

# *“Hikari Collaboration Model”*

- Contributing to the Creation of New Value -



May 13, 2014

Japan faces a variety of issues such as an aging society and environmental and energy issues, while solutions using ICT tend to lag behind.

NTT East and NTT West have built the most advanced optical fiber access infrastructure in the world.

However, the growth in the fiber service market is slowing down, and fixed and mobile converged services are still developing.



- NTT East and NTT West start wholesaling fiber access services.
- Stimulate the ICT market by supporting a variety of market players to create new value
- Contribute to the resolution of social issues and the enhancement of the industrial competitiveness of Japan

- Wholesaling fiber access services by NTT East and NTT West
  - The **world's first** full-scale wholesaling of fiber access services
  - **Fair provision** to diverse market players in a wide variety of industries
  - Able to provide the service within the current legislation  
(While continuing to provide facility access under the current interconnection regulations)
- NTT East and NTT West support a variety of market players to create new services as a **“Value Partner (Value Added Enabler)”**



## **“Hikari\* Collaboration Model”**

\*Hikari: optical, fiber access

## Current Model

NTT East and NTT West directly provide fiber access services to end users.

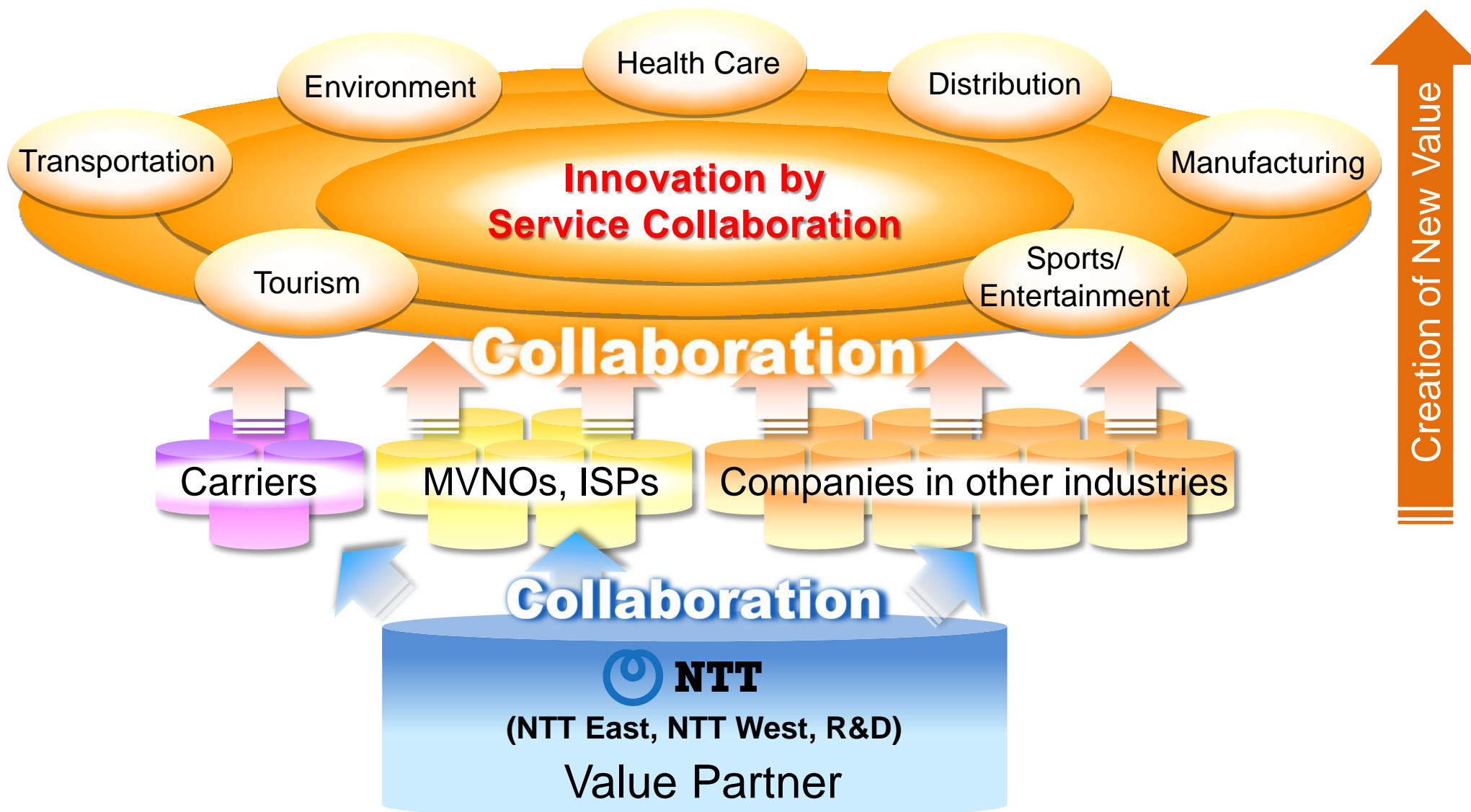
**B2C**

## “Hikari Collaboration Model”

A variety of market players provide **their own integrated services** to end users by **combining their strengths** with the wholesale fiber access service of NTT East and NTT West

**B2B2C**

# Creation of Value through Collaboration

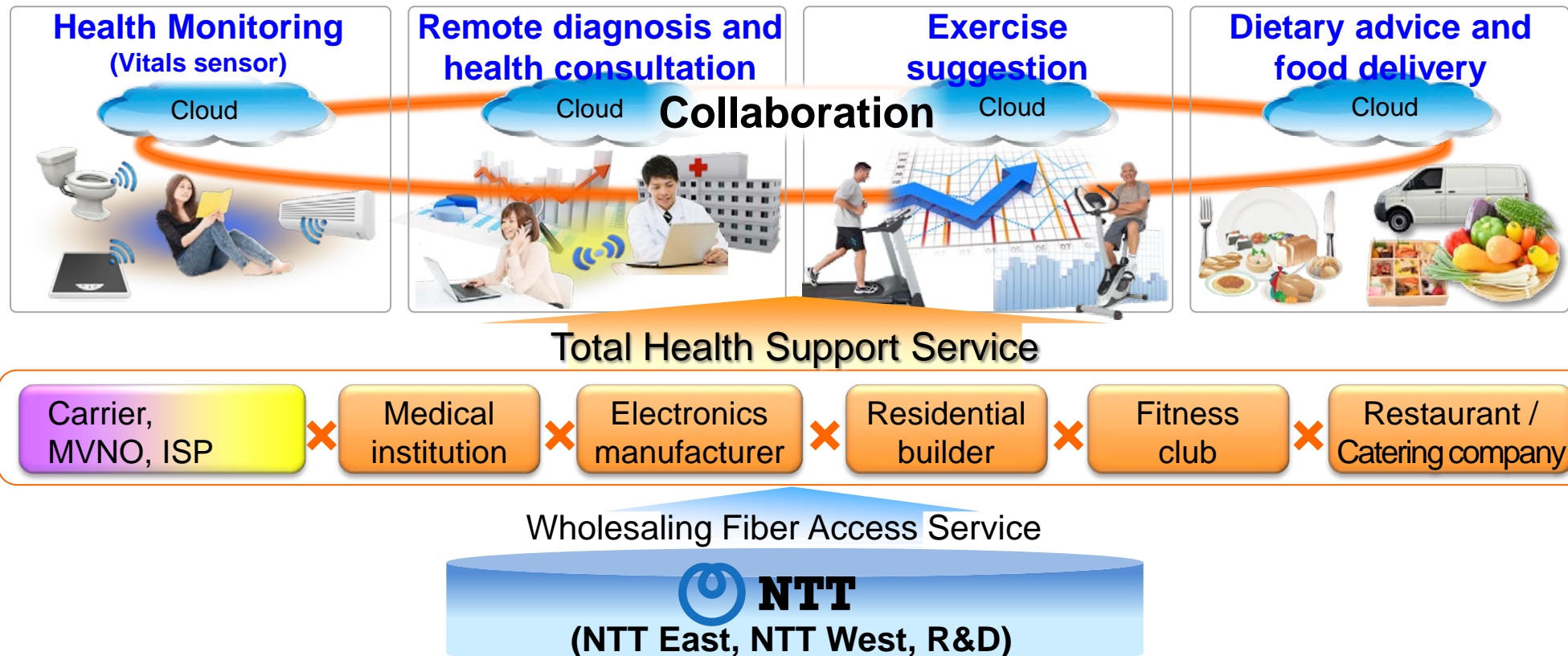




# A Sample Case of “Hikari Collaboration Model” (Example: Health Care)



- Communications service providers:  
Carriers, MVNOs, ISPs provide services linking fixed and mobile communications.
- Players in other industries:  
Players in a wide range of industries, such as medical institutions, electronics manufacturers and residential builders collaborate to provide one-stop services supporting a healthy lifestyle.



## Benefits for service players

- Possible to create new services in a variety of industries **combining their real world business with ICT**, based on **fixed and mobile converged communications**

## Benefits for end users

- Possible to select **innovative services** through the **creation of value** by a variety of market players

**FY2014 Q1**



**Today**

**Q2**



**Presentation of  
service outline by  
NTT East and  
NTT West**

**Q3 and beyond**



**Service  
Launch**

Inquiries in advance of presentation of service outline (business inquiries only)

NTT East	New Business Development Headquarters	03-5359-7159	<a href="mailto:hikari_collabo@ml.east.ntt.co.jp">hikari_collabo@ml.east.ntt.co.jp</a>
NTT West	Business Design Department	06-4793-5771	<a href="mailto:hikari_collabo@ml.hq.west.ntt.co.jp">hikari_collabo@ml.hq.west.ntt.co.jp</a>





Next Value Partner

for

Transformation

*of Business models and Lifestyle*

by

Trusted Solutions

*of Global, Secure, End-to-end,  
and Full-line ICT services*