

Supporting society together with customers Solutions for government agencies and municipalities

As a technologically sophisticated Japanese manufacturer, NEC Group does business with numerous government agencies and municipalities. Since our founding, our company has achieved growth by sharing that customer base, leasing NEC products to government agencies and municipalities. Even now, with business operations diversified, our transactions with public office and local government customers form the bedrock of our company's activities. Under our Group Vision, we take on initiatives to resolve social issues through our business operations. It is against this backdrop that we have gained experience supporting public office and local government customers that directly work to establish social infrastructure and resolve social issues.

Public offices and local governments work in an increasingly harsh environment, as they are required to address mounting social issues with limited budgets and resources. Amid these circumstances, how can we address these diverse social issues, and propose remedial measures through the services and solutions our company provides? We invited Tomoko Furuta, a leading consultant on public-sector business and President of LG Breakthrough Co., Ltd., to exchange views on this topic.



I can empathize with directly confronting with issues faced by government agencies and municipalities.

NEC Capital Solutions has been involved in business with government agencies and municipalities since its founding, and has achieved growth while establishing both social and economic value. I think it's fair to say that this truly is a company that realizes CSV management.

The sense I get in my work supporting clients as a public-sector business consultant is that companies which manage to grow through doing business with government agencies and municipalities have two factors in common. The first of these is that they have a management ethos and vision that puts resolving social issues with their own products and services before expansion of product and service sales channels. This leads, as a result, to sales channel and business expansion. The second factor is that they take a stance toward business in which they establish hypotheses for the client's issues, and provide products and services as solutions while building relationships of trust through a collaborative approach intimately involved in the client's issues. Your company has both of those factors. Since they are exposed to drastic societal changes, local governments need "co-creation partners", which help create a future in which they can work together to solve problems. Business for government agencies and municipalities differs from private-sector business in that it takes a certain amount of time before results appear. This is precisely why there is so much competitive strength in insightful selling by posing hypotheses that take the future into account and then proposing solutions. The people in the workplace dealing with customers in person on a daily basis are the ones who have these business answers.

As we move into a future of an aging, declining population with low birthrate, local governments are arriving at a transformative period in which government administrative management has no alternative but to change. This is also a major business opportunity in which it will be possible to provide a wide range of solutions using ICT, artificial intelligence (AI), etc. As your company works on its partnership with NEC while maintaining leasing and ICT as its core business, you are in a role that is subject to ever-increasing expectations for expanding business while contributing to society.



Tomoko Furuta
President, LG Breakthrough Co, Ltd.

Pride that our persistent efforts are recognized

Since I joined the company, I've been involved in government agencies and municipalities as a matter of course. I feel flattered being told that the work I have been doing praised as "CSV".

Leasing service can be difficult to get a clear sense of who it is benefiting. Properties for lease are stamped with the seal of our company, which names us as their owner. I once happened to see that seal on a PC terminal in a small public facility in a local town I was visiting on a private matter, and I felt proud to see it even in such a place. It's a little thing, but I think other employees probably have the same kind of experience.

Transactions with government agencies and municipalities observe certain practices unique to them. The accumulation of minor operations adds up to a lot. And of course, there's no margin for error. This goes not just for the sales personnel who are in direct contact with the customer, but also for the staff who provide support from the sidelines.

When we conclude a contract for a project, the whole team shares the excitement with me. This is because I believe it's a result produced not just by the salesperson, but everyone who is involved in the project. Our company has been dealing with public office and local government customers for many years. I think this is proof that the quiet efforts made in the background by each and every employee are



held in high repute. I intend to keep on applying myself so that they can get a real sense of how the work they engage in contributes to society, can feel how worthwhile their work is and can take pride in that.

Kazutake Yamamoto
General Manager of Government, Public and Social System Sales Division

Realizing dedication true to the future in CSV management

Our public office and local government projects are directly linked to social infrastructure and social issues. As noted in the Masuda Report*, municipalities in danger of extinction represent a major societal issue in Japan. To what extent can we demonstrate the value of our company against this challenge that has never been experienced before? It is our sales personnel who will grasp the key. We must discern the changes that are occurring on the scene, then evolve existing systems accordingly. We will get close to our customers so that we can think through their problems, then apply our perceptions and ideas for the future to proposed solutions that are truly needed by our customers and society. This genuinely is what Ms. Furuta meant by "co-creation partners." When a carefully thought-out proposal leads to a contract and the customer is also pleased, it gives the salesperson confidence, and also enables us to demonstrate our capabilities as an organization. I work to bring about growth through this virtuous cycle, on both the personal and organizational levels. It is precisely because these customers are government agencies and municipalities that making them happy is directly linked to solving social issues. Working together with NEC, our company has provided many government agencies and municipalities with ICT infrastructure-based solutions. The fact that we can propose these solutions has to be because NEC Group has been providing these kinds of services. Bringing happiness to society, and growing as a person and as a company. We believe that persistent effort and ideas true to the future lead to the achievement of CSV management.



Miyoshi Yanagisawa
Executive Officer incharge of Government, Public and Social System Sales Division

*Masuda Report: Indicates content excerpted from "Continuous Growth in the 21st Century: Strategy to Stop Declining Birthrate and Vitalize Regional Localities," a report issued on May 8, 2014, by the Japan Policy Council, represented by former Minister of Internal Affairs and Communications Hiroya Masuda. It points out that across Japan, 896 local governments, or half of the country's municipalities, are threatened with extinction by 2040.