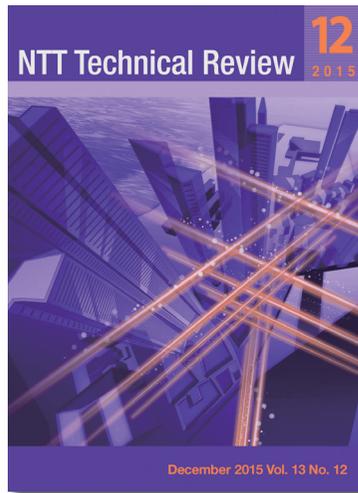


<https://www.ntt-review.jp/archive/2015/201512.html>



## View from the Top

- Hiroshi Nakagawa, Senior Executive Vice President, NTT EAST

## Feature Articles

### Cybersecurity-related R&D to Counter Global Threats

- Cybersecurity R&D to Counter Global Threats
- Trends in Global Security Threats
- Security Intelligence for Malware Countermeasures to Support NTT Group's Security Business
- Security Orchestration with a Global Threat Intelligence Platform
- Efforts to Achieve a Joint Risk Management Support System

## Feature Articles

### Service Design for Attractive Services and Trends in Design Thinking

- Service Design for Creating Attractive Services, and Trends in Design Thinking
- Concept Tailor: A Tool for Iteratively Designing Service Concepts Using Storyboards
- Evaluation Methods for Service Design
- Methodology for Creating Attractive Services
- Training Initiatives for UX Designers
- Initiatives Related to the Creation of New NTT DATA Services

## Regular Articles

- Recent Activities Involving OpenStack Swift
- Improving Inter-system Cooperation and User Convenience in Confirming Personal Safety during Disasters

## Global Standardization Activities

- Standardization Efforts in IP Number Portability Specifications

## Practical Field Information about Telecommunication Technologies

- Wireless LAN Tester Conformable to IEEE802.11ac

## New NTT Colleagues

- We welcome our newcomers to the NTT Group

## View from the Top

### Hiroshi Nakagawa, Senior Executive Vice President, NTT EAST

#### ▼Overview

The growth of FLET'S HIKARI—NTT's optical access broadband service and flagship product—shows signs of slowing down as the demand for high-speed Internet eases and competition with optical access services of other companies intensifies. Under these conditions, NTT EAST is reexamining its business structure and reforming its business model to steer the company toward sustainable management while growing its business-user market. We asked Hiroshi Nakagawa, Senior Executive Vice President of NTT EAST, to tell us about the aims and rollout of the Hikari Collaboration Model and specific initiatives such as the new marketing method called ICT Concierge.



## Feature Articles

### Cybersecurity-related R&D to Counter Global Threats

#### Cybersecurity R&D to Counter Global Threats

#### ▼Abstract

New cybersecurity threats are continuing to expand on a global scale, and Japan is expected to become the target of cyber-attacks in the run up to 2020. In these Feature Articles, we discuss the key points of resisting global cybersecurity threats and introduce our research and development strategy for dealing with them.



## Feature Articles

### Service Design for Attractive Services and Trends in Design Thinking

#### Service Design for Creating Attractive Services, and Trends in Design Thinking

#### ▼Abstract

Terms such as service design and design thinking are receiving a lot of attention as methodologies for producing attractive services, and the NTT Group is tackling this issue from various perspectives. This article introduces these initiatives, first discussing what design is, then describing how service design and design thinking fit within current design trends. Finally, it introduces three key concepts on which NTT Service Evolution Laboratories places particular focus: human-centered design, user experience design, and participatory design.

