

# NTT Communications DIGEST

## NTT Singapore Sets the ICT Bar High in Asia-Pacific Region

*Talking with Setsuya Kimura, who has been actively involved in NTT Com's Asian operations for many years, including postings in Thailand, Sri Lanka and now Singapore, where he is president of NTT Singapore, as well as Regional CEO of the NTT Asia-Pacific Group*



Meeting the ICT needs of multinational corporations in the Asia-Pacific region has been the bread and butter of NTT Singapore Pte Ltd. (NTTS) for many years, especially since the firm became a regional headquarters for NTT Communications in 2005.

"After several years of enhancing its global services portfolio, including commencing NTT Com's premium-quality Arcstar services from August 2006, NTTS is now enhancing its offering to cement the company as the Asia-Pacific region's premier ICT solutions provider," says Setsuya Kimura.

The Singapore telecom industry, having grown rapidly since liberalization in 2000, serves over 7,000 multinational corporations with bases in Singapore. NTTS offers these companies an extensive menu of quality services in the key fields of global connectivity, data centers, managed services, ISP, security, network/system integration and voice.

"NTT Singapore provides total ICT solutions, catering to customers' needs both here in Singapore and beyond. Customers want a

single point of contact and support to meet their network and IT needs, and we are able to fulfill that role," says Kimura.

NTTS has jumped ahead of the competition by opening a premium data center with state-of-the-art facilities, such as sophisticated power supply, unparalleled 24/7 security, redundancy and efficient cooling. The new premium data center enables multinational customers to overcome the growing challenges of power consumption, security and high-density equipment.

"The demand for high-quality data centers has been surging since late 2005," says Kimura, "due to needs for auditing compliance and the consolidation of data centers into critical-system hubs."

Another of NTTS' strategic investments in premium ICT services is its new Global Super Link (GSL) service. Launched in February 2008, GSL is a global Ethernet service based on Layer 2 technology. It offers speeds from 10Mbps to 100Mbps at reasonable rates, and even higher bandwidth is available upon request.

Endpoint Management, yet another premium offering, is a comprehensive management service that includes patch, antivirus, hardware and software management, which enable administrators to remotely install, remove, monitor and troubleshoot end-user terminals. "Since the administrator does not need to be on-site, Endpoint Management increases efficiency and helps enterprises to lower operating costs," explains Kimura.

Underscoring its ongoing commitment to customer security, NTTS has also launched the Internal Security Control Service, which provides multidimensional security by monitoring and controlling both networks and terminals to prevent unauthorized movement of critical data or digital assets.

With its comprehensive lineup of premium enterprise services for global network and ICT needs, NTTS has become a key link in NTT Com's strategy of delivering total solutions to multinationals operating in the APAC region and beyond.

# NTT America Introduces Carbon-offset Program

NTT America Inc. this past January announced a groundbreaking green IT program created with TerraPass, a leader in the U.S. carbon-offset marketplace, which enables NTT America customers to opt into a scheme that offsets carbon dioxide emissions generated when they use an NTT America enterprise hosting or co-location service. The offsetting is achieved through TerraPass-coordinated investments in wind farms and other carbon-reduction programs.

The program, the first in a series of green IT initiatives to be conducted within NTT Com's worldwide family, is already having a positive effect on NTT America and of course the environment.

But first, what is green IT? Simply speaking, it is the practice of optimizing IT and related resources to minimize their environmental load. Green IT results in energy savings that alleviate climate change, boost operational efficiency and save costs.

Green IT as a global movement is gaining ground with many of the world's top-class companies. The likes of Microsoft, Cisco and IBM are focusing on how to lessen their environmental footprint, of which carbon offsetting is only one example.

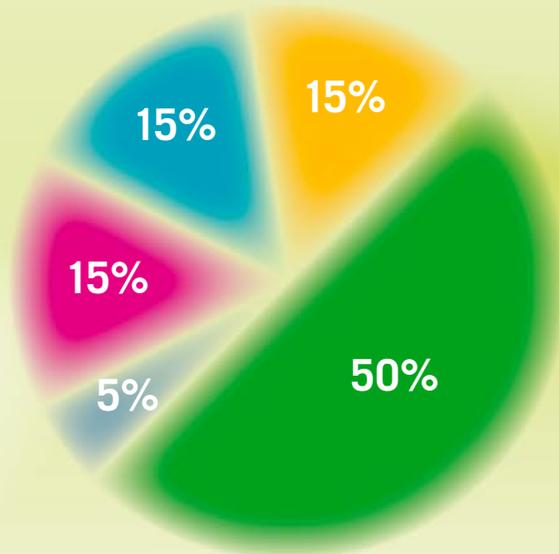
The U.S. Environmental Protection Agency (EPA), having already implemented the EnergyStar Certification for PCs program in 2005, is now introducing similar certification systems for servers and data centers.

Last year the EPA released a landmark report that estimated energy savings of between 30% and 80% could be achieved through improved operations, best practices and state-of-the-art equipment. The report was a clarion call to the IT industry, including NTT America, says Randy Preble, Senior Director of Enterprise Hosting Finance and Business Management. Last spring, Preble promptly organized NTT America's Green Initiative, an in-house study designed to identify what the company could do to strengthen its green profile.

"Green initiatives don't happen on their own; they need a philosophical framework in which to take root and grow. The basic aim has been to create a system in which our talented staffers could offer ideas. My goal has been to launch a dialogue on how to become more efficient and environmentally friendly, while also lowering costs, improving service and enhancing the brands of NTT America and NTT Com," he explains.

The first major step was taken in August 2007 with the establishment of the NTT America Green Council, which meets quarterly to review the company's progress with green IT. The council's mission statement reads: NTT America Inc. realizes that long-term sustainability needs to address not only financial performance, but also global environmental responsibility and stewardship.

Another important step has been efforts to establish energy-efficient data centers that offer best-in-breed, operationally efficient practices and reliable, energy-efficient technologies.



## Focus of NTTA's Green Initiative

- Data center green tech
- Internal green practices
- Green IT hardware
- Green alliances & partnerships
- External green communications

Late last year NTT America embarked on a comprehensive review of its data centers in San Jose, CA and Sterling, VA. A third-party audit commissioned to Einhorn Yaffee Prescott Architecture & Engineering, one of the premier consulting companies of its type in the U.S., found several measures that could reduce power consumption.

The four most important measures identified in the month-long audit were in the areas of air-management control, mechanical systems (fan systems, etc.), operational management (monitoring optimal air temperatures, etc.) and virtualization (reduced footprint of internally hosted IT solutions).

As implementation kicks in, the results will produce significant changes, says Preble. "For each kWh of power consumption that we reduce at Lundy and Sterling, carbon emissions are lowered by about 0.9 and 1.2 pounds, respectively. Moreover, improved air management in just two rooms at Sterling will eliminate more than two million pounds (about 910,000 kg) of carbon emissions and save us \$78,000 per year," he exclaims.

NTT America's carbon-offset and data-center initiatives are just two of the many ways the company plans to fulfill its green IT mandate. A number of simple, practical measures are also being implemented, such as cardboard recycling at the company's Sterling and Denver facilities and green HR policies, such as the issuance of public transport passes to help employees reduce carbon produced when commuting in cars. The introduction of fuel cells is also being examined.

Going forward, NTT America intends to remain among the industry leaders in promoting green IT. This will include initiatives to partner with other green companies and associations. In January, for example, the company joined the Green Grid, an industry association formed by trendsetters such as Microsoft, Dell, HP and Cisco to collectively raise the efficiency of data centers and set related benchmarks.

"The main advantages of membership are accessing proprietary industry studies, attending conferences on green technologies and closely following related political and technological trends," comments Preble.

Put another way, membership in Green Grid offers the same promise as NTT America's other green IT initiatives, namely, to achieve more with less.

**December 21, 2007 / Video Downloading Services to be Consolidated**

Video content provided by NTT Com's "OCN Theater" site and a separate site operated by On Demand TV will be transferred on March 1 to Plala Networks, a wholly owned subsidiary of NTT Com, leading to greater efficiency and competitiveness.

**January 21, 2008 / New System Generates TV Subtitles Automatically**

NTT Com will release the world's first commercial system to generate TV news subtitles on a fully automated basis. The prepared script is preloaded, then once it is read live on air the system uses voice recognition to synchronize the subtitles to the spoken words.

**January 23, 2008 / Broadband Access in Lufthansa Lounges for NTT Com Customers**

Through a tie-up with T-Mobile HotSpot, the wireless LAN service arm of telecom and Internet service provider T-Mobile, NTT Com HOTSPOT customers beginning today have wireless broadband access for international roaming in Lufthansa lounges of 24 airports in eight countries.

**January 29, 2008 / NTT Com to Buy Stake in SAP Solutions Provider itelligence**

NTT Com will purchase from NTT DATA EUROPE, a wholly owned subsidiary of NTT DATA, 2.46 million of the firm's nearly 21 million common shares in itelligence AG, a German provider of international SAP solutions, to jointly strengthen ICT solutions for global customers.

**February 1, 2008 / Smart Content Service Introduces Dynamic Content Delivery**

NTT Com has enhanced its smart content service, Broadband CDN Powered by Akamai, to offer highly efficient delivery of dynamic content with a new dynamic site accelerator menu, in addition to the delivery of static content under the existing service.

**February 6, 2008 / New Service Enables SMS from PCs in Japan to Cellphones in China**

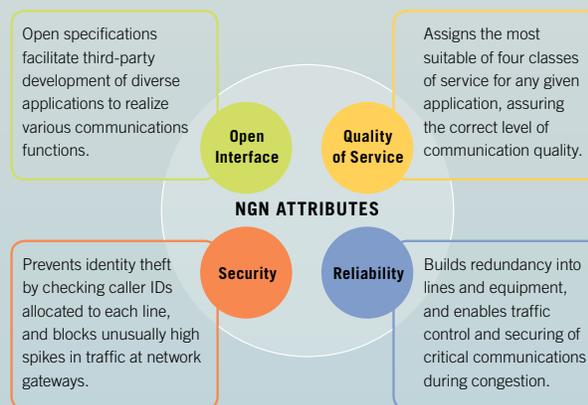
NTT Com's new SMS service, "PC de Mail Tsu," enables users to send short messages from PCs in Japan to mobile phones in China, upgrading the current "Mail Tsu" service for sending SMS from mobile phones in Japan to mobile phones in China.

**February 26, 2008 / NTT Plala to Launch Hikari TV Video Re-distribution Service**

NTT Com's wholly owned subsidiary Plala Networks will become NTT Plala and launch the Hikari TV video re-distribution service by consolidating its 4th MEDIA service with NTT Com's OCN Theater and On Demand TV's "On Demand TV" services.

**Breaking News: NTT Com to Start Video Distribution Service in March**

NTT Com in late March will launch a video distribution service via an optical-fiber, full-IP next-generation network, which will combine the stability and reliability of a telephone network with the convenience and economy of the Internet for open interfaces and enhanced service/security.



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