

Special Feature 2 Business Process Innovation

Sales & CRM

Management Innovation 2008 places marketing, sales and service functions together in one structure that supports close relationships with customers from product planning to maintenance. This will heighten our responsiveness to customers globally and augment our competitiveness.

Customer-Centered Product Planning

Management Innovation 2008 moves the product planning functions that had been under manufacturing divisions into sales divisions, creating a framework to accurately reflect customer needs in new products. We will work vigorously to offer solutions to customer issues so we can secure the top position in measuring instruments for LTE, NGN, and other fields that we expect to take off in fiscal 2008.

Promoting Strategic Sales Activities

Anritsu is highly sensitive not only to customer trends but also to the market, and is strengthening sales activities in areas including general purpose measuring instruments with broad demand and service assurance. In addition, we will efficiently deploy sales resources to meet wide-ranging demand for products such as development measuring instruments compatible with advanced communication systems, measuring instruments used in mobile handset manufacturing, and handheld measuring instruments used in installation and maintenance. In this way, we will pursue customer satisfaction throughout our global network.

Enhancing the Sales and Service Network

The Anritsu Group has established and begun operation of a central sales company for Latin America in Mexico. Following our establishment of a sales company in the United Arab Emirates to cover the Middle East, where capital investment is brisk, we advanced into the Russian market at the beginning of 2008. Anritsu will steadily capture growth opportunities in these regions and others including developing markets Brazil, China and India, while continuing its enhancement of sales and service networks in Japan, the Americas, EMEA, and the Asia-Pacific region.



Shigehisa Yamaguchi

Director and Senior Vice President
Chief Sales and CRM Strategy Officer

We will strive to become a global market leader by working even more closely with customers and offering solutions that exceed their expectations.



Anritsu accurately grasps customer needs through trade shows and other means and reflects them in product planning.

R&D



Takanori Sumi
Vice President
Chief Technology Officer

My mission is to use product planning proposals from sales and CRM to develop value-added products in a timely manner and maximize return on investment.



Anritsu develops timely solutions by integrating development resources and optimizing development investment.

We have gathered the Anritsu Group's global development resources into a competitive development framework that is a source of profit. We are now taking on the challenge of developing leading-edge measurement solutions for LTE and NGN.

LTE: Timely Development of High-Value-Added Products

Building on its prior strengths in measuring instruments used in developing 3G and 3.5G mobile phones, Anritsu is actively involved in product planning of LTE, the next generation of mobile phones, from the standard selection stage. We will develop products in a timely manner by sharing development road maps with the world's major telecommunication equipment manufacturers.

NGN: Concentrating Development Resources

The Anritsu Group has integrated its development resources for the wireless measurement business, the optical and IP measurement business and other areas to enhance solutions for NGN, which will enable service integration including fixed-mobile convergence (FMC) and even encompass the broadcasting and video distribution businesses by strengthening video distribution functions. We are concentrating our global resources to increase the functionality of existing products and rapidly develop new products by creating synergy among our technologies, developing platform technologies and applying common and basic technologies. Further, we have strengthened general-purpose measuring instrument development to create a stable business platform.

Reviewing Development Investment Decision-Making

Anritsu employs development ROI (gross profit / development investment cost) as an additional measure toward efficient development investment and maximization of profit. We intend to appropriately manage total investment and maximize gross profit by not only making development investment with a long-term perspective, but also by selecting and focusing on a development theme for each fiscal year. We will further increase ROI by applying fundamental technologies at the integrated R&D Center under Management Innovation 2008 to raise the added value of measuring instruments.



SCM

The Anritsu Group's overseas sales ratio is greatly increasing, and is around 70 percent for the core Test and Measurement segment. Under Management Innovation 2008, we are overhauling the production framework to bolster competitiveness in global markets. Previously dispersed SCM functions have been integrated.

Total Cost Reductions

Anritsu has established a new SCM Division under Management Innovation 2008 by integrating all SCM-related departments, from production planning to material procurement, quality management, and international logistics. Based on unified decision-making, we are executing an overall cost reduction strategy and pursuing SCM reform. For example, we plan to use optimal material procurement locations in America, Europe, and Asia through cooperation among procurement bases, and will consider production in optimal locations, including the use of electronic manufacturing services (EMS).

Generating Cash Flow by Reducing Inventories

Because information technology is constantly evolving, obsolescence of measuring instruments and their components is a business risk. The SCM Division focuses on improving the forecast of and preparation for orders in cooperation with the sales and CRM Group, and is working to further shorten delivery times through production reforms in order to create cash flow through inventory reduction.

New Products

Anritsu delivers products that satisfy customers with their quality in an appropriate time to market (TTM). To this end, the SCM Division participates from the design stage, an upstream phase of product development, and provides the R&D division with accurate feedback based on the know-how it has acquired on the manufacturing floor, such as the selection of easy-to-use and optimal components. In addition, SCM thoroughly evaluates mass productivity in pilot production lines for the manufacturing of high-quality new products with appropriate TTM.



Kohei Ono

Director and Senior Vice President
Chief SCM Strategy Officer

We will create a production system that is competitive in global markets and make it a source of profit. To fulfill this responsibility, we will work vigorously toward a manufacturing process that satisfies customers on quality, price and time to delivery.



Anritsu will execute a cost reduction strategy through production re-engineering.