

Success Stories: Ideas for Potential Players

I/S ICT / Software



R & D

Cisco Systems G.K.

Making human networks a reality



Cisco TelePresence: Produces spaces in which crisp, life-sized images and clear sound give far-flung participants the feeling of being present

The U.S. communications giant Cisco Systems is a global corporation that does business in over 70 countries around the world, and boasts of more than 20 years of leadership in the networking industry. Currently Cisco Systems is aiming to develop not just physical networks that link one computer to another, but new communication methods that link one person to another in ways that were previously unimaginable. Providing such

networks will eventually revolutionize people's everyday experiences.

Guided by this concept, Cisco has begun to deepen its involvement in more consumer-oriented service and application areas, in addition to its existing network infrastructure operations, typified by its router business.

Cisco Systems built a new R&D center in Tokyo in 2005. More than 10 engineers there are pouring their energy into developments in the fields of routing, IPv6, multicasting, wireless technology, and Internet Protocol Next-Generation Network (IP NGN) for the next generation of Internet communications.

The Senior Vice President of Japan Operations Cisco Systems Inc., Yasuki Kurosawa, describes the plan: "Partly due to the Japanese government's 'e-Japan Strategy,' this country is equipped with some of the most inexpensive, fastest broadband networks in the world. The expansion of broadband in Japan has revealed new business needs, and we will follow a strategy of first developing and standardizing products for our Japanese clients, and then taking them to other

- 1984 Len Bosack and Sandy Lerner of Stanford University establish Cisco Systems.
- 1992 Japan Cisco Systems K.K. is established.
- 2000 The company name is changed to the present Cisco Systems K.K.
- 2002 The Quality Center in Narita begins operations.
- 2004 Cisco Systems unveils the next-generation IP routing innovation, the Cisco Carrier Routing System (CRS-1).
- 2005 Cisco Systems K.K. opens the Japan Development Center (JDC) in Shinjuku, Tokyo.
- 2006 Cisco TelePresence is announced.
- 2007 Cisco Systems K.K. changed to a limited liability company.



Yasuki Kurosawa, Senior Vice President

countries. Our establishment of an R&D base in Japan is one manifestation of that strategy."

Another thing that Cisco Systems has taken note of in Japan is the importance that clients place on quality. The company believes that if it can make products that are accepted by Japanese clients, then



The Cisco CRS-1: The world's first carrier routing system

these products will be able to distinguish themselves in a major way in global markets. This is one reason why Cisco Systems began operating the Quality Center in Narita in 2002. Products manufactured and inspected in the United States are sent to the Quality Center immediately after their arrival at Narita Airport. There they undergo a thorough quality inspection before being shipped within Japan.

The inspection data compiled at the Center is fed back to R&D, design, and production bases and used in Cisco Systems Group's company-wide quality improvement efforts.

Cisco Systems has built up close relations with many Japanese companies and institutions. More than a few of these relationships have led to the development of new products.

The Cisco Carrier Routing System (CRS-1),

announced in 2004, was developed by making direct use of information from Japanese service providers, who were among the first companies to deploy this technology platform. Subsequently, in October 2006, after a series of improvements in this system, Cisco Systems announced a 4-slot CRS-1 system, the world's smallest. This, too, was

developed based on demands from Japanese service providers, who wanted 40 Gbps per slot in a smaller form factor.

In December 2006, Cisco Systems participated in a field trial for beginning a commercialized next-generation network service at the invitation of the Japanese communications company NTT. By placing its IP network, unified communication functions and intelligence into high-level networks, Cisco Systems will help enable the possibilities of the next-generation network society.

The Internet is now used in a variety of business and everyday situations.

In a society in which computers and electronic devices throughout the world are connected to one another through networks, Cisco Systems is looking beyond connections to physical devices for the realization of "human networks" and is continuing to suggest new lifestyles for humanity.

Japanese Operation

- Established :** May 1992
- Capital :** ¥450 million
- Employees :** 1,032
- Business :** Internet Protocol-based routing and switching, home networking, IP telephony, optical devices, network security systems, storage networking, wireless LAN
- Location :** Midtown Tower, 9-7-1, Akasaka, Minato-ku, Tokyo 107-6227 Japan
- URL :** <http://www.cisco.com/jp/>
- Parent company :** Cisco Systems, Inc. (San Jose, U.S.; about 54,563 employees)

