

FY2013 Initiatives

NTT West aims to increase revenues in business marketing by shifting management resources to high-margin markets and reviewing sales techniques.

Specific Measures

■ Resource strategy

- For large corporate marketing, consolidate human resources to urban areas, where profitability is higher
- Transfer of about 1,000 personnel to the small and medium-sized business market
- Implement community-oriented office marketing in each region

■ Product strategy

- Expand the lineup of products for which demand is expected to grow, such as VPN, cloud PBX, and smartphone-compatible devices.
- Enhance stock businesses, such as data centers, that utilize NTT West's strengths
- Increase support services

■ Enhance structure

- Improve support related services
- Establish a new company specializing in business marketing (planned for October 2013)
- Secure and develop business marketing experts at the new company

