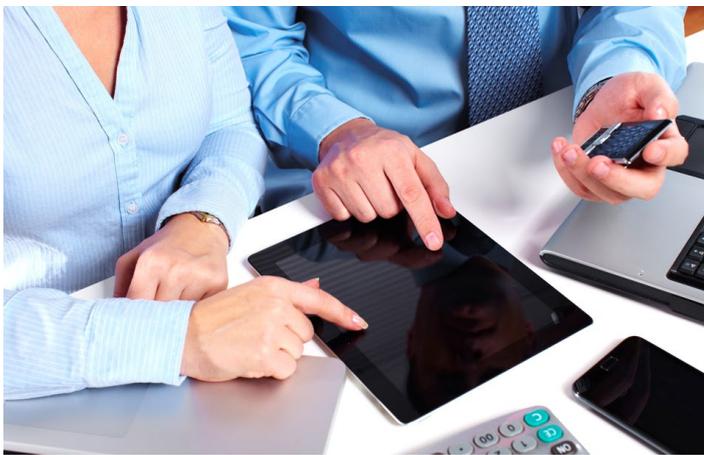


# Case Study

## MTI

»We selected Fujitsu because it had the technical capabilities and solutions to solve the various challenges we were facing, such as switching internal phones to IP phones. It was Fujitsu that touched our project members' hearts and made them feel they wanted to work together«

Tomomi Ueno, Acting General Manager of the Information Systems Department, MTI



### The customer

Headquartered in Tokyo, MTI is a leading content provider offering entertainment services through a range of mobile websites. It aims to create diverse mobile content that encompasses music distribution, healthcare information, e-books, lifestyle tips and entertainment. The company relies on meticulous marketing, efficient content production and cutting-edge technical capabilities to attain success. MTI has grown remarkably to become one of the largest mobile content companies in the 10-odd years since its establishment, attracting the largest number of paying subscribers in Japan.

### The challenge

MTI is striving to change how it works by reforming communications and needed to review its internal system owing to numerous organizational changes and an increase in mobile working. The company also wanted to improve extension call efficiency by using smartphones, increase efficiency through web conferencing and introduce paperless processes by sharing materials. When replacing the existing PBX in 2011, MTI started to change internal extensions to IP phone extensions, which formed the basis for reforming communications.

"Phones were under the control of the General Affairs Department; however, it was decided that IP phones would be controlled by the Information Systems Department as they are part of the company's systems," explains Katsumi Kojima, Senior Executive Officer, MTI. "The purpose of the change is not only to use IP phones but also to utilize state-of-the-art means of communication to change ways of working, such as through the use of free addresses and teleworking."

In terms of communication, the challenge was to improve efficiency in meetings and conferences. Tomomi Ueno, Acting General Manager of the Information Systems Department at MTI, adds: "We have adopted the agile development methodology; projects advance through cooperation between the development division and the planning and production divisions in order to swiftly and flexibly respond to market changes. It is not unusual for us to be involved in multiple projects simultaneously. As a result, we had to go upstairs and downstairs every time we had a discussion, and it was also very difficult to reach team members at their extensions."

### The customer

Country: Japan  
 Industry: Media  
 Founded: 1996  
 Employees: 769  
 Website: [www.mti.co.jp](http://www.mti.co.jp)

**MTI Ltd.**

### The challenge

MTI wanted to refresh its communications infrastructure to encourage mobile working and a paperless environment. To do so, it needed to find a way to improve call extension efficiency using smartphones.

### The solution

The company introduced Fujitsu's integrated communication system. By adopting Fujitsu SoftPhone for internal extensions, users can now communicate from anywhere within the company.

### The benefit

- Smartphones can be used as internal extensions through the company's wireless LAN, allowing a caller to find the desired person from the Web telephone directory and enabling smoother, quicker communication
- By switching internal extensions to IP phone extensions, internal communication can be established without requiring significant time or money when expanding the business
- New organizations and teams can be established flexibly and quickly without changing the layout even in the event of an organizational change

### The solution

To address this situation, the company introduced Fujitsu's integrated communication system. By adopting Fujitsu SoftPhone for internal extensions, users can now communicate from anywhere within the company.

"From the standpoint of project manager I thought I should select as our partner, a company that provides system integration services as its backbone," says Ueno. "The system needed to be versatile to allow use of phones in a PC environment. The reason that we selected Fujitsu was because it had the technical capabilities and solutions to solve the various challenges we were facing, such as switching internal phones to IP phones. It was Fujitsu that touched our project members' hearts and made them feel they wanted to work together."

The construction project started in June 2011. Ueno rates Fujitsu's support highly: "Fujitsu developed the concept for this project - building a system that allows phone calls to be made without being aware of extension numbers - and transformed it into a concrete form. I truly appreciate their finely-tuned support, high expertise, and abundant know-how."

### The benefit

With the new web directory system, there is no need to memorize extension numbers and no waiting time to locate the person one is calling when that person has stepped away from his or her desk. Fujitsu has also created a system that helps users to easily locate the desired personnel by registering information on skills and project experience in the directory.

### Products and services

- Fujitsu integrated communications
- Fujitsu data center

By switching internal extensions to IP phone extensions, it has also become possible to extend communications to new business bases without requiring significant time or money. In addition, through establishing a data center, the company has successfully improved business continuity by enhancing measures against power failures and disasters.

MTI is now using free web conferencing services for meetings with business bases in Okinawa and Shanghai. From the viewpoints of security and convenience, however, the company is implementing trial use of the Cisco WebEx Meeting Center web conferencing service, which has security functions for corporate users. Ueno comments: "As this is a browser-based, easy-to-use service, we are considering introducing the system on a company-wide basis. We aim to hold web meetings whenever and wherever using tablets and promoting paperless processes by sharing materials."

**"It is very convenient that I can now make both internal and external calls using the Web telephone directory on my iPhone."**

Tomomi Ueno, Acting General Manager of the Information Systems Department, MTI

### Contact

FUJITSU Limited  
1-5-2 Higashi-Shimbashi,  
Minato-ku, Tokyo  
105-7123 JAPAN  
2015-04-28

© 2015 Fujitsu and the Fujitsu logo are trademarks or registered trademarks of Fujitsu Limited in Japan and other countries. Other company, product and service names may be trademarks or registered trademarks of their respective owners. Technical data subject to modification and delivery subject to availability. Any liability that the data and illustrations are complete, actual or correct is excluded. Designations may be trademarks and/or copyrights of the respective manufacturer, the use of which by third parties for their own purposes may infringe the rights of such owner.