

# Creating ICT Services as Drivers of Solving Social Issues

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[http://www.ntt.co.jp/index\\_e.html](http://www.ntt.co.jp/index_e.html)

### Societal significance of ICT

At present, there are visible signs that the world is recovering from global recession, but more sustained growth is necessary for a full-scale recovery. Moreover, in the long run, Japan is entering the age of low birthrates and the aging society ahead of other countries, and is faced with problems relating to healthcare, educational quality, economic vitality, and revitalization of local areas. Furthermore, it is essential to deal with common problems throughout the world such as the exhaustion of fossil fuels and global warming. Against this background, we need to develop practical ICT (Information and Communications Technology) innovation to leverage economic growth, and help solve social and economic issues.

### Progress in service creation based on ICT

Firstly, regarding the infrastructure environment forming the platform for ICT services, Japan's broadband network leads the world in terms of pricing, speed and diffusion rate. In the fixed line field, we have deployed optic fiber network covering 90% of our customers, and started the Next Generation Network (NGN) which offers high quality communications and security. In addition, after introducing the Long Term Evolution (LTE) in FY2010, we will realize an IP-based ubiquitous, broadband network infrastructure enabling seamless fixed and mobile services.

At this point, NTT group is focusing on creating new and useful ICT services for the general public on our safe, secure broadband network. As concrete examples for consumers, NTT group is promoting video-related services such as IPTV, broadband-enhanced interactive e-learning, and home ICT services for security, entertainment, and healthcare appliances and devices connecting to networks. To support expansion of employment opportunities and work-life balance, we provide telework services to business users. Telepathology and remote health guidance help reduce regional disparities in medical treatment. Some other new services include SaaS and digital signage.

ICT is especially important in relation to environmental and energy problems. NTT group's "Green of ICT" and "Green by ICT" initiatives directly address these issues. While greater use of ICT results in higher power consumption, "Green of ICT" promotes reduced CO<sub>2</sub> emissions

through energy saving in ICT equipment, virtualization technology, electric power distribution efficiency, and adoption of renewable power generation. More importantly, "Green by ICT" reduces CO<sub>2</sub> emissions through the use of ICT. For example, TV conferencing and telework decrease the movement of people, and e-commerce reduces the production and distribution of goods.

While some fields are taking advantage of ICT's benefits, the reality is that the utilization of ICT is still inadequate in many areas such as electronic government, medical treatment, nursing, and education. Overall, there is a lot of room for improvement in efficiency, convenience, and quality of services. These days, technology is opening the borders between industries around the globe, and we are seeing integration among various fields. Therefore, now is the time for new business models and cross-industry collaboration.

### Chance for innovation

Innovation that leads to new economic growth and solutions to social issues has an angle of pushing changes in the existing products, services and businesses, and above all, changes in work and lifestyles. In viewing that there is a possibility of unprecedented changes because of the economic crisis, we can also say that now is the best chance for innovation.

Japanese businesses have led innovations in environmentally-friendly automobiles, convenience stores, game machines, and many other products and services by leveraging their advanced technological strengths and high sensitivity to customer needs. If Japanese businesses understand customer needs in other countries, and globally promote best practices with ICT as well as business models that originated in Japan, I think Japan will be a stronger global competitor and lead the world in innovation again.

NTT Group aims to be a "Service Creation Group," and, with "Open" and "Collaboration" as the key words, we strive to create useful ICT services working together with various industries.

