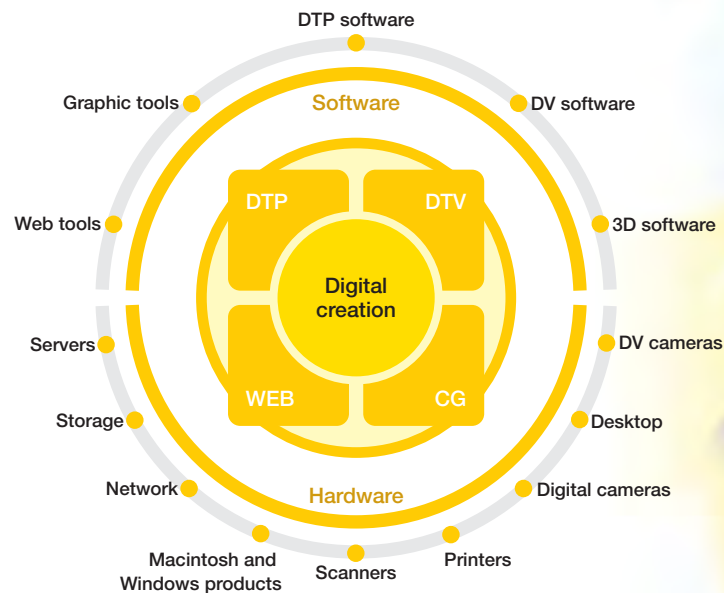
SolidWorks No. 1 sales performance in the world
2010 survey by SolidWorks Corporation

Autodesk No. 1 sales performance in Japan
2010 survey by Autodesk, Inc.

The speed and quality of professional creators throughout the office

Images and sounds beyond text-only data are instantaneously transmitted over the Internet. A fully digital workplace can support revolutionary business operations from concept to final deliverables, including prints and videos. This requires the speed and quality of digital technologies. OTSUKA CORPORATION offers the total integration of applications and data on multiple platforms as well as comprehensive support for streamlining an entire creative office in close coordination with various specialized vendors.

Software
- DTP software
- Graphic tools
- DV software
- Web tools
- 3D software

Digital creation
- DTP
- DTV
- WEB
- CG

Hardware
- Servers
- DV cameras
- Storage
- Desktop
- Network
- Digital cameras
- Macintosh and Windows products
- Scanners
- Printers

● Creative solutions

DTP (Desktop Publishing)

Triggered by the rise of DTP, digitization has rapidly spread into the creative, publishing, advertising and print industries. OTSUKA CORPORATION addresses current DTP issues such as data exchange, speed and improved quality to support content publishing.

■ DTP workflow

Planning	Production	Prepress
Development of a rough outline	Text, photos, illustrations, charts, design layout	Full-digital prepress (up to plate)

Software

We offer a large variety of DTP software featuring Adobe Systems.

● Related products
- Integrated product ········ Adobe Creative Suite
- Photo software ··············· Adobe Photoshop
- Drawing software ··········· Adobe Illustrator
- Layout software ············· Adobe InDesign and QuarkXPress
- Fonts ································· Morisawa font, Fontworks fonts
- Other licenses

Digital Asset Management

Digitization dramatically increases the volume of data used in creative work. Managing this data requires a file management system that can handle diverse formats, including image files unique to the design process, such as EPS, Illustrator and digital camera RAW data. OTSUKA CORPORATION supports the creation of an environment for utilizing and sharing information to improve productivity and ensure the confidentiality of creative work.

Image formats
BMP/EPS/GIF JPEG/JPEG2000 PICT/PNG/PSD and others

Audio and video formats

Document formats
InDesign/PDF PSD/AI TXT/PPT

Digital camera RAW format
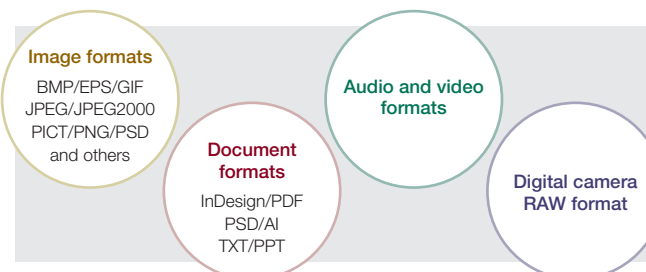
Disseminating updates

We provide information on the leading-edge trends in the creative world through regular seminars, the information magazine, *Ringo Tsushin*, and podcasting "Apple CLIP" in collaboration with related vendors such as Apple and Adobe Systems.

DTV (Desktop Video)

The progress of cross-media production, such as movie distribution on the Web, is driving a transformation in production tools and environment as well. OTSUKA CORPORATION proposes systems that best suit the customer deriving from a close cooperation with vendors.

■ DTV workflow

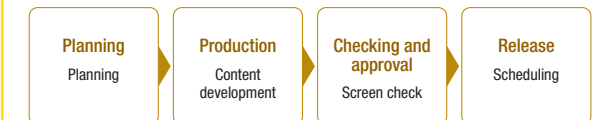| Planning	Shooting	Production	Delivery
Discussion and scenarios	Material	Importing Nonlinear editing	Final output Packaged delivery

DTV solutions

We offer an extensive selection of configurations, within your given budget, including peripheral equipment that supports HDV, a leading-edge image format, and a system for uncompressed HD to deliver the best quality.
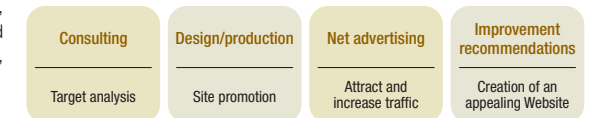
Website construction

Websites have become indispensable for introducing companies, sharing information internally and expanding business opportunities. OTSUKA CORPORATION not only provides simple tools and full-scale Website development but also offers multi-dimensional solutions for specific customer situations, from setting up the environment to planning, design, analysis and recommended usage.

■ Website construction workflow

| Planning	Production	Checking and approval	Release
Planning	Content development	Screen check	Scheduling

Support for constructing business Websites

We offer total support, including the set-up for launching a site, system construction, site design, planning, content development, training, site management consultation, outsourced management, maintenance, utilization solutions, traffic building strategies, access log analysis, evaluation of effectiveness, and renovation planning—all to ensure the desired impact.

Consulting	Design/production	Net advertising	Improvement recommendations
Target analysis	Site promotion	Attract and increase traffic	Creation of an appealing Website

● IT support

Multi-platform compatibility

DTP environments formerly limited to the Macintosh platform are now also established under the Windows operating systems, allowing cross-system management. We recommend the ideal IT investment for multi-platform environments.

OS9 | OSX
Macintosh
Windows XP | Windows VISTA
**Windows**
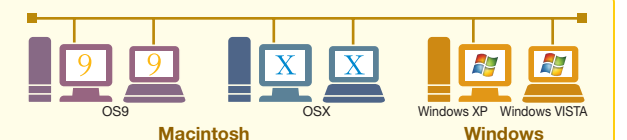
Apple solutions

We choose Mac OS-compatible applications and hardware from an extensive selection for the optimal creative work environment. We specifically focus on Mac OS X Server environments, security for Mac clients, and large-scale education deployments.

Proposing solutions

As an authorized reseller, we recommend solutions based on Apple products and serve as a sales partner. We are steadily advancing with our proposal-oriented business in concert with Apple, related makers and system integrators.
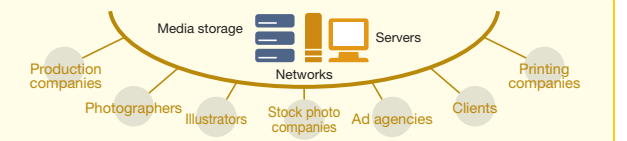
Numerous Apple certifications

As an authorized Apple Service Provider, we can offer services from assisting in system construction to maintenance support. We are able to fulfill customer expectations as a team of professionals including Apple Certified Technical Coordinators (ACTC) and Apple Certified System Administrators (ACSA).
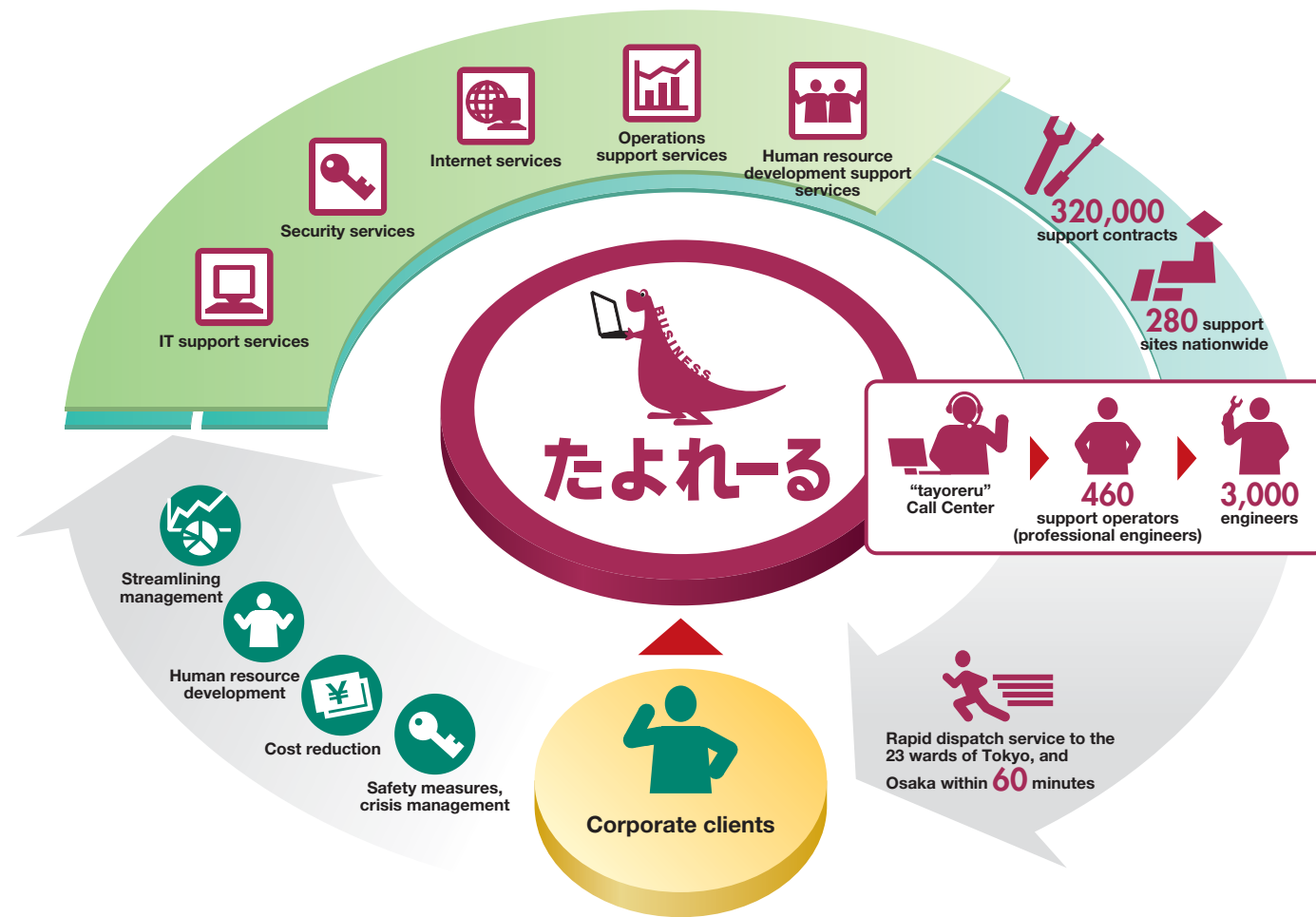
 Certified System Administrator
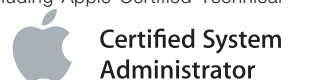
Server and network infrastructure

Operating in a fully digitized environment of DTP and DTV requires highly reliable servers and, above all else, stable system operation, such as redundant storage and data security. A robust broadband network is also necessary to support cooperation with business partners. OTSUKA CORPORATION is a "one-stop" provider of the optimum IT infrastructure for every customer.

Media storage | Servers
Networks
Production companies | Printing companies
Photographers | Illustrators | Stock photo companies | Ad agencies | Clients

One reliable point of contact, available anytime, for delivering a wide array of services & support

We pioneered comprehensive, one-stop support systems compatible with a multi-vendor/multi-field concept and have been delivering this service to customers nationwide. As new IT capabilities are finding their way into office operations, we have continued to add new services and support options to keep pace with changing times and increasingly sophisticated customer needs, such as requests for remote support via the Internet, as well as greater security. We have been deploying the "tayoreru" brand, a service and support system for one-stop response that is both intuitive and convenient for customers. Since the founding of the company, our customers have known that the security they want is just a phone call away. Our comprehensive one-stop support encompasses diverse corporate operations beyond the deployment of IT functions.

Support system

"tayoreru" Management Service Center

In addition to being a high-quality data center service, it offers one-stop support, 24 hours a day, year-round, from managing IT environments to out-sourcing and ASP/BPO services. Specialized engineers provide worry-free services.

International certification for information security and IT service management

"tayoreru" Management Service Center delivers thorough security management and stable, high-quality service.

"tayoreru" Call Center

Here under one roof is a data recovery center as well as technical teams specializing in MFP, Fax, PC, CAD and business software to support departments in such areas as out-sourcing services for license management and asset management. Customer problems nationwide are handled quickly and reliably.

Support operators (specialized engineers)	**460**
Dedicated phone lines	**250**
Number of support calls handled per month	**100,000**

International standard for the support industry
First Certified HDI Support in Japan

In 2003, our "tayoreru" Call Center became the first in Japan to obtain HDI Support Center Certification from the HDI (Help Desk Institute), the world's largest international organization for the support service industry.

Telephone support

A call center dedicated to the support of "tayoreru" members. Now, when we receive a customer's call, our CTI system displays the caller's contract and inquiry history, enabling the prompt resolution of customer problems while being able to view customer data.

Onsite support

When onsite support is required to solve a customer's problem, a specialized engineer is sent from the nearest of our 280 support sites located across the country. We provide prompt, integrated service through the linkage of our advanced support system and mobile terminals.

○ **280** support sites across the country
○ Rapid dispatch service to the 23 wards of Tokyo, and Osaka within **60** minutes
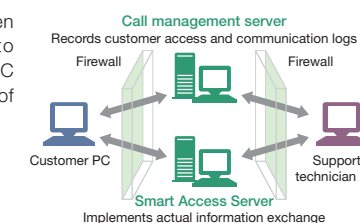○ **3,000** engineers
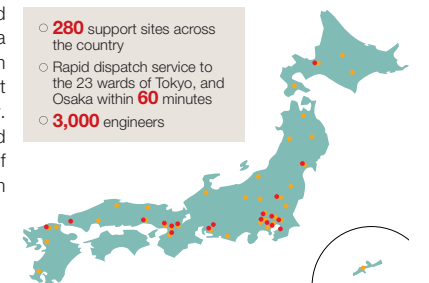
Service and support menu

Data recovery service

A service for recovering data from inoperable PCs or servers (data restoration, data recovery). We are able to deliver high-level data restoration at a rate of 94% for logical failures and 80% for physical failures in technical cooperation with Ontrack of the United States.

Remote support

Efficient remote maintenance, even through firewalls. The ability to remotely view a customer's PC screen allows visual examination of the problem for a prompt solution.

Call management server
Records customer access and communication logs
Firewall — Firewall
Customer PC — Support technician PC
Smart Access Server
Implements actual information exchange

QQ-Web

A Web-based support program accessible by customers 24 hours a day, 365 days a year, for solving problems, identifying potential areas of serious risk and obtaining solutions. Provides abundant support content, including Q&A, One Point, patch updates and security information. The site also includes a search function for users to conduct searches through a knowledge database comprising a wealth of accumulated information on past disaster responses.
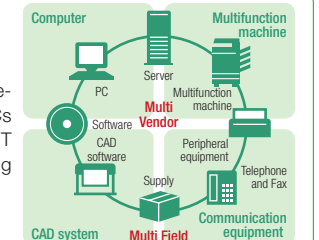
IT support—"otasukekun" lifecycle management

Handles the nitty-gritty tasks of IT management, including IT equipment management, tracking usage rates, monitoring security, tracking helpdesk tasks and planning for system upgrades. The service provides total support for multi-vendor equipment monitoring and management, operational support and recommended improvements, with full consideration of the lifecycle of equipment including PCs, servers and multifunction machines. Support includes IT asset management using stickers on each unit of equipment.

Analysis report Recommended improvement
Survey, monitoring and management
"otasukekun"
Operation and support
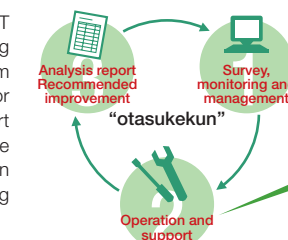
Operation and support in "otasukekun"

We support the management of servers and PCs as well as all office IT equipment including multifunction machines.

Computer, Multifunction machine, Server, PC, Multifunction machine, Software, Multi Vendor, CAD software, Peripheral equipment, Supply, Telephone and Fax, CAD system, Multi Field, Communication equipment

Circular diagram (left)

Internet services
Operations support services
Human resource development support services
Security services
IT support services
Streamlining management
Human resource development
Cost reduction
Safety measures, crisis management
Corporate clients

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320,000 support contracts
280 support sites nationwide
"tayoreru" Call Center
460 support operators (professional engineers)
3,000 engineers
Rapid dispatch service to the 23 wards of Tokyo, and Osaka within **60** minutes

"tayoreru"

This general service and support brand affords greater comfort and more nimble corporate operations under the concept of supporting diverse corporate operations. It draws upon knowledge and experience cultivated by OTSUKA CORPORATION and Group companies. Our support extends beyond IT such as ASP and ISP services to include outsourcing to improve productivity and reduce costs by reviewing customer business processes.

Optimal Internet services for focusing resources and leveraging competitiveness

Business development based on identifying a company's core competency and capitalizing on its strengths requires the optimal allocation of human, material and capital resources. Support for office operations as well as outsourcing services provided via our Internet business service, fully leverage customer resources and ensure they are used to maximum effect.

Operations support services

Office operations support and services that meet the needs of customers who want to reduce working hours, outsource entire operations or quickly achieve results. By taking advantage of various services for reducing workload, customers can focus on their core business, improve productivity and reduce costs.

Payroll operations service

Payroll operations service is an ASP service for delivering employee pay statements information via the Internet and directly depositing wages into their personal bank accounts.
Bolsters security while streamlining work processes involving payment statements and distribution duties, such as printing, envelope stuffing, and sorting.

◆ Review pay statements anywhere, anytime through a PC or mobile phone via the Internet.

◆ Improves efficiency of payroll operations and promotes a paperless workplace.

◆ Available at low prices, starting from ¥100 per person and from ¥180 per remittance charge.
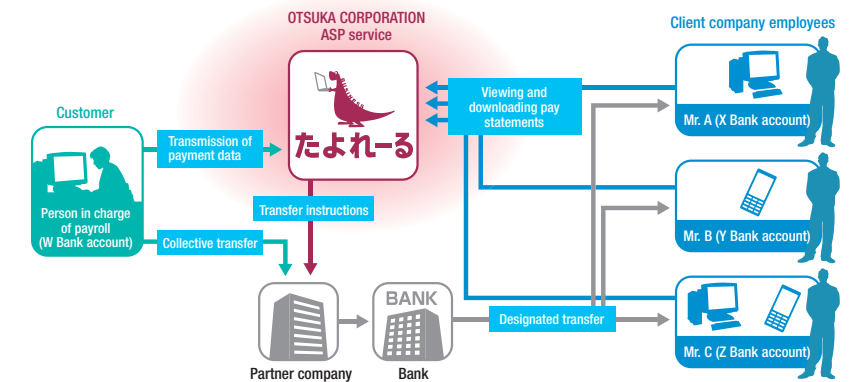
Remittance payment service

Remittance payment service is an ASP service for collective account transfer to your business partner (payment recipient) via the Internet.

◆ Offers a low price for both front-end payment and transfer fee.

◆ No monthly fixed basic fee.

◆ Only need PC and Internet environment.
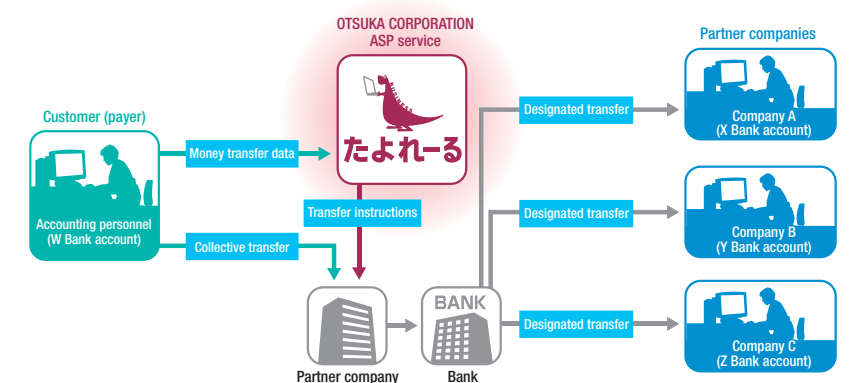
Procurement operations service: "tanomail plus"

Our "tanomail plus" is an ASP service enabling buyers to procure everything a company requires via the Internet from diverse suppliers. The service is easy, reasonably priced and reliable, utilizing the know-how cultivated through "tanomail" and our strengths as a system integrator. By ordering merchandise from multiple suppliers at one site, customers can significantly reduce processing costs.
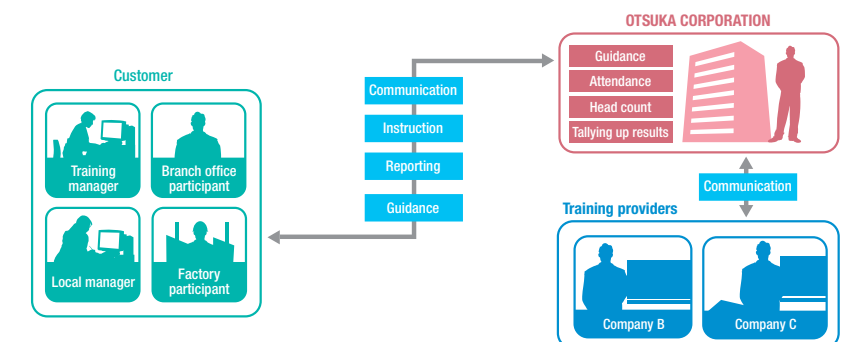
◆ Pay-as-you-go system allows customers to use the service with a sense of security.

◆ Equipped with a wealth of search and merchandise selection functions.

◆ Enables centralized management of procurement operations and purchase data.
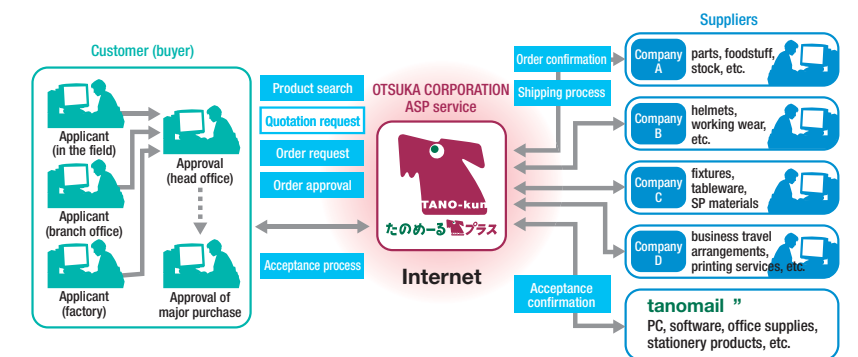
Training operations service

The training operations service handles arrangements for lecturers and facilities, the preparation of instructional materials, one-day acceptance of enrollment applications and attendance management. After the training sessions have been completed, we handle the drudgery of training management, including compilation of surveys and training histories.

◆ Advance preparation
Enrollee selection and training; guidance and arrangements for lecturers and venues

◆ Implementation
Preparation of the venue and teaching materials and reception as well as attendance confirmation, selection of lecturers and venues

◆ After implementation
Compilation of surveys and reporting, also training history management

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Internet services (sidebar diagram)
- Operations support services
  - Payroll operations service
  - Bank remittance service
  - Procurement operations service "tanomail plus"
  - Training operations service

- IT support services
- Security services
- Internet services
- Operations support services
- Human resource development support services

Internet services

Under our concept of "connect, use and apply," we provide comprehensive services, from Internet connectivity to groupware configuration and Internet shops. Robust security and a well-developed maintenance system back our customers' Internet businesses.

Connect — Internet-access service that meets the diverse needs of customers who want a constant connection to the Internet at low cost, with fast exchange of large volumes of data.

Use — Facilitates registration of domain names and e-mail addresses as well as the launching of Web sites.

Apply — Groupware ASP services for promoting communication and information exchange inside and outside the company as well as services for setting up online shops that boost sales.

α Web

◆FTTH connection service
For unlimited use of ultrahigh-speed Internet at a flat rate

◆ADSL connection service
For a pleasant Internet environment with high-speed, round-the-clock access

◆Dial-up connection service
For convenient access over existing phone lines

◆Mobile connection service
Mobile phone/PHS flat-rate service suitable for mobile access

α-Mail

Hosting service for e-mail and Websites, available at a low cost and featuring a function enabling even beginners to easily create Websites as well as an intuitive administrator's interface.

α-Mail Premier

Safe, efficient, inexpensive hosting service with essential premium functions for business and optional modules for advanced Website operation and secure e-mail management.

α-Office

ASP service that allows sharing data with affiliate companies and customers while functioning as groupware to promote internal information sharing. Also provides optional features such as workflow for the digitization of various applications and approvals for items such as business travel requests and authorization request documents.

Web de Shop

ASP service for quickly and easily setting up a full-fledged Internet shopping site at low cost with secure credit card transactions; compatible with all three major mobile carriers.
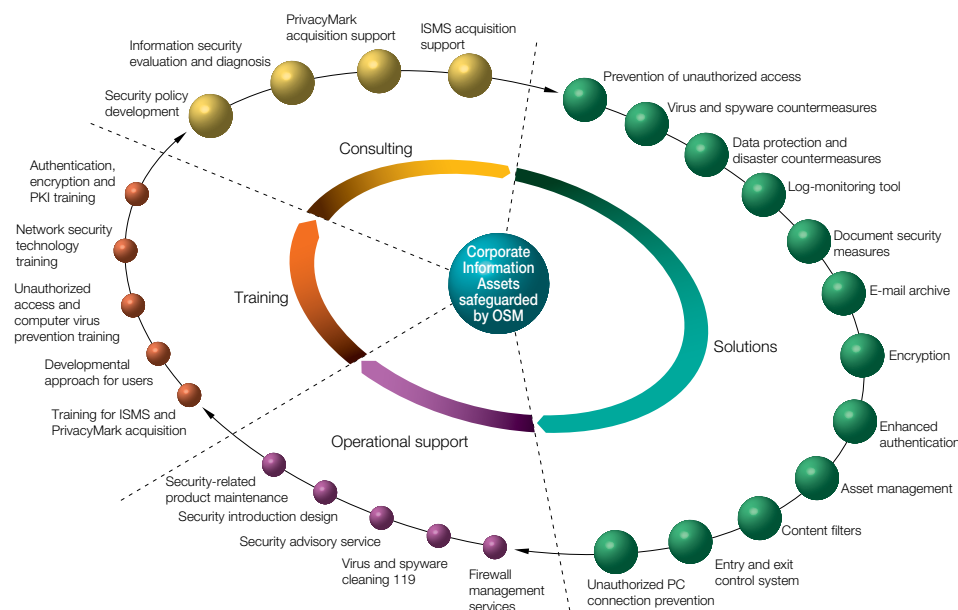
Trustworthy security that ensures the readiness of fast-paced network businesses are fully prepared

With the rapid growth in the commercial use of the Internet, security has emerged as a major concern and security-related information has become increasingly complex. No single corporation or organization can easily construct, maintain and manage, on its own, a secure environment in the face of an expanding battlefront of threats. Both facilities and information systems require comprehensive security measures, including the development of policies and guidelines as well as employee training. We provide customers with an office environment in which people can work securely at all times with a solid defense against invisible threats.

Solution STEP

- **3rd** Security measures tailored to the environment
- **2nd** Information leakage prevention
- **1st** Vital security measures

- Outsourcing
- Operational support
- Consulting
- Construction support
- Design support

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- IT support services
- Security services
- Internet services
- Operations support services
- Human resource development support services

OSM — Otsuka Security Management

Otsuka Security Management

OSM is a total security management system that supports the construction and management of a security environment in the age of Internet businesses. We provide complete support for maintaining a secure office environment and promptly respond to problems, starting from consultation on the development of a customer's information security policy to the supply of and support for firewall equipment and complete antivirus measures.

Corporate Information Assets safeguarded by OSM

Consulting:
- PrivacyMark acquisition support
- ISMS acquisition support
- Information security evaluation and diagnosis
- Security policy development

Training:
- Authentication, encryption and PKI training
- Network security technology training
- Unauthorized access and computer virus prevention training
- Developmental approach for users
- Training for ISMS and PrivacyMark acquisition

Operational support:
- Security-related product maintenance
- Security introduction design
- Security advisory service
- Virus and spyware cleaning 119
- Firewall management services
- Unauthorized PC connection prevention
- Entry and exit control system

Solutions:
- Prevention of unauthorized access
- Virus and spyware countermeasures
- Data protection and disaster countermeasures
- Log-monitoring tool
- Document security measures
- E-mail archive
- Encryption
- Enhanced authentication
- Asset management
- Content filters

- **Preventing unauthorized access**
  - Firewall management services
- **Virus countermeasures**
  - Virus and spyware countermeasures
  - One-coin security service
- **Data backup measures**
  - Data backup

Preventing unauthorized access: Firewall Management Service (FMS)

"tayoreru" Management Service Center monitors traffic 24 hours a day, year-round, through a firewall system rented to customers. And a specialized engineer remotely handles ongoing maintenance such as applying appropriate patches and compiling logs.

One-coin security service

For a monthly fee of ¥500 per client PC, anti-virus and Windows updating services are available in one set. This is a low-priced ASP security measure, thus management server installation and operation are not required, nor are updating processes.

Data backup

Even the remote possibility of losing business data, including critical data such as documents, CAD data and e-mail data, could significantly harm corporate activities. OTSUKA CORPORATION provides a complete spectrum of server and client data storage services and backup and recovery solutions.

Solution STEP 2 | Information leakage prevention

- **Technical measures**
  - Log management
  - Asset management
  - Document security measures
  - E-mail archive
  - Encryption
  - IC card authorization
  - Content filter
  - Data recovery and erasing services
- **Organizational measures**
  - PrivacyMark and ISMS-related services
  - Security policy development services
  - Security evaluation and diagnosis services
- **Personnel measures**
  - Security training
- **Physical measures**
  - Entry and exit management system

Log management

Logs, such as those generated by client and server access, create a secure trail for investigating the source of accidents as well as detecting fraudulent activity and errors at an early stage, while also providing deterrence through user alerts.

PrivacyMark acquisition support

Highly experienced consultants carefully advise customers on PrivacyMark acquisition. Extensive services are available, from consulting with customers for acquiring the PrivacyMark to a simplified service for customer-oriented acquisition.

Security for USB memory

Coding and anti-virus functions are designed to protect companies against the risks associated with USB memory sticks, which, while convenient, are subject to being lost, stolen, or infected with viruses.

Entry and exit management system

Provides safety control measures regulated under the Private Information Protection Law, from office layout design to entry and exit control of outsiders by employing entry and exit management and networked closed-circuit cameras.
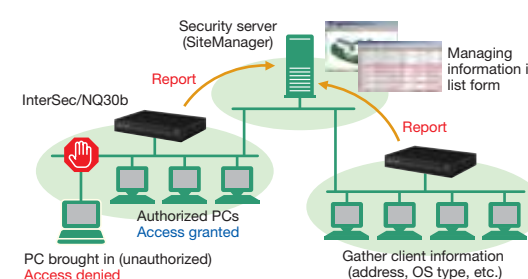
Solution STEP 3 | Security measures tailored to the environment

- **Solutions**
  - Countermeasures for open servers
  - Unauthorized PC connection measures
  - Remote access solution
  - Security holes countermeasure tool
- **Services**
  - Data restoration and deletion services
  - Business continuity management (BCM) and planning service

Preventing unauthorized PC connection

We prevent security breaches by detecting and blocking unauthorized PCs from connecting to a corporate network.

Security server (SiteManager)
Managing information in list form
Report
InterSec/NQ30b
Report
Authorized PCs Access granted
PC brought in (unauthorized) Access denied
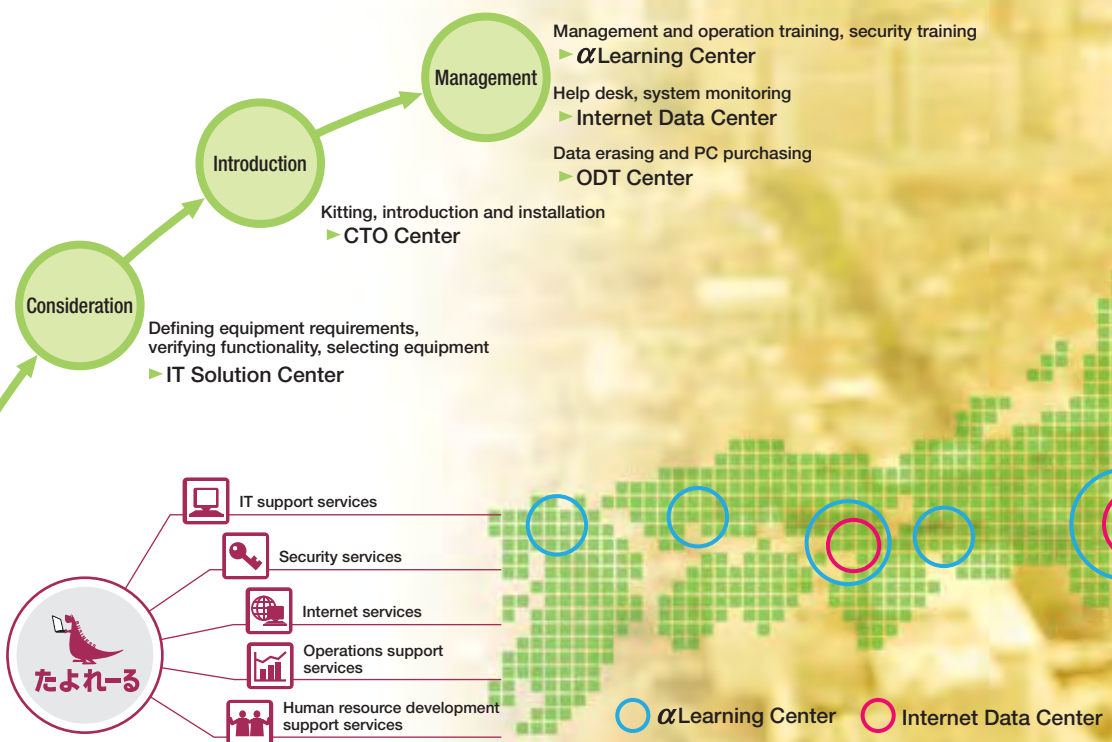Gather client information (address, OS type, etc.)

Tape storage service

Back-up tapes are stored in a remote, earthquake-resistant facility of a partner company under the most stringent security to alleviate the risk of data loss in the event of disasters such as earthquakes and fires. Vehicles with specialized locks and GPS tracking are used for collection and delivery.

High-quality services that incorporate customer requests and leverage in-house management

Our in-house services are closely aligned with each customer's system lifecycle process (design, procurement, introduction, training and operation and maintenance). We continually strive for ever-higher service quality to respond to your patronage with the best possible service and support.

Management

Management and operation training, security training
► α Learning Center

Help desk, system monitoring
► Internet Data Center

Data erasing and PC purchasing
► ODT Center

Introduction

Kitting, introduction and installation
► CTO Center

Consideration

Defining equipment requirements, verifying functionality, selecting equipment
► IT Solution Center

- IT support services
- Security services
- Internet services
- Operations support services
- Human resource development support services

たよれーる

○ α Learning Center ○ Internet Data Center

Management

◎ "tayoreru" human resource development service: School and training facility

"tayoreru" human resource development service addresses a variety of human resource training challenges.

Real school

We develop tailored training programs for each company to align human resource development with business goals, and we can quickly implement the training by customizing standard courses. We hold school classes regularly, dispatch instructors, and rent classrooms.

● **School program**

Training can be held at OTSUKA CORPORATION's schools around the country. Group training can also be held at school sites, which are rented out. In addition, training is conducted by OTSUKA CORPORATION and classroom rental can be provided.

● **Instructor dispatch program**

Instructors visit facilities designated by the customer, including corporate training centers and conference rooms.

● **Intensive multi-day training program**

Our Alpha Plaza accommodation and training facility features the latest equipment and is ideal for intensive multi-day programs, gathering trainees from around the country.

http://www.otsuka-shokai.co.jp/edu/

e-Learning

Our Web learning service allows trainees to study via the Internet and intranets, from school or home and at any place or time. It is particularly ideal for adjusting trainee levels prior to training programs as well as for training all employees.

Course menu

Various curricula are available, from PC training to IT specialist instruction as well as human resource training for enhancing business skills.

◆ Security training
◆ Personnel skills training
◆ IT skills training
  Qualification course, PC course, information technology course, CAD courses, groupware course, Web design course

◎ Data center solutions: IDC (Internet Data Center)

Internet Data Centers

Our Internet Data Centers boast robust facilities and security and provide customers with ASP and housing services with stable management. The Tokyo and Osaka centers are currently structured to flexibly respond to a wide variety of user needs.

● **Various ASP services**

Diverse ASP services including "α -mail" an e-mail-related service and "tanomail plus" for procuring all kinds of goods needed by the company from a variety of suppliers over the Internet.
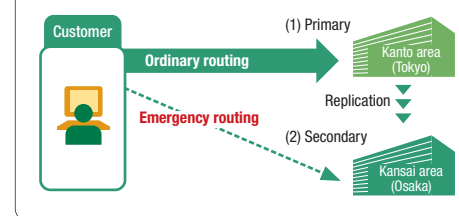
● **Housing services**

Highly-skilled staff maintain operation and control of customers' equipment, materials, and systems, 24 hours a day, 365 days a year. Outsourcing operation and control allows customers to concentrate resources on their core business.

Disaster countermeasure solutions

Our disaster countermeasure solutions utilize Data Centers as a part of the customers' business continuity measures in times of crisis. Business continuity is assured by storing data and system information on a remote server for redundancy to diversify risks.

Customer
Ordinary routing
Emergency routing
(1) Primary — Kanto area (Tokyo)
Replication
(2) Secondary — Kansai area (Osaka)

Consideration

Solution experience-oriented showrooms
IT Solution Centers

IT Solution Centers display a variety of solutions, including the latest hardware, industry and business-specific software, CAD software and videoconferencing systems. Customers can directly experience the systems that are most appropriate for their needs. In addition, customers can work with sales representatives and system engineers to identify their requirements and then view a workflow simulation.

Introduction

Kitting and installation services
CTO (Configuration to Order) Centers

Our CTO Centers inside the Tokyo and Osaka distribution centers are the largest of their kind in Japan, with a combined capacity for handling 10,000 PCs per month. Kitting is a service for mounting peripheral equipment (including third-party products) in a base model PC or printer according to the customer's order specifications. We also administer warranty cards and equipment serial numbers on behalf of customers. Our installation service collectively handles installation of business applications as well as our proprietary software.

CTO Center
Made-to-order production base established and certified according to ISO 9001 and ISO 14001 in October 1997.

ODT (Otsuka Data Terminal) Center: Data erasing and PC purchasing services

Data erasing service that addresses the risk of information leakage at the time of disposal, sellout or return of leased PCs. Boasting a sophisticated security management system, the ODT Center safely and securely erases data recorded on hard disks and includes reporting on operation logs and results. Once PC data has been erased, our PC purchasing service promotes reuse and recycling to reduce disposal costs as well as environmental burden.

◇ **One of the largest processing facilities in capacity and scale in Japan**

The center boasts an annual processing capacity of 200,000 PCs, and it tracks and manages the entire process from receiving PCs to erasing data.

Comprehensive MRO, from copy paper delivery to new business models

Our MRO service assists in the electronic procurement of daily office supplies, including stationery and OA supplies. Under our pledge to promptly meet office needs, we operate "tanomail," a general office supply shopping site, for a wide range of customers, from major corporations to individual customers. We also provide customized MRO systems for corporate use and propose a total business model, including logistics, to assist corporate customers significantly reduce procurement costs.

Customer

Speedy delivery
- Free shipping service
- Same day delivery
- Overnight delivery

Varied lineup of products
Supplying products for offices and individual customers
- OA supplies
- Stationery
- Daily supplies
- Nursing supplies
- Furniture and order-made products
- PC and peripherals

Delivery

Choosing products

Two ways to order
- Catalogue (Fax)
- Internet

Ordering

MRO (Maintenance, Repair and Operations)
Represents the purchase of miscellaneous supplies on expense accounts, such as OA and PC-related perishables, parts, stationery, and office furniture.
We help customers reduce MRO procurement costs through catalog sales and an online shopping site.

Purchase and procurement services: "tanomail"

Supports corporate purchasing and procurement to streamline internal operations and reduce costs. Procure a wide array of direct and indirect materials as well as office supplies.

Office supply procurement site
"tanomail"

This membership-based, mail-order service has proven popular for its wide selection of stationery, daily necessities, OA supplies, PC and peripheral equipment as well as its reasonable prices. About 65,000 items are offered via the Internet based on our mail-order office supply catalog. We also handle a complete range of office security and emergency supplies in addition to a wide selection of TANOSEE products, our private brand, along with environmentally sound goods. "care-tanomail" product catalog for nursing care also offers approximately 4,200 necessary items.

http://www.tanomail.com/

Shopping site for individual customers
Personal tanomail

A online site for individual customers offering a complete range of products from office supplies, PCs and peripherals to stationery, everyday items, home appliances for health and beauty, cosmetics, supplements and interior goods. We have introduced an auction system, group purchase and special prices for members and provide easy-to-use, well-developed services for handling credit card transactions, bank transfers or cash on delivery.

http://www.p-tano.com/

Office supply procurement site for large corporations
MA tanomail

A one-to-one office supply procurement site developed for major corporations. This site is equipped with a dedicated management system and incorporates functions for alleviating administrative burdens and clerical tasks such as only displaying selected essential products from all product offerings, limiting per-day orders and supporting payment for single products. Product procurement data can be downloaded into the purchaser's expense control data system.

Office supply procurement site for our clients' group companies and procurement companies
MA Procurement: TPS-SHOP

Office supply purchasing site for internal bulk procurement by our clients' group companies; supports the quick, low-cost setup and operation of customized e-commerce sites.

Logistics bases and system

Logistics centers

Our logistics are based on logistics and distribution centers deployed in strategic locations across the nation connected by a transportation network. Logistics centers have been established in Tokyo (2 locations), Osaka, Chubu and Kyushu to maintain optimal inventory at any given time and minimize risk for worse-case scenarios. In addition, an organic transportation network with distribution centers in a major metropolitan area powerfully backs sales and purchase divisions. We continually seek total optimization by introducing advanced systems and technologies.

A well-established commitment with even more contributions to come

Corporate social responsibility has steadily gained prominence in every sector. Companies are expected to consider environmental impact from a global perspective and to proactively contribute to society. Our entire company strives to positively coexist and prosper in harmony with nature and society. These efforts are slowly but surely producing significant results. We intend to actively contribute to society and preserve the environment in the 21st century through a wide variety of diverse activities that support a recycling oriented society.

Environmental preservation activities

Environmental management system at OTSUKA CORPORATION

In addition to the mid- to long-term environmental activities described in OTSUKA's Eco-Action Plan based on our companywide environmental principles and policy, we set annual goals for helping to improve the environment. Results gained from these activities are applied to our PDCA (Plan, Do, Check, Act) cycle under the EMS (Environment Management System) as the practical implementation of continuous quality improvement.

Environmental considerations at our head office building

Completed in 2003, our head office building incorporates a variety of environmental protection features. As a new energy-saving intelligent building, it demonstrates our desire to blend into the surrounding community as an environmentally advanced corporation.

Certification of our offices

We are actively promoting companywide environmental improvements based on an environment management system and have acquired ISO 14001 at our 25 major sites. Other sites are also promoting environmental improvements based on ISO 14001 guidelines.

ISO 14001 certificates

Participation in community environmental preservation activities

We are actively participating in community environmental preservation initiatives, including the "Challenge 25 Campaign," a national movement for reducing greenhouse gas emissions by 25%, as well as community river cleanup activities.

Promoting in-house ECO activities

A variety of ECO activities are implemented in each office with specific, concrete tasks for achieving environmental goals, such as properly disposing of wastes, recycling paper waste, and reducing the use of electricity. Measurable environmental targets are set and verified by accurately collecting data to confirm reduced levels.

Environmental principle

OTSUKA CORPORATION places environmental protection as one of its highest management priorities, and aims to become "a company that gently coexists and co-prospers with nature and society" through its business activities.

Environmental policy

1. Promotion of energy and resource conservation
OTSUKA CORPORATION heightens employees' awareness of environmental issues and implements aggressive steps to conserve energy and resources. At the same time, the entire Company strives through its business activities to promote the widespread recognition and adoption of products that contribute to improve the environment, and constantly works to reduce environmental burden over a wide area.

2. Continuing efforts to prevent pollution and improve the environment
OTSUKA CORPORATION vigorously tackles not only the prevention of hazardous waste generation, but also the prevention and reduction of pollution generated through business activities. It also implements waste management recycling and a sustainable, comprehensible environmental improvement system.

3. Compliance with laws and regulations
OTSUKA CORPORATION observes the laws and regulations related to the environment as well as other regulatory requirements. In addition, the Company establishes objectives and targets for the environment in accordance with its policy and promotes environmental preservation activities ensuring compliance through periodic progress reviews.

4. Specific areas for improvement
In accordance with this policy, OTSUKA CORPORATION environmental activities focus on the following areas:
- Promoting the widespread delivery of environmentally friendly products
- Reducing energy consumption
- Conserving paper resources
- Promoting the 3Rs (Reduce, Reuse, Recycle)
- Effective waste management

5. Disclosure policy
This policy will be clearly presented to and understood by all employees and will be widely published.

Established April 1, 2000; Revised January 1, 2003
Yuji Otsuka, President & Chief Executive Officer,
OTSUKA CORPORATION

Environmental solutions

Reduce resource use	Limited resources must be used efficiently.	**Optimize office space efficiency**	Eliminate dead space in offices.
Reduce power and energy consumption	Company expenses are cut by saving energy.	**Reduce storage of goods**	Digitalization considerably reduces storage space.
Reduce travel	Energy and money are consumed when people travel.	**Streamline operations**	Streamlining operations creates a smooth flow of people, goods and money.
Reduce the movement of goods	Energy consumption is reduced by using the shortest route to move fewer goods.	**Reduce waste**	Energy consumption associated with waste disposal must be reduced.

Our environmental solutions yield eight benefits

Consulting service

Conducting business with due consideration for environmental impact can improve efficiency. Deploying Green IT solutions provided through our consulting service creates an eco-friendly workplace with robust business operations.

Paperless solutions

We intend to reduce paper consumption and establish mechanisms that do not produce printed documents; we also want to digitize existing documents.
Paperless solutions are ideal for offices that experience these problems and will significantly improve business efficiency and reduce environmental impact.

Waste management solutions

Old PCs and used toner cartridges are a burden for many offices. Waste management solutions provide a means for curbing consumption of printer toner cartridges while promoting the re-use and recycling of PCs that have been completely cleared of data.

Power saving solutions

Virtual operating systems unite low-operating servers to physically reduce power consumption. Blade servers have attracted attention as a solution for the challenges posed by installing a large number of servers. We support efficient power management by systematically switching PCs to energy-saving mode to reduce power consumption.

Travel reduction solutions

Staff must use some mode of transportation for business trips to meetings and training sessions, thereby increasing CO_2 emissions. Solutions for reducing travel while still enabling people to interact with each other remotely helps lower CO_2 emissions.

Contribution to society

Donation and support program of PCs for reuse

Information support program with supporting companies, under which used PCs are refurbished and donated to non-profit organizations nationwide through the non-profit organization, e-parts.

Social contribution program—"Gift from TANO-kun"

This program donates "tanomail" products that for some reason cannot be offered for sale, but are completely functional, to non-profit organizations nationwide.

Heartful Fund

A matching gift program of voluntary employee contributions and corporate contribution is used for meaningful purposes, such as supporting the disabled, preserving the environment, or helping disaster victims.

Community volunteer activities

Our 20 offices nationwide participate in regular community cleanup activities and employees are members of volunteer organizations and networks in their respective communities to participate in and cooperate with diverse programs and seminars year-round.

Volunteer collection activities

Our sites nationwide collect used stamps, prepaid cards and spoiled postcards, and then donate them to social welfare organizations.