



3-2-0

“Business” Overview

Background to the theme

Since October 2006, consumers have been given the opportunity to take their mobile phone number with them even if they change mobile network operator, under the terms of the MNP (Mobile Number Portability). MNP has led to mobile network operators having to work harder to strengthen their relationship with their customers, as well as develop new customers, and has resulted in the expansion of fee plans, and music and video download services. This is a general trend in consumer markets. So what movement is being seen in the business sector?

Amendments to the Telecommunications Business Law in April 2006 implemented certain regulations that enable the service conditions to be decided between information communications carriers and corporate users. This was expected to bring about changes that meet the needs of corporate users, who differ from individuals in that they use significant quantities of data transfer, and therefore do not fit with conventional fee plans and service contents.

The use of mobile phones in corporations means that on a day-to-day basis, customer contact information is saved to people's handset memory. Since the enactment of the Personal Information Protection Law in April 2005, however, businesses that store personal customer information on mobile phone book are obliged to handle this information under the terms of the law and give consideration to its security. This need for organizational measures to deal with corporate behavior is behind the advancement of corporate mobile phone contracts.

Approximately six months since the introduction of MNP, it was reported that KDDI was doing extremely well, due to its popularity in the general consumer market, but in the business market, competition seems to be relatively quiet. However, there are huge new developments within the corporate user environment, too; mobile network operators have introduced smart phones, which can be synchronized easily with a company's computer network, and have transferred the internal phone line solution which used to be a feature of PHS to be compatible with wireless LAN systems. There is the possibility that the competition between mobile network operators is coming into a new phase depending on corporate users, and business use is increasingly becoming a sector that is worthy of attention for the mobile network operators.

Attributes of the theme, and specific topics

This chapter deals with three perspectives on the use of mobile phones and other mobile tools in the business environment.

The first such perspective is the actual state of mobile phones and tools in business, and their importance to businesspeople. After looking at the proportion of people in an office using such equipment, and the time spent using it, we also look at the trends in mobile work styles such as those known as “non-format working” and “location-free work”, commenting on intellectual production activities and other such corporate strategies. We also take a look at the areas in which companies require support in the ICT environment.

The second perspective is that of mobile solutions and the business market. We focus on the systems integration industry for mobile solutions, and use interindustry relations analysis to project the market scale and growth rates. Combining information available relating to each mobile solution market, we also offer analysis that could offer a resource to strategies for system integration companies.

The third perspective is that of the use of mobile phones and tools in B to C transactions. We look at market permeation of customer contact points using mobile e-mails and websites by industry, and clarify the state of user responses. We also comment on customer appreciation of differing media, depending on age range.

In consideration of the future of business and mobile media, we analyze the changes in competitive advantage based on net share increases of differing mobile network operators, and feature interviews with key persons in the ICT and mobile industries. We bring the opinions of Tetsuzo Matsumoto, Senior Executive Vice-President of SOFTBANK MOBILE Corp., which attracted lots of attention in the initiation of MNP, Keisuke Ohnishi, CEO and President of NAVITIME JAPAN CO., LTD., which is expanding into the world with its navigation services, and Toshiyuki Inoko, CEO and President of Team Lab Inc., a significant player in the world of Web 2.0.

Future predictions

Mobile phones differ from ordinary commercial materials and services in the fact that they allow users to connect to one another, and thereby produce external effects and potentially profit. When mobile phones are able to connect into fiber-optic networks (as in FMC), or system integration, or when mobile phone IP con-

nection services supplied only to mobile network operators are able to include internet open culture, or play a crucial role in non-communications services, such as non-contact IC, the potential for their use increases dramatically. It may be the most significant change ever seen in business information communications media, and in response, industry will also change significantly. This is also a significant business chance.

3-2-1	Mobile Use on Business	Key Words
A survey of information equipment use in business is analyzed to offer insight into current work styles, standardized and non-standard work, and location-free / location-fixed work. At present, location-fixed work is still the norm, but among people aged between 20 and 49, it is clear that the number of location-free, or in other words mobile-style, workers are increasing.		■ PDA

3-2-2	Mobile Solution	Key Words
Mobile solutions are expected to grow between 155 and 260% in the coming three years, in the fields of mobile B to C, mobile business support and mobile B to B transactions. Specific systems for each field are given as examples, and the levels of awareness, interest in use and actual use experience are explained and displayed in a way that is easy to understand. At the end of the section, we introduce 18 examples of mobile solutions used in a range of companies.		■ Mobile solutions ■ B to C

3-2-3	Mobile Medium as Customer Contact	Key Words
Based on the survey of usage of mobile solutions, we analyze how corporations utilize mobile media as a contact point with consumers. While e-mail magazines and website-distributed information is still viewed more commonly on personal computers, among young people in particular, there is a strong desire to receive information using mobile media, and it is anticipated that a greater level of contents and other further developments will follow before too long.		■ Web 2.0

