

# 8. FY2015 Initiative Highlights

Promote the  
Hikari  
Collaboration  
Model

- ✓ **Create new demand and strengthen customer retention** by proactively developing and supporting new service players in the Hikari Collaboration Model
- ✓ Promote the **early, stable establishment** and **optimization** of Hikari Collaboration Model-related **operations**
- ✓ Continue to **maintain efficient marketing** towards NTT East's existing customers

Grow our  
Business User  
Market

- ✓ Expand sales of recurring fee-type **high value-added services**
- ✓ Strengthen our **approach to customers** with limited business contact opportunities by using **new business methods** (ICT concierge)
- ✓ **Contribute to the "Vitalization of Local Economies"** by utilizing our 29 branch offices established in local communities
- ✓ Grow revenues through our **high-speed IP network infrastructure**

Streamline  
Management and  
Increase  
Productivity

- ✓ Integrate older-generation transmission facilities into NGN networks, **simplifying our network**
- ✓ **Streamline access line equipment business operations** (review and integration of maintenance areas)
- ✓ **Reform work style** by improving work flow and systems through "increased visibility of activity"

Shift Resources to our Growth Areas