

NEC Hospitality Solutions Fair

NEC – Empowered by Innovation

With a presence in Malaysia as a liaison office back in the early 60's, NEC has come into its own in the ensuing years and now stands at the forefront of the industry as a market leader. Re-structured as NEC Corporation of Malaysia Sdn Bhd since April 2008, it is now a total solutions provider for a comprehensive range of IT, networking and telecommunications and display technologies.

In its continual commitment towards innovation and technological advancement in telecommunications, NEC's latest offering is the UNIVERGE SV8500 Communications Server, a premier and powerful communications solution capable of supporting up to 4,000 end points in a single system.

A reliable, scalable and energy-efficient advanced applications server, UNIVERGE SV8500 supports voice, unified communications and mobility solutions for tens of thousand of users, meeting the needs of large enterprises with up to 192,000 ports in a network environment.

Daisaku Takeuchi, managing director,
NEC Corporation of Malaysia Sdn Bhd.



NEC UNIVERGE SV8500 Communications Server

INTERVIEW WITH MR DAISAKU TAKEUCHI MANAGING DIRECTOR, NEC CORPORATION OF MALAYSIA SDN BHD

B&I spoke to Mr Daisaku Takeuchi, managing director, NEC Corporation of Malaysia Sdn Bhd at a recent day-long seminar-cum-solutions fair that showcased the extensive capabilities of UNIVERGE SV8500 and of NEC's expertise in providing integrated IT and network solutions applicable to the hospitality industry.

B&I: Firstly, congratulations on the launch of UNIVERGE SV8500. For the benefit of our readers, could you explain, in layman's terms, some of the key features of UNIVERGE SV8500?

NEC: The launch took place last October but even before the UNIVERGE SV8500, NEC was already well known in the market for its range of hybrid-type communications systems, including the traditional PBX. In keeping with consumer demand and market trends, we introduced the UNIVERGE SV8500 which is a true IP-based communications system where not only voice and data but also image information can be smoothly exchanged and transacted. Today, our focus is on the hospitality/hotel industry, even though NEC has a significant presence, we are introducing a change from the traditional to the now IP-based (Internet Protocol) communication technology. In Malaysia, about 30 per cent of the hotels use NEC's telecommunications products, whereas about 60 per cent of the 5-star establishments use NEC's

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telephony systems. Together with the SV8500 as a new technology communications server, we are also proposing integrated IT and network solutions to boost the local hotel industry.

B&I: As a powerful enterprise communications solutions system, the UNIVERGE SV8500 has applications to various industries, eg hospitality, finance, public sector and so on. In your marketing plan for the year ahead, are you focusing on any specific industry and why? Or do you plan to move into a range of industries based on priority and potential?

NEC: We are always looking for opportunities to introduce our communications systems to other industries but let me say that today the focus is on the hospitality industry because of two reasons; firstly, the Malaysian government keenly encourages growth of tourism which is the second highest contributor to the Malaysian economy. Secondly, NEC's telecommunication products have a very strong footing in the Malaysian hotel sector.

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Of course, the financial, telecommunications and public service sectors are also viable industries for NEC as well. For the record, NEC established its reputation in telecommunications since the 1960s when, in a joint venture with the Malaysian Government, we exported and supplied the infrastructure for the national telecommunications operator (now called Telekom Malaysia). In the 1970s, we founded two factories here – the one for semi-conductors is still operating in Banting with 2,000 employees. In 1988, NEC Malaysia Sdn Bhd was formed for sales and marketing, under direct control of NEC Corporation, our head office in Japan. This is evident that NEC is committed to establishing its presence in the Malaysian market.

B&I: We note with interest that the UNIVERGE SV8500, as a new generation of IP communication servers, has gone “green” in respect of power consumption, product materials and components and chemicals in its circuit boards. Was this development something you got into along the way or does it represent NEC Corporate philosophy? More importantly, will green technology be a feature of current and future NEC product lines?

NEC: Before the green concept first became “hot”, NEC has already started to implement green measures in its products and solutions – from the selection of materials to the design and the product itself. That would have been around ten years ago and today, NEC continues to focus on “green” technology and



NEC DT730, IP Deskless Telephone

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manufacturing eco-friendly products and we will do so in the development of future and/or new products. NEC’s CLOVERIS Integrated Guest Solutions is an excellent example of our commitment to care for and protect the environment by reducing energy consumption and using eco-friendly materials in manufacturing our products. This is in line with our NEC corporate philosophy of fulfilling our corporate social responsibilities and our Group Vision.

B&I: The UNIVERGE SV8500 is an enterprise communications solution system and, in your own words, “supports voice, unified communications and mobility solutions for (up to) tens of thousands of users”. In terms of cost benefit, is there a minimum size of enterprise for the use of SV 8500? Alternatively, is there an optimum size?

NEC: Although the UNIVERGE SV8500 series is a premium server, we can also calculate and recommend a range of systems for small to middle-sized business enterprises. The SV8500, however, is ideally suited to heavy-users, eg 5-star hotels with hundreds of guest rooms, the public sector (Ministries and Government departments), big companies and factories with, say, 1,000 – 2,000 employees. Maybe the next industries to consider are financial (ie banking, commodity trading) and manufacturing, using the same applications as the hotel industry, and with many branches nationwide. We can propose a network to link the head office with all its branches, to reduce telecommunications and other operating costs. For example, we can introduce the SV8500



L-R: Lawrence Ang, GM; Daisaku Takeuchi, MD; and Satoshi Miyake, COO
– from NEC Corporation of Malaysia.

for some factory, say, in Bangi, to link with its sister factory in Penang; then Bangi staff can access to the Penang system with a personalised identification code or password keyed into a portable device called Virtual Personal Computer Centre (VPCC) and "display-only" screen. The unique point here is that, compared to PCs, leakage of information is protected as such staff does not carry data around and applications are only in the server.

B&I: Where do you see NEC Corporation of Malaysia 10 years from now and what do you reckon are the challenges to be faced along the way, particularly in this age of ever-changing technology?

NEC: With our long history in Malaysia, we will continue to expand and strengthen our business presence in this market, as well as assuming our corporate social responsibilities to the Malaysian society. Our next challenge is the introduction of "IP Managed Service". Up to now, we are in the business of proposing solutions and products which are owned by our customers. In this next business model, we will not recommend ownership but that our customers subscribe to the services of these solutions and products which we will own, provide, maintain and manage. All that is required of our customers is to pay a fee and not worry about maintenance, etc.

B&I: How will your customers benefit from IP Managed Service and do you see this happening in Malaysia in the next five years?



Some of NEC's products on display.

BIODATA: MR DAISAKU TAKEUCHI



Since graduating from Otaru University of Commerce in 1983 (Bachelor of Arts in Commerce), Mr Daisaku Takeuchi, 50, has served the Japanese conglomerate NEC Corporation of Japan in a number of key positions. From his formative years in (a) Public Telephone Network System projects (South West Asia, Singapore), (b) Mainframe Computer Projects management (Indian Government) and (c) Telecommunication and Computer projects (Sri Lanka), his first move to Malaysia was as Chief Representative, from 1998 to 2001, in charge of Telephone Switching system, Fibre Optic Transmission System and Radio Communication System for Telekom Malaysia and Mainframe Computer System for the Government.

A five-year stint at NEC HQ, ie from 2002 to 2007, followed on his return to Japan, as Chief Manager for Solutions Business Promotion in International Solutions Promotion Division for Asia Pacific and EU regions. In June 2007, he was back on Malaysian soil as Managing Director of NEC Malaysia Sdn Bhd and NEC Systems Integration Malaysia Sdn Bhd (NECSIM), preceding his current appointment as Managing Director of NEC Corporation of Malaysia Sdn Bhd (merger of NEC Malaysia and NECSIM) with effect from April 2008.

NEC: This model is already in practice in other countries in the last year or two, like Japan and the United States, and there is every possibility that we will see it here in the next five years. Benefits to users are: they do not have to own or operate any infrastructure, no cost outlay or capital expenditure for IT systems, relying entirely on the vendor to who is paid a running or operating cost for a specific or desired service level. We will provide any upgrading or additional new functions for customers' specific requirements and introduce new technology, whenever available, as part of this managed service. Further, each industry can be independently managed, with independent data centre and facilities for the needs of different end users.

B&I: Finally, what are the aims of the hospitality seminar and who are the target invitees or participants to the event?

NEC: We are running two sessions today; for the first (morning) session we have invited our partners and distributors and, in the afternoon, our target audience will be end-users, IT managers from the hotel industry and procurement personnel as well. Our aim is for them to have first-hand knowledge of the functional features of UNIVERGE SV8500 and see how these can benefit them in their line of work. ■