

2018 April New Graduates [Business Introduction] Rakuten Communications

v1 Apr.01.2018

Human Resources Dept.
Rakuten Communications.



Rakuten Communications

楽天グループのIT・通信を支えるテクノロジーを、
あなたの仕事や生活に。

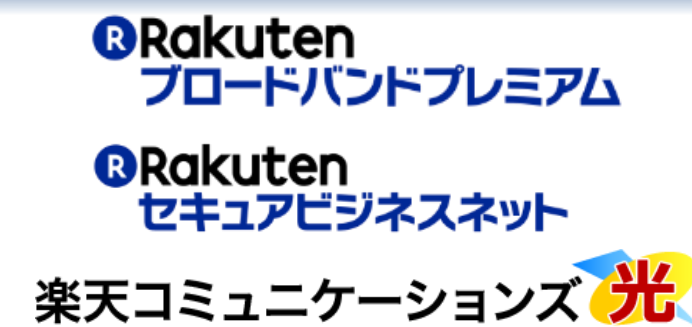
Telecommunication
Service



Cloud
Service



Internet access
Service



Contact center solution
Service



Corporate Information

As of 2018/4

■ Corporate profile

Corporate name	Rakuten Communications Corp.	
Established	March 13, 2000	
Representative Director	Chairman and President	Yasufumi Hirai Yoshihisa Yamada
Executive	Vice president Managing executive officer	Masayoshi Kaneko Neal Sato Mitsunori Tsuruta
Head office	Rakuten Crimson House, 1-14-1 Tamagawa, Setagaya-ku, Tokyo, 158-0094, Japan	
Business in brief	Telecommunications carrier	

■ Organizational Chart

Corporate Planning Department
Human Resources Department
Information System Division
Sales Management Department
Marketing Department
IP Communication Business Department
Contact Center Solution Business Department
IP Platform Business Department
Cloud Solution Business Department
Consumer Business Department
Mobile Business Department
Technical Department-1
Technical Department-2
Mobile Network Technical Department

Our History

Rakuten

Became subsidiary company of **Rakuten Inc.**

Acquiring **SANNETservice.**

Fusion Communications
Founded.



2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016

Acquired GOL
(Global Online)
from Exodus.



Became subsidiary company of
TEPCO.Gr.

Marubeni

Marubeni Corp. increased
Fusion's capital.

Rakuten

Became 100% subsidiary
company of **Rakuten Inc.**


main stockholder



2004.7-Poweredcom.
2005.12- TEPCO.

Business Model

Mobile Service

Network
Enabler for  Mobile
(MVNE)

 Rakuten
でんわ

FUSION IP-Phone
SMART

Low-Price &
Useful Mobile

Cloud Service

 Rakuten クラウド
IaaS

 Rakuten クラウド
セキュアドライブ・プラス

 Rakuten クラウド
フォレンジックス

Secure & Stable
Cloud

Workstyle Reforms Solution

モバイルフォイス
“o5o”
モバイル 通話録音 サービス

モバイルフォイス APP GATE

 Chime Meetings
by CafeX

Secure BYOD &
Collaboration

Contact Center Solution

Connect2.0

Outbound PRO

 Live Assist

Customer
Touchpoint
Innovation

Digital Marketing Solution

 CALL INTELLIGENCE
コール・インテリジェンス

 Rakuten
Aquafadas

Ad & Telecom
Integration

Basic Telephone Service / Internet Connection Service

 IP-Phone

 0038

 フリー
ボイス

 Rakuten
ブロードバンド

 Rakuten
ブロードバンドプレミアム

 Rakuten
セキュアビジネスネット

BtoB Service line-up (1)

Rakuten Group's IT & Telecommunication Technology for Your Business.

Telecommunication



IP-Phone service. Calls from 050 IP phone numbers to landlines, mobile phones with cheaper rates - 8 yen/3mins.



Improve your service quality with Mobile recording service. Can be used with all carriers and your own devices(BYOD).



Lowest call charges!
Toll free services - 0120-, 0800-numbers



Open Source IP-Telephony service.
The latest solutions for even the most complex IP requirements.



High quality mobile data SIM service.
We provide support for your entry into MVNO businesses.

Work-Style Innovation



Third party billing service. Separate phone bill for private and business calls. 050- phone numbers are also available.



Share and check business information, emails, schedule etc. on your own device (BYOD) both securely and compliantly, with no risk to your business.



Next generation of online meetings are made easier with secure one-click collaboration for every user everywhere from any browser and mobile devices.

Guest House Service



IoT service for operators of vacation rentals reducing the burden of your tasks drastically.

BtoB Service line-up (2)

Rakuten Group's IT & Telecommunication Technology for Your Business.

Cloud

Rakuten クラウド IaaS

Public and private cloud service.

Rakuten クラウド セキュアドライブ・プラス

Keeping your data safe and share it with concerned persons in the Cloud storage.

Rakuten クラウド フォレンジックス

Gateway oriented log forensics service.
Record and monitor corrective actions or non-compliance identified by CLI & RDP connection.

Contact Center



※It will be available in April 2018.

Cloud contact center service for enterprises expanding customer engagement with omni channel.



Cloud IP telephony service.
Ideal solution for offices and call centers.
Free initial cost and only 2 weeks for the system implementation.



Cloud Telemarketing support system for outbound calls.



Platform service for WebRTC solution.
Personalize live assistance from your website and apps with chat, co-browse and video support.

BtoB Service line-up (3)

Rakuten Group's IT & Telecommunication Technology for Your Business.

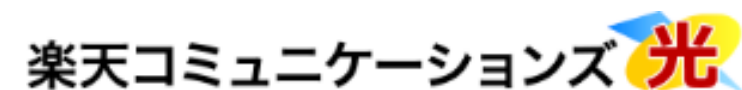
ISP



Business internet service provider with more 100,000 users.



High quality ISP roaming and transit service for communication companies.



Broadband internet service by Hikari Collaboration Model, with NTT East/West high-speed optical line + ISP.

Digital Marketing



The number one tool in the industry to analyze the content of a call to determine if it is a lead or not in real time. Knowing where your best leads originate saves you time and helps optimize your marketing efforts.

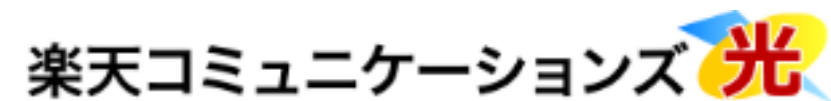


Publishing solutions to bring efficiency and results to your business. Go digital to deliver interactive experiences. Use smart content and apps to arm your sales reps and engage investors.

BtoC Service line-up

Rakuten Group's IT & Telecommunication Technology for Your Life.

Personal users



Broadband internet service by Hikari Collaboration Model, with NTT East/West high-speed optical line + ISP. You can use your user ID of Rakuten Broadband.



Reduce call charge from your smartphones!
No phone number changes and high-quality connection.



Broadband internet service for personal users, along with Flet's Hikari, docomo Hikari, Rakuten Communications Hikari and eAccess ADSL. WiMAX2+ available for mobile service.



J-TripGateway

Prepaid SIM card with an app for foreign tourists in Japan. In cooperation with companies and local governments want to "Omotenashi" to the foreign visitors, providing them inexpensive and speedy communication environment and sightseeing information.

Collaboration with Rakuten



松本市と楽天
電子図書館実験で協定
貸し出し 2月からサービス
外国語書籍
主に外国語の電子書籍を貸し出す電子図書館の実験を開始する松本市とインターネットサービス大手の楽天が1日、協定の調印式を市役所で開いた。サービス検証を目的とした連携協定は全国で初めて。

協定は、両社が約2千冊分を同市に無償提供し、登録者が同社の電子図書館サービス「ラクテン・オーバードライブ」を通じて、タブレット端末などで閲覧時間でも圖書を利用できるといった内容。同社は貸出傾向や人気作品を分析し、サービス改善を図る。協定期間は2年間。

調印式で協定書と交わした平井康文副市長は「（連携により）市民が抱える多文化共生の推進、英語教育の地域格差解消に役立つ」と述べた。

サービスは2018年2月に開始予定。同社関連会社が市内6館程度の図書館に無線LAN（Wi-Fi）を整備し、体験用のタブ

浜松市と楽天

電子図書館実験で協定
貸し出し 2月からサービス
外国語書籍

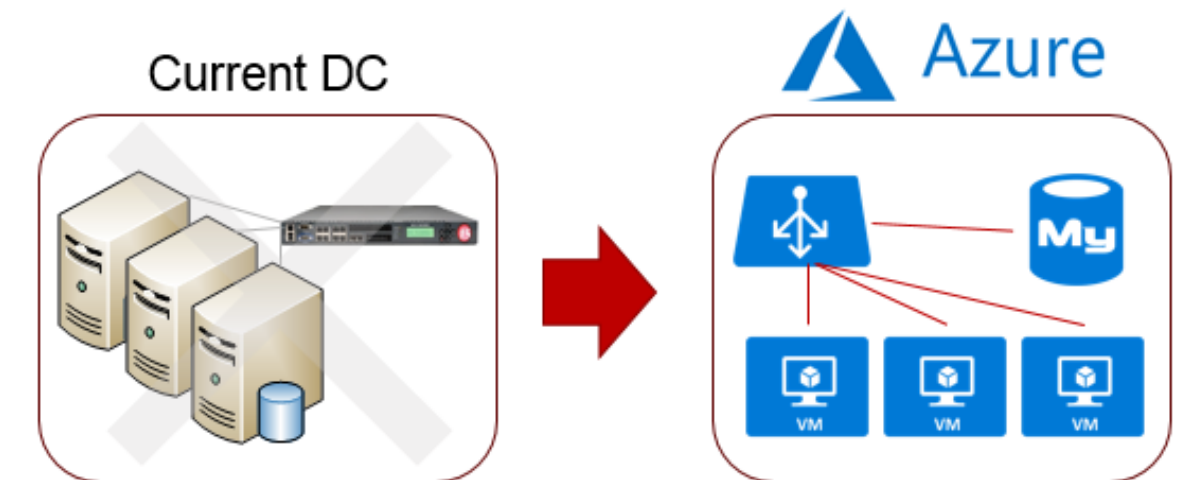
- Won back Rakuten Drone deal from OCN in Dec.



- Challenge new business
- ✓ Develop new support system for IoT SPs.
- ✓ Consider to launch New LPWA service



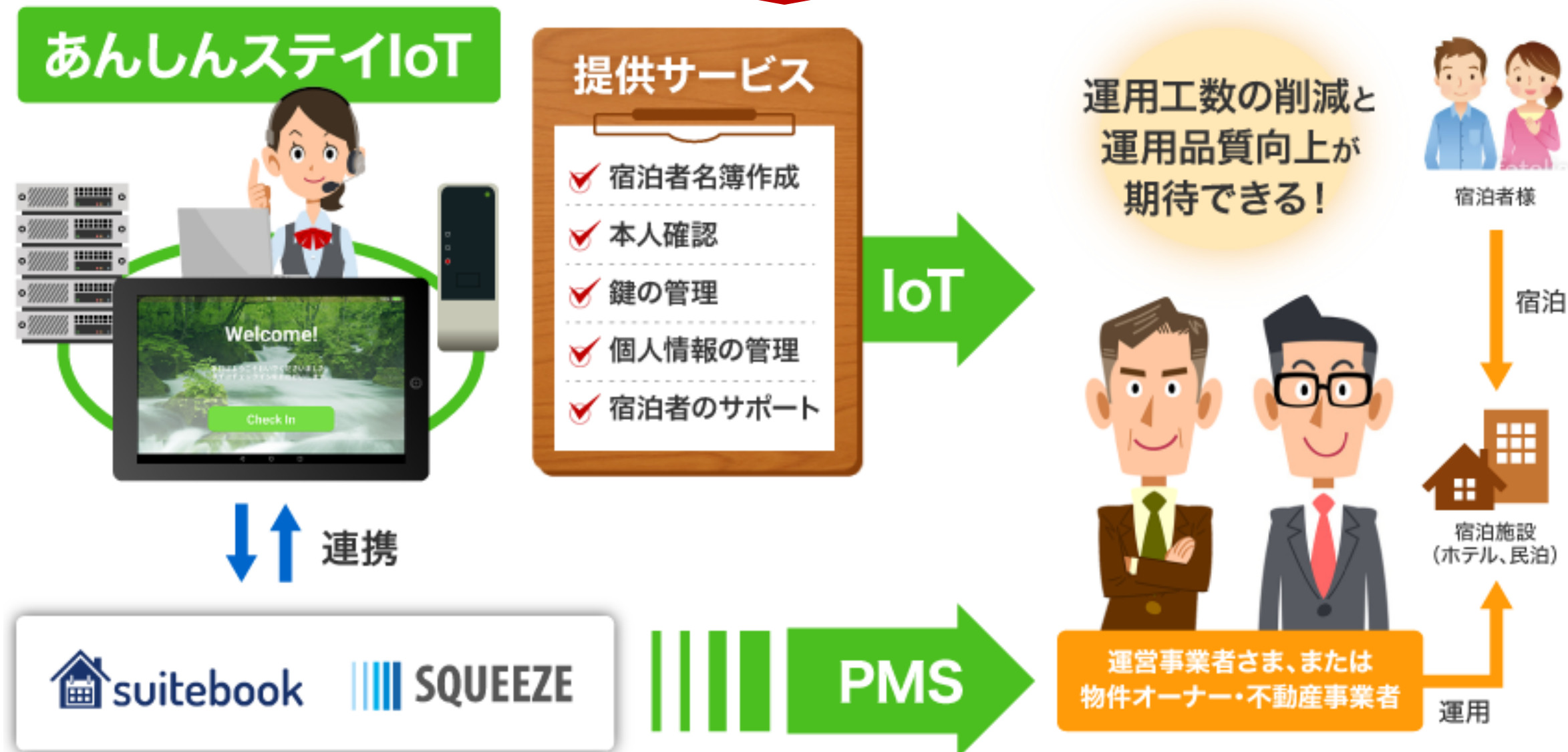
- Rakuten Securities – Aim to cut their infra cost with 373 million next 5 years.
- Rakuten Communications – Support them for PoC and to sign EA contract.



Rcom New Service “Anshin-Stay-IoT” will be started on Feb. 1st

- To reduce man-hours for accommodation due to the surge of foreign travelers
- Partnering with SQUEEZE Inc. to boost our sales and create synergies

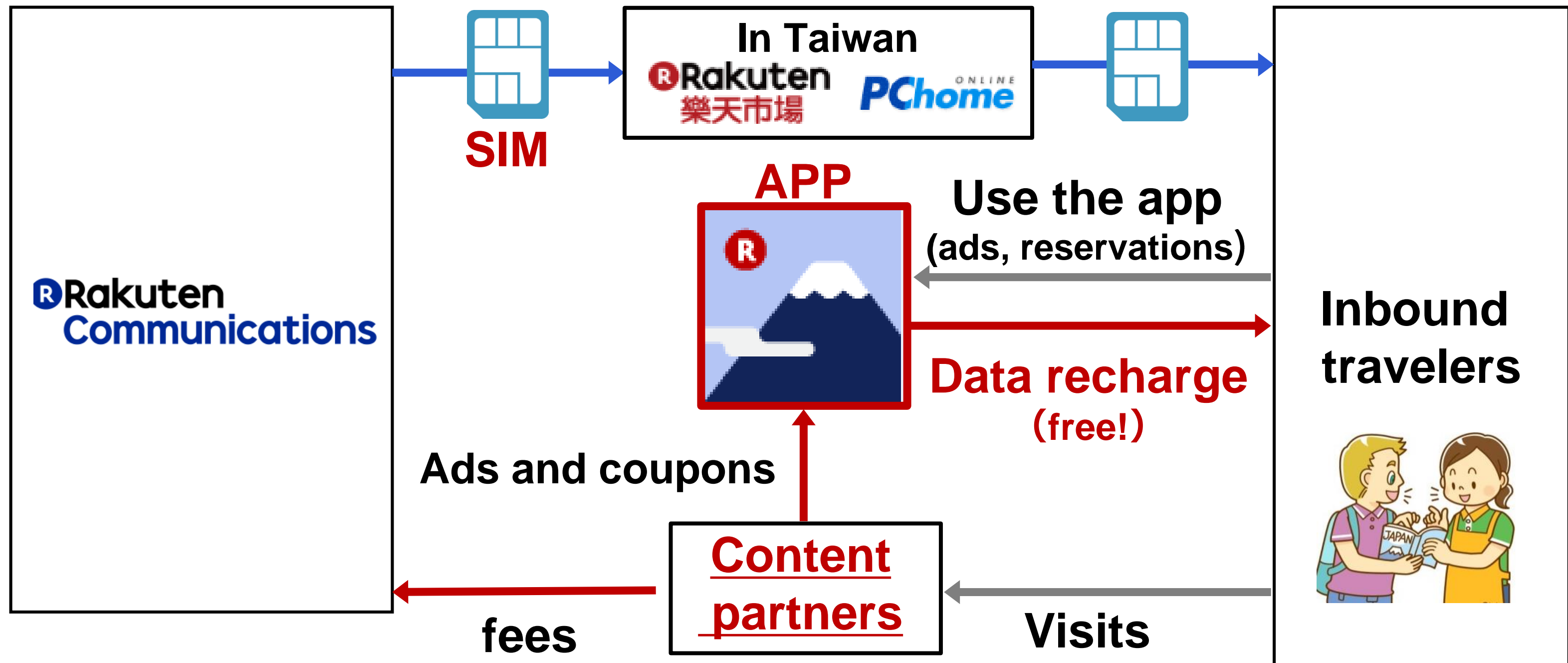
Introduce Anshin-Stay – IoT



J-TripGateway

Sightseeing app provides free recharges of data communication volume.

Advertisement plus commission fees are the source of revenue.



Talent Introduction: Eri Noda (1)

➤ **Exciting role**

Although I could acquire approximate 1,000 mobile lines from Future Corporation which was client for our existing BYOD solution, serious failure had occurred.

Since now, I had hard times to maintain customer relationship. However, in the meanwhile I feel that my client kindly trust me so much. My role is hard but truly rewarding.

➤ **Next challenge**

Hope to challenge planning and performance management which will enhance team members' sales activity to become good sales manager.



- **Join** : 2014 as mid-career employee
- **Dept.** : IP communication business department group-2
- **Job** : Mobile telephony solution (BYOD*) sales & planning for corporate clients.

*Bring Your Own Device

Talent Introduction: Eri Noda (2)

➤ Workplace atmosphere

In my department regardless of the career in the company we are responsible for making a proposal to our own client.

I believe this “entrusted” culture gives us tremendous growth opportunity!

モバイル
フォース **APP GATE**

 moconavi

