

Telecom Business

■ ■ Seeking to Realize the Ubiquitous Services Demanded by Customers through
■ ■ Compatible Next-Generation Networks

Carrier-Level Communication Server CenterStage® NX5000 Series Fully Compatible with Next Generation Networks

OKI has utilized Advanced Telecom Computing Architecture (ATCA) in its CenterStage NX5000 carrier-level communication server series in response to needs for a standard hardware platform in the telecommunication industry. This server will realize better hardware serviceability, a longer service life, a smaller installation area and lower power consumption when compared with general-purpose servers. With its intense sales promotion of the CenterStage NX5000 series, OKI will respond to telecommunications company needs for higher reliability, performance, capacity and longer service life as well as environmentally friendly specifications for NGN communications.



CenterStage NX5000 R3

CTstage® 5i Contact Center System Significantly Enhanced

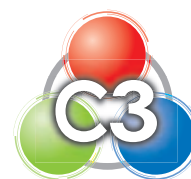
OKI has significantly enhanced the large-scale and dispersed server allocation function of CTstage 5i, the latest version of the CTstage contact center system that boasts the top share of the Japanese market. With an enhanced contact center monitor, statistical, reporting and monitoring functions, all of which have served to make the system even more popular, the advanced CTstage 5i boasts more flexible, multi-location system management. Combined with these enhancements, the product offers easier-to-understand statistical information. Furthermore, the CTstage 5i has brought to fruition a diverse structure based on the scale and enhanced work efficiencies at contact centers by means of Session Initiation Protocol (SIP) interactions between CTstage systems. OKI will continue to enhance the functions of its products by rapidly responding to market needs.



CTstage 5i

"C3 Concept" Offered for Unified Communication

Companies have been investing in IT to establish competitive superiority amid the rapid transition to the broadband age. In order to make broadband connection more effective, communications between people also have to be activated. OKI has thus put forward its C3 Concept for unified communication with the aim of making a significant contribution to the establishment of competitive advantage through the creative use of IP networks and active communications. Under this concept, OKI will enable close SIP interaction among products encompassing the SS9100 IP telephony server using "softphone" applications, IP contact centers as well as IP telephony, video conferencing and security & mobility features to offer higher-level unified communication.



**Contact
Communication
Convergence**

C3 concept

Group

the Development of High-Performance, High-Security State-of-the-Art Systems

Because they provide a high-speed network environment that offers high communication quality and strong security functions, next-generation networks (NGNs) are looked to by users as the platform for the ubiquitous information society. The development of services that seamlessly connect telecommunication carrier networks with enterprise networks is also expected in the coming years. The OKI Group has positioned the field of application platforms as an area of focus that is essential to a variety of new NGN services provided by telecom carriers, including voice, video, data and wireless. It is also concentrating on developing broadband application servers, communication servers as well as fixed-line communication and mobile phone-integrated fixed mobile convergence (FMC) systems. In line with these efforts, OKI merged its telecom carrier business with its enterprise networks business, thereby providing a service infrastructure that leverages the technologies of both businesses.

Moreover, not only is OKI focusing on optical access and other types of equipment, it is strengthening its business in the mobile security field through alliances. To expand sales overseas, OKI is actively marketing IP phones and business phones with mobile functions to Europe and Asia.

Challenge: File 2



Yuka Miyagawa

Network Systems Division
Network Systems Company
OKI

Facing New Challenges Daily in Rapidly Changing World of Telecommunications

My responsibilities include the sale of OKI products as well as system integration services for the products offered by overseas equipment manufacturers to telecommunication carriers. Because of the spread of IP and the Internet, the rate at which communication speed is increasing and standards are becoming more open is incredible, and a barrage of new services is appearing. Amid these changes, I work to determine what kind of advantages can be provided to customers while working to sharpen my perceptions and improve the capabilities I need to envision how we can offer value in this rapidly changing market. Moreover, searching for an ideal self, I ask myself everyday, "What should I be able to do when pursuing the work I truly aspire to?" After several months of "burning the midnight oil" and ongoing customer visits, I'll never forget the feeling of elation after having won a large project worth several hundred million yen.

