

NTT DoCoMo***Streamlining Complicated Administrative Procedures Advances Major BPR Program*****a****ALADIN Real-Time Management System Is among World's Largest**

NTT DoCoMo has achieved astounding growth since its establishment seven years ago, posting net sales of ¥3.12 trillion in its most recent fiscal year and accumulating 23.9 million subscribers throughout Japan. However, its swift growth was matched by a mushrooming of administrative duties, and in July 1994 the company embarked upon an aggressive business process reengineering (BPR) program. Fujitsu was called upon to help create ALADIN, a system to streamline procedures at DoCoMo's nationwide sales outlets, thoroughly revamp back-office operations, and facilitate real-time administrative management.

Working closely with the customer, some 1,300 Fujitsu software and systems

integration experts successfully completed the multiyear project, which included the full-scale deployment of a UNIX-based relational database management system linked to some 17,000 terminals and 60,000 facsimile machines—among the largest systems of its kind. ALADIN has received glowing reports from DoCoMo management, who cite significant improvements in efficiency and customer service: "Previously, internal processing of mobile phone subscriptions resulted in an administrative backlog that took days and sometimes weeks to resolve. ALADIN allows us to complete all administrative processes at the time we hand over the phone to the customer, significantly reducing

staff overtime. The application process has also been made much simpler."

By carrying out continuous, real-time synchronization of sales, inventory and accounting data for managing customer accounts, telephone numbers and authorized dealers, ALADIN has greatly facilitated on-the-spot decision making and the development of more effective marketing strategies.

Moreover, the efficiencies generated by ALADIN have enabled the company to avoid major staff increases and reduced personnel-related costs to 4% of total costs.

Tokyo Stock Exchange***New Stock Trading System to Reduce Costs and Improve Functionality*****b****Next-Generation System Provides Maximum Reliability and Scalability**

The Tokyo Stock Exchange (TSE) ranks with its London and New York counterparts as one of the world's largest exchanges and is the central market for the securities and financial dealings that underpin the Japanese economy. Looking to transform the stock trading floor into an information center offering innovative new services and instantaneous market information, the TSE has teamed up with Fujitsu to create a next-generation stock trading system that will bolster the functionality of the market infrastructure, reduce

costs through the integration of existing systems, and improve ease of use for member companies.

With our long experience in providing mission-critical large-scale systems for major securities and financial institutions, we were able to meet the client's exacting system-reliability requirements, which included provision of an emergency backup system capable of taking over within seconds of a problem arising. Our large-capacity, highly scalable solution also satisfied the TSE's requirements that the system not only be

immediately able to handle two million transactions a day but also allows for dynamic expansion to accommodate future market growth. Yet another decisive factor in securing the contract was our successful track record in providing the TSE's existing floor order routing and execution system, which will be integrated with the new stock trading system.

The new system, which will be used for the trading of some 2,000 individual stock issues, is scheduled to become operational in March 2000.

Globe Telecom***Rapid System Construction Enables NCC to Seize New Market Opportunity*****c****Turnkey Solution Encompasses Equipment Supply, Software Development and Systems Construction**

Privatization of the telecommunications industry in the Philippines has been an important element of the government's economic stimulus program in recent years and has enabled the emergence of successful new common carriers, such as Globe Telecom. Under the government's deregulation plans, each new entrant was allocated a region or segment where it could operate. The operating license Globe Telecom received in the mobile and international telephone business in 1996 specified the installation of 700,000 fixed telephone lines, which the company had

to complete in the relatively short span of three years from receipt of license. This necessitated first selecting a vendor and then completing equipment procurement, systems construction, and service rollout and maintenance within the specified time frame.

Globe Telecom chose Fujitsu for the demanding project, citing our experience as a top-tier player in the global fiber-optic communications business and our strong track record in the digital switching systems market in Asia. In addition to supplying all switching, transmission and wireless equipment as well

as outside plants for the project, our solution included the design and deployment of a sophisticated billing system, which we jointly developed with ICL. Working under challenging conditions, we set up an interdivisional structure to help leverage the full resources of the Group to quickly, flexibly and accurately respond to Globe Telecom's requirements. Now, in just its fourth year of operation, Globe Telecom is already turning a profit and making a significant contribution to the expansion of telephone services in the Philippines.



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