



# Net One Systems Business Overview

Net One Systems Co., Ltd.  
May 2024 (Stock Code 7518: JP)

# Regarding This Business Overview

This business overview aims to provide an introduction (basic details) to the business operations of Net One Systems.

For other information, please refer to our IR website  
( <https://www.netone.co.jp/english/investor-relations> ) or the links below.

- Philosophy (Purpose)

<https://www.netone.co.jp/english/company/message/philosophy/>

- Medium-Term Business Plan

<https://www.netone.co.jp/english/investor-relations/management-policy/medium-term-business-plan/>

- Integrated Report

<https://www.netone.co.jp/english/investor-relations/ir-library/integrated/>

- Progress of measures to prevent recurrence of fraudulent acts

<https://www.netone.co.jp/company/responsibility>  
(available in Japanese only)

- Sustainability

<https://www.netone.co.jp/sustainability>  
(available in Japanese only)

- Annual securities report

<https://www.netone.co.jp/ir/library/report>  
(available in Japanese only)

- Financial results briefing materials

<https://www.netone.co.jp/english/investor-relations/ir-library/presentations/>

- Corporate analysis report

<https://sharedresearch.jp/en/companies/7518>

Our greatest source of added value: “world-leading network technology,” which we have continuously refined since the Company’s inception  
Designing the general architectures of IT infrastructures from a network-based perspective while integrating and operating a wide range of multi-vendor products

## Business domain

- Specialization in IT infrastructure (not including applications)

## Employee count

- Number of employees: approx. 2,500
- About 60% of staff are engineers

## Products and services

- Products from leading overseas vendors
- Engineering services (plan, build, operate, optimize)

## Added value

- General architectural design
- Installation and operation of multi-vendor products (creating value that extends beyond individual vendors)

## Customers

- Private companies, telecom carriers, public institutions, and corporate partners
- Principally large companies and public institutions

## Business expansion

- Expanding network access points through digital transformation
- Expansion of network-related technologies (cloud, security, etc.)

## GPM by type of deliverable

- Product: approximately 20%
- Service: about 30%

## GPM improvement

- Service ratio expansion
- Improvement in GPM generated through services

## Market recognition

- Networks = Net One Systems
- Japan’s largest body of installation experience
- Area of expertise: large-scale systems and cutting-edge technologies

# Company Profile

## / A Company That Understands the Possibilities of Networks

Established during the early days of computer networking in Japan, we are the nation's first integrator specializing in networking. Focusing primarily on “world-class network technology,” we contribute to the development of large-scale IT infrastructure for private enterprises, telecommunications carriers, and public institutions.

Company name	Net One Systems Co., Ltd. (TSE Prime Market, stock code: 7518)
Established	February 1, 1988
Listed	December 20, 2001
Fiscal year	From April 1 of each year through March 31 of the following year
Representative	Takafumi Takeshita, President & CEO
Head office	Tokyo
Capital stock	¥12,279 million (as of March 31, 2024)
Business description	Integrates ICT platform and provides related services
Employees (consolidated)	2,579 (as of March 31, 2024)

### Purpose

Unleash the potential of people and networks,  
and create a prosperous future by carrying on /  
inheriting tradition and making Innovation happen.

### Corporate Logo

Artist's conceptualization of the Japanese  
character for *Takumi* (experts)

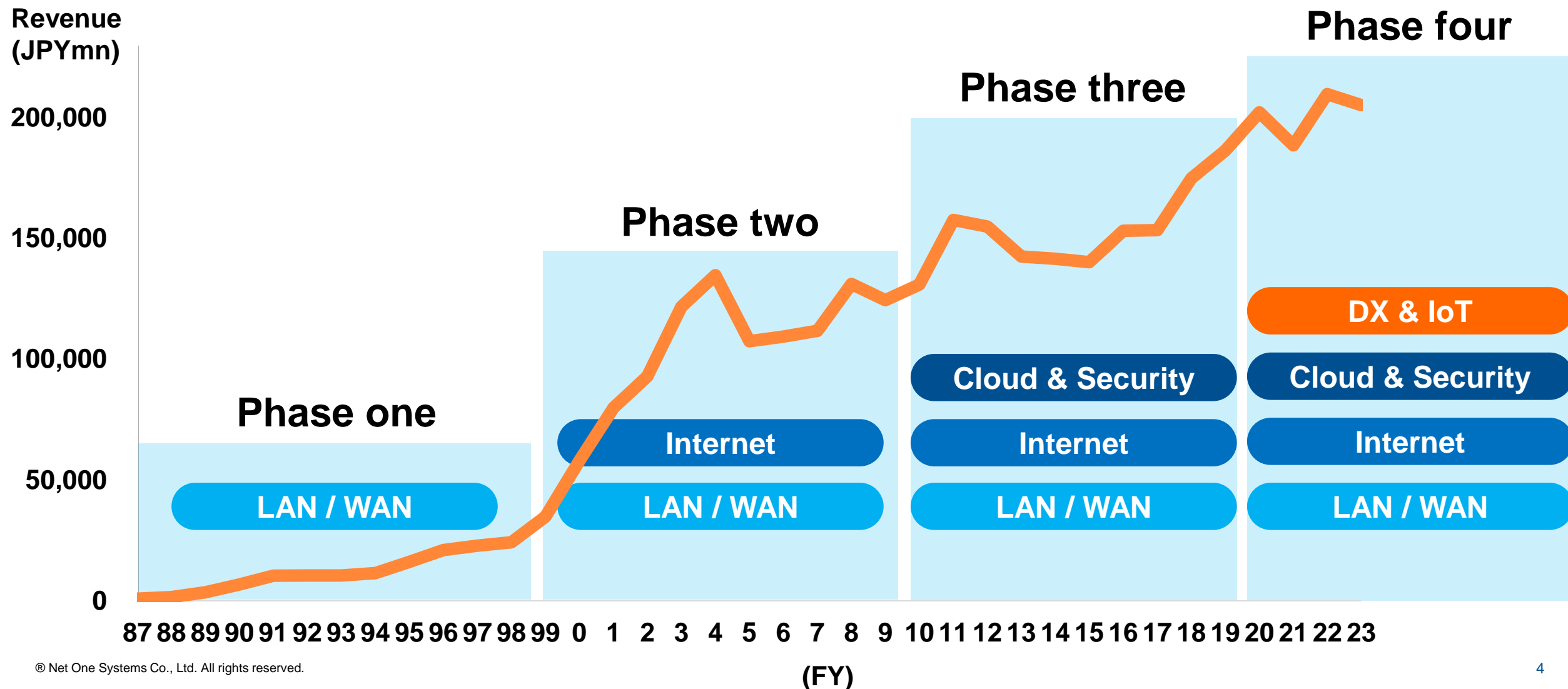


charge ∠ channel ∠ change



# Business Area Expansion and Revenue Growth

Since its founding, Net One Systems' world-class network technologies have been central to its creation of value. Given IT advancement and its expanded application, our revenue has risen as organizations establishing network connections have grown in number and the scope of technologies governed by networks has broadened.



# Supplementary Information concerning Business Area Expansion and Revenue Growth

- Phase One

We were founded in 1988, when network technology was in its infancy. Over a period of roughly 10 years, we expanded revenue generated through our integration of internal networks for major companies and research institutes to JPY30bn.

- Phase Two

During phase two, we observed rapid expansion in Internet services provided through telecom carriers. Our “carrier-grade” advanced network technology became well-received among telecom carriers, and our revenue grew to JPY130bn.

- Phase Three

Net One Systems provided support for 4G services rendered by mobile carriers and reached a performance peak in FY2011. At that time, the Company was highly dependent on the telecom carrier market for revenue generation, and the future prospects for capital investment within this market were difficult to project. Accordingly, the Company sought to expand into new business areas with the aim of securing sustainable growth. In line with these objectives, the Company ventured into cloud infrastructure construction and security measures utilizing advanced network technology. Meanwhile, the Company expanded its scope to target the enterprise and public markets. During this same period, the Company also launched a partner business to ensure efficient expansion of its market coverage.

However, these business reforms required the Company’s engineers to acquire expertise concerning cloud computing and security, a process that took considerable time. Largely due to this transition, the Company reported lower performance from FY2012 through FY2015. In FY2016, the Company’s business reforms began to generate positive effects, driving higher revenues, raising gross profit margins, maintaining or lowering SG&A ratios, and improving operating margins.

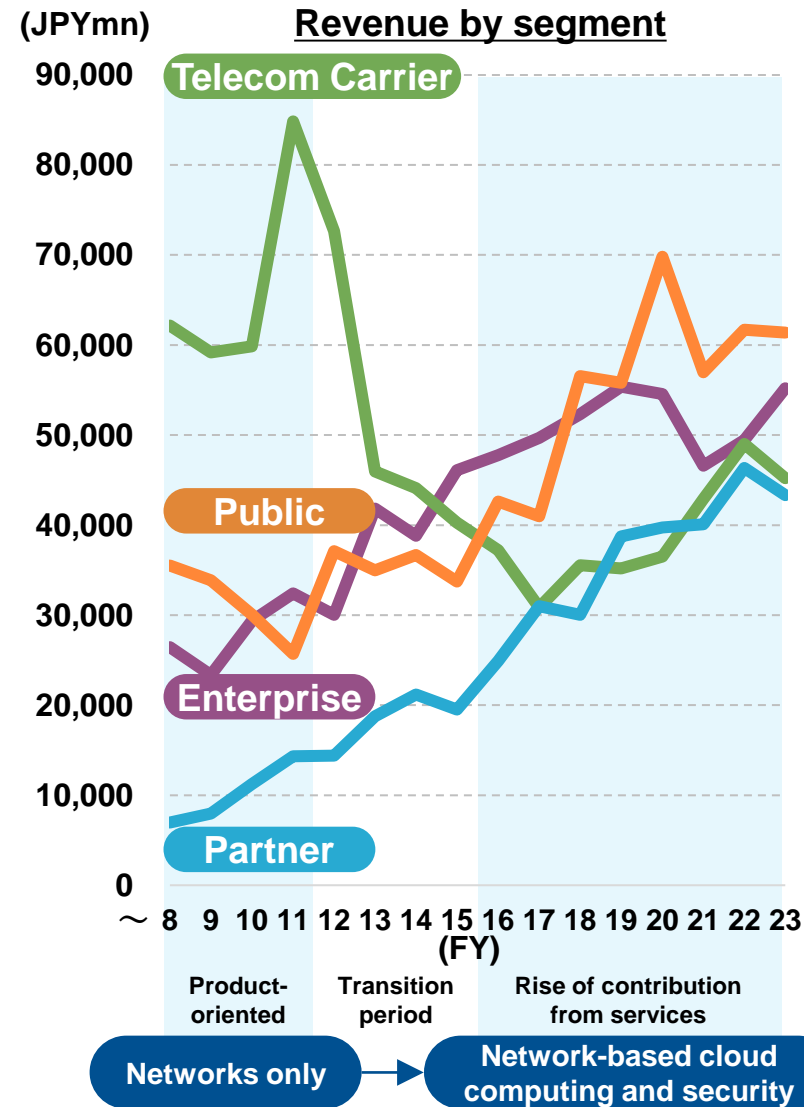
- Phase Four

Digitalization is underway, and we have entered an era in which seemingly everything is connected by secure networks, including companies (entire organizations), homes (remote work), factories (smart factories), schools (GIGA schools), and hospitals (medical digital transformation). Meanwhile, society is shifting toward the use of multiple cloud systems (multi-cloud).

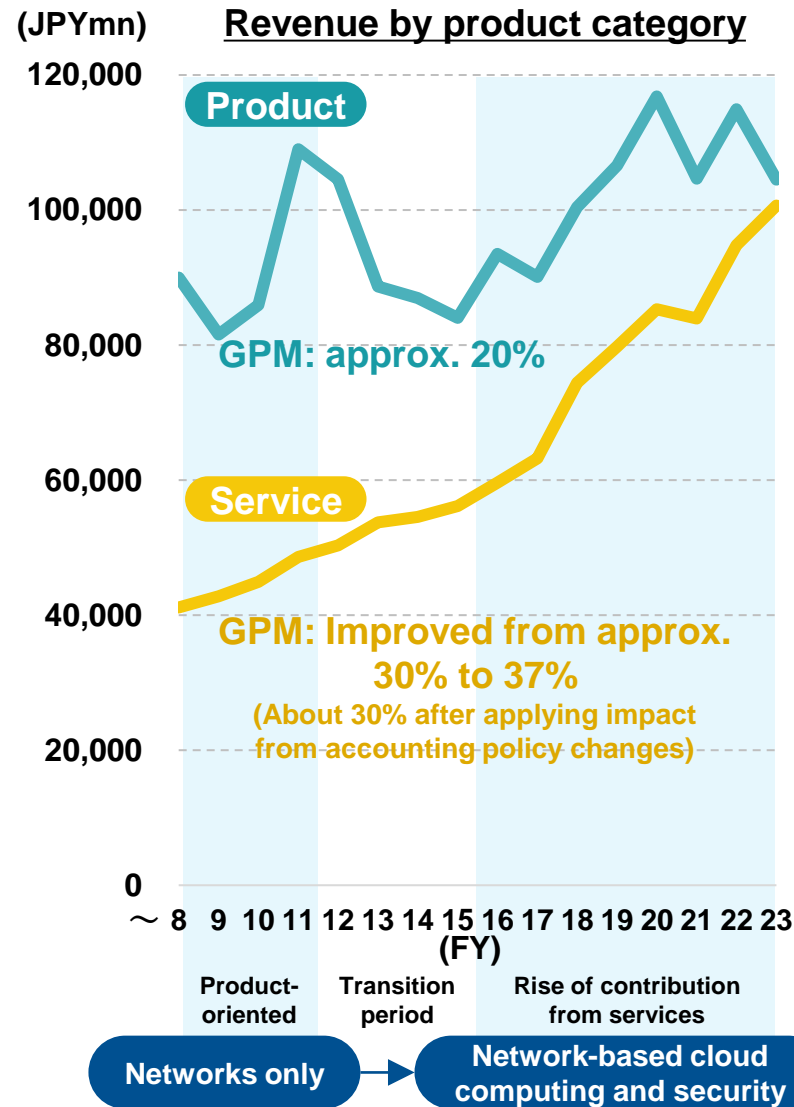
Given this trend of digitalization, locations and technologies characterized by connectivity are expected to become more numerous moving forward, and network environments are projected to grow in their complexity and sophistication. Precisely in response to these general tendencies, Net One Systems aims to fully leverage its core competencies surrounding “world-leading network technology.”

# Recent Transformation of Business and Profit Structures

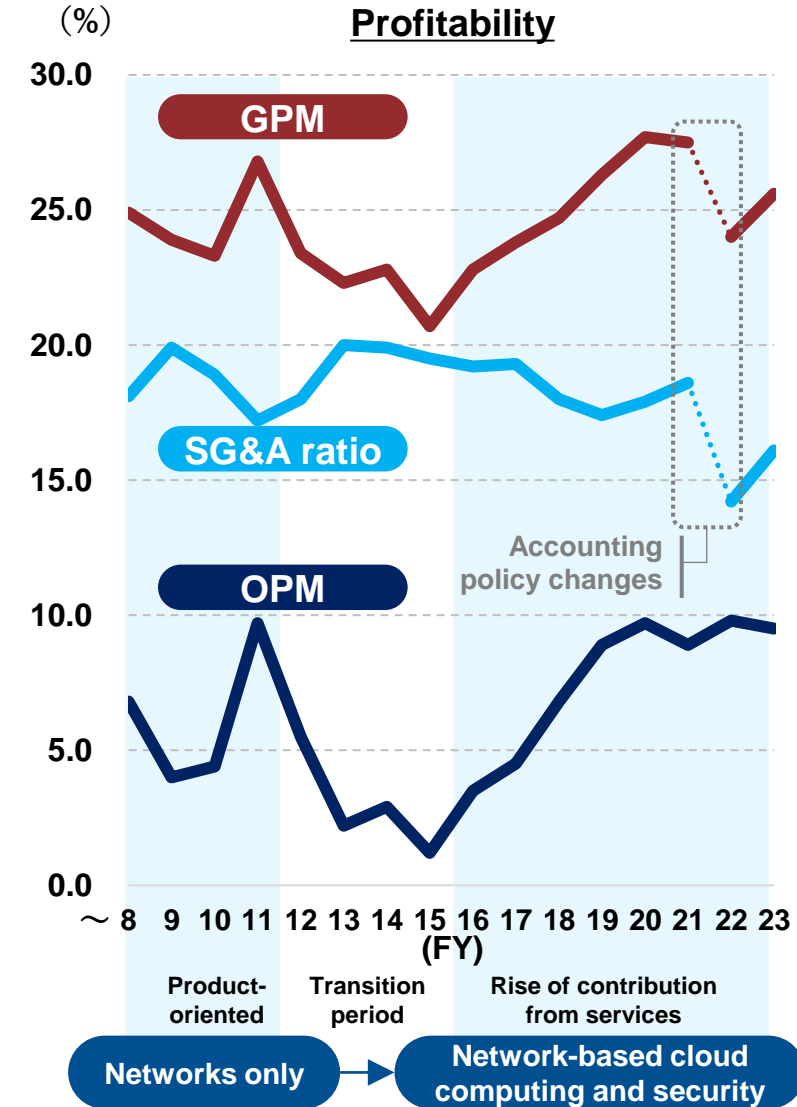
Shift from dependence on telecom carriers to a more balanced approach



Service business expansion



Raising added value and improving productivity



# Supplementary Information concerning Recent Transformation of Business and Profit Structures

- Shift from dependence on telecom carriers to a more balanced approach (left)

Through FY2011, our performance fluctuated greatly depending on capital investment among telecom carriers. Subsequently, we achieved growth through business activities related to cloud infrastructure construction and security measures, particularly within the enterprise and public markets, while also launching our partner business. Thanks to these changes, we successfully established a well-balanced segment structure.

- Service business expansion (center)

Net One Systems expanded the ratio of earnings that it generates through services, which yield comparatively high gross profit margins, by shifting from a focus on hardware sales (average gross profit margin of approximately 20%) to concentration on the delivery of various ancillary services, including design, integration, maintenance, and operation (average gross profit margin of approximately 30%). Moreover, we also generated growth in the gross profit margins contributed by these services themselves.

- Raising added value and improving productivity (right)

Net One Systems has improved its gross profit margin by creating added value through business activities related to cloud infrastructure construction and security measures and the delivery of various ancillary services. The Company's specialization in IT infrastructure enables it to provide similar solutions regardless of segment, and this advantage allows the Company to maintain or lower its SG&A ratio. Leveraging these favorable circumstances, the Company has generated improvement in its operating margin.

## (Note) changes in accounting standards

Starting from FY2022, portions of labor costs and other expenses that are incurred through the delivery of services by our engineering division, and were formerly recorded as SG&A expenses, have instead been booked as costs of revenue. As a result, gross profit margins and SG&A ratios have decreased in comparison with those under our previous accounting standards. We have also observed slight change in operating margins. (Due to the impracticality of a principle-based retroactive application of our new accounting standards, these new standards will only be applied to relevant expenses incurred during or after FY2022.)



# IT Structure and Net One Systems' Business Domains

The broader IT field comprises two domains: business application and infrastructure.  
Due in large part to its specialization in IT infrastructure, Net One Systems is uniquely positioned as an integrator.

## IT

**Business application**  
(tangible)

Examples:

- ERP systems
- CRM systems
- Personnel systems
- Accounting systems

----- boundaries -----

**Infrastructure**  
(usually not consciously noticed)

Examples:

- Networks
- Servers/storage
- Security
- Cloud
- Data management
- Workflow

## Vendors

**General IT vendors**

**System integrators**

  
**net one**

We assess the world's most advanced infrastructure products (hardware, software, cloud services, and AI) and deliver the planet's most sophisticated infrastructure systems by combining these products with our “world-leading network technology”

## Major vendors

- Cisco
- Palo Alto
- VMware
- Juniper
- Dell
- NetApp
- AWS/Azure
- 
- Networks
- Security
- Servers
- Storage
- Cloud

Assessment of the world's most advanced infrastructure products

### Product procurement

- Hardware
- Software
- Cloud services
- AI



### Value added

Integration utilizing the world's premier network technologies

Consultation and general design

Integration

Maintenance, operation, and optimization

Delivery of the planet's most sophisticated infrastructure systems

### Creation of functionality

- High-speed networks
- Robust security
- Convenient multi-cloud solutions
- High efficiency achieved through AI

## Major customers

- Private companies
- Telecom carriers
- Public institutions
- Partner companies

# Delivering Added Value That Extends beyond Individual Vendors

Net One Systems provides added value that is difficult to achieve through individual vendors or products. We largely generate this added value through design and implementation of general architecture; knowledge acquired through internal utilization; and troubleshooting that extends to multiple vendors.

## Major vendors

- Cisco
- Palo Alto
- VMware
- Juniper
- Dell
- NetApp
- AWS/Azure
- 
- Networks
- Security
- Servers
- Storage
- Cloud

World-leading expertise  
regarding specific vendors  
and products



## Value added

Integration utilizing  
the world's premier  
network technologies

Consultation and general  
design

Integration

Maintenance, operation,  
and optimization

Design and implementation of  
general architecture

Providing knowledge acquired  
through internal utilization  
(both successes and failures)

Robust troubleshooting that  
covers multiple vendors and  
products

## Major customers

- Private companies
- Telecom carriers
- Public institutions
- Partner companies

# Customer Industries and Profit Structures Associated with Individual Segments

Our business segments are categorized by customer industry.  
Gross profit margins and SG&A ratios differ among these segments, but their operating margins all maintain similar levels.

Segment	Customer industries (mainly large companies and public institutions)	Direct sale/ resale	Service ratio	Gross profit margin	SG&A ratio	Operating margin
Enterprise	Private companies (financial / manufacturing / non-manufacturing)	Direct sale	High			Similar levels
Telecom carrier	Telecom carriers (mega-carriers / ISPs)		Medium			
Public	Public institutions (municipalities / social infrastructure / education & science / hospitals)		High			
Partner	Partner companies (general IT vendors / system integrators)	Resale (wholesale)	Low			

# Supplementary Information concerning Customer Industries and Profit Structures Associated with Individual Segments

## ● Customer industries associated with each segment

### Enterprise market (private companies)

- ✓ Financial industry: banking, securities, life and non-life insurance
- ✓ Manufacturing: automobiles, electronics, semiconductors, machine tools
- ✓ Non-manufacturing: transportation, services, broadcasting, trading, construction, retail

### Telecom carrier market (telecom carriers)

- ✓ Mega-carriers
- ✓ Internet service providers (ISPs)

### Public market (public institutions)

- ✓ Municipalities: prefectural governments, government-designated cities, central cities
- ✓ Social infrastructure: electricity, railroads, gas, cable television
- ✓ Education & science: universities, research institutes, independent administrative agencies
- ✓ Hospitals: core hospitals

### Partner business (partner companies)

- ✓ General IT vendors
- ✓ System integrators

---

## ● Individual segment profit structures

Full-year operating margins have typically been generated at similar levels across all segments.

### Direct sale businesses: enterprise, telecom carrier, and public markets

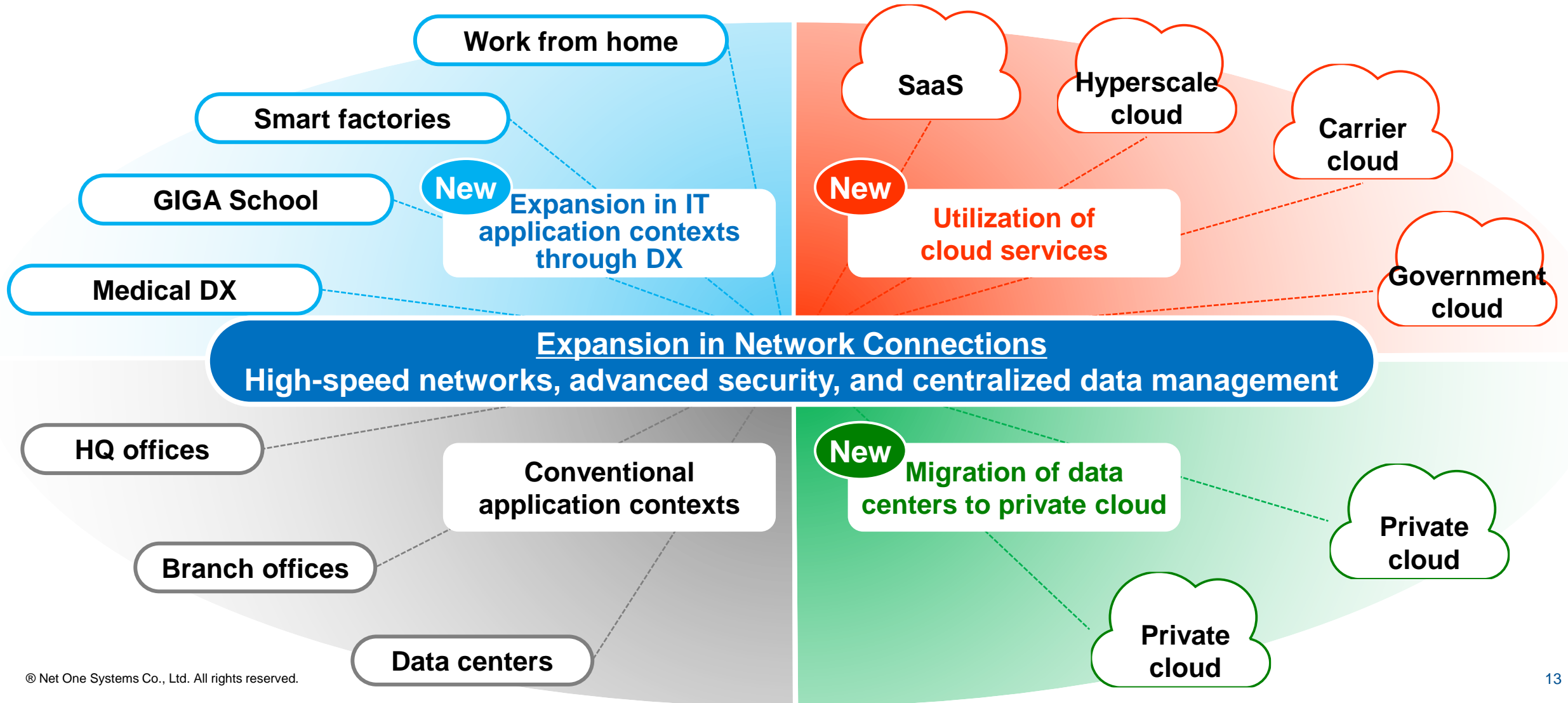
The gross profit margins of these segments are high because substantial shares of their earnings are generated through services. On the other hand, their SG&A ratios are also elevated due to large staffing requirements. Gross profit margins and SG&A ratios associated with the telecom carrier market are relatively moderate because activities performed within this market include the sale of hardware for large telecom facilities, which involves no ancillary services. Operations performed through the public market include many projects assigned through bidding procedures conducted by local municipalities or other governmental agencies. Regardless, Net One Systems generates high gross profit margins through this market by selecting potential projects based on both price and the suitability of its technological capabilities.

### Resale (product wholesale) businesses: partner business

Gross profit margins achieved through the partner business are low because only a comparatively small share of its earnings is generated through services. On the other hand, SG&A ratios are also low due to relatively small staffing requirements. These circumstances allow Net One Systems to secure through its partner businesses operating margins that are on par with those realized through its direct sale businesses.

# Business Area Expansion: Growth in Network Connections

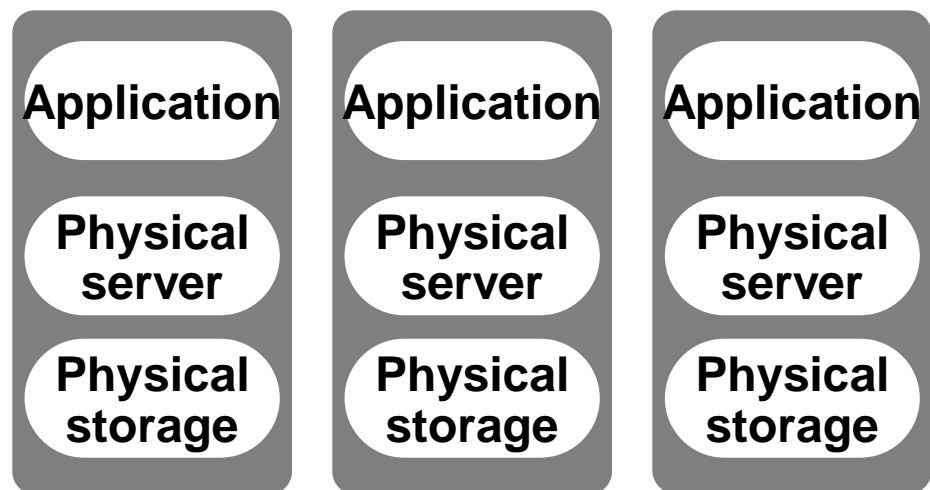
Digital transformation has caused IT to be applied in an increasingly wide range of contexts. Network connections are being established in more places, requiring new and advanced security measures.



# Business Area Expansion: Growth in Technologies Governed by Networks

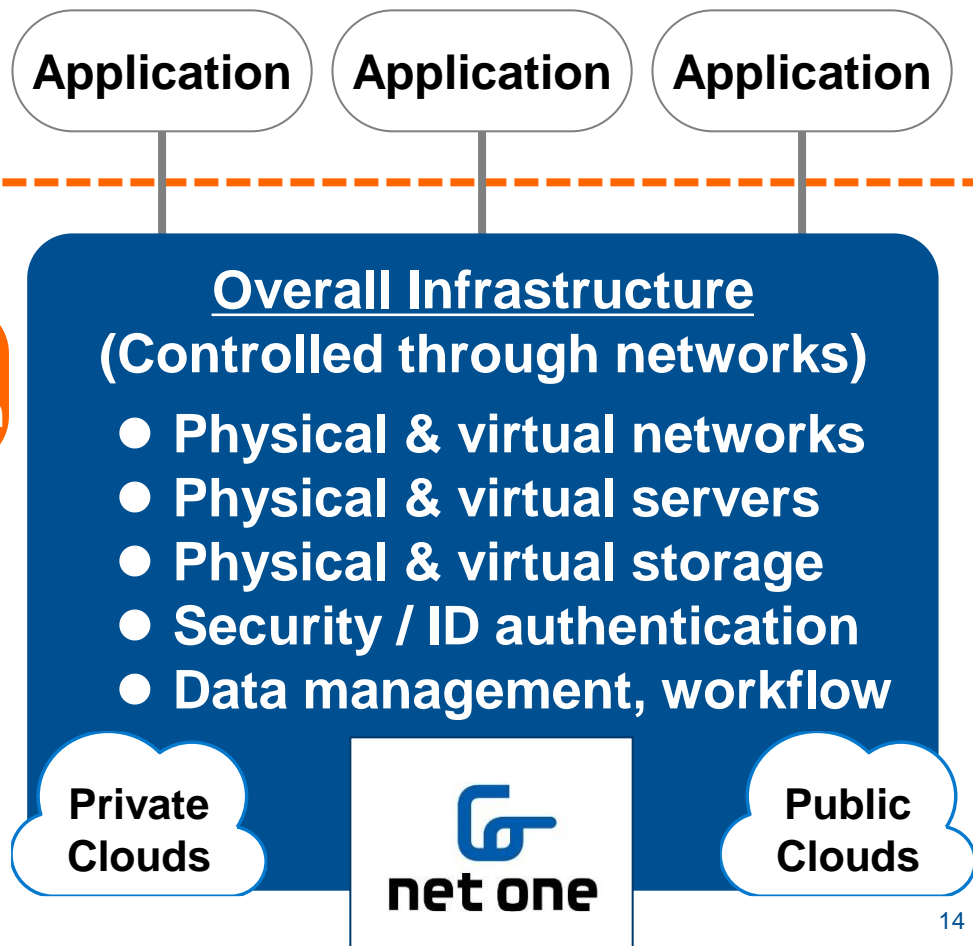
Cloud technology is changing the boundaries of IT, and networks are evolving to govern an increasingly wide range of infrastructure elements (servers, storage, security, etc.).

## Conventional business fields



Changing boundaries  
Business area expansion

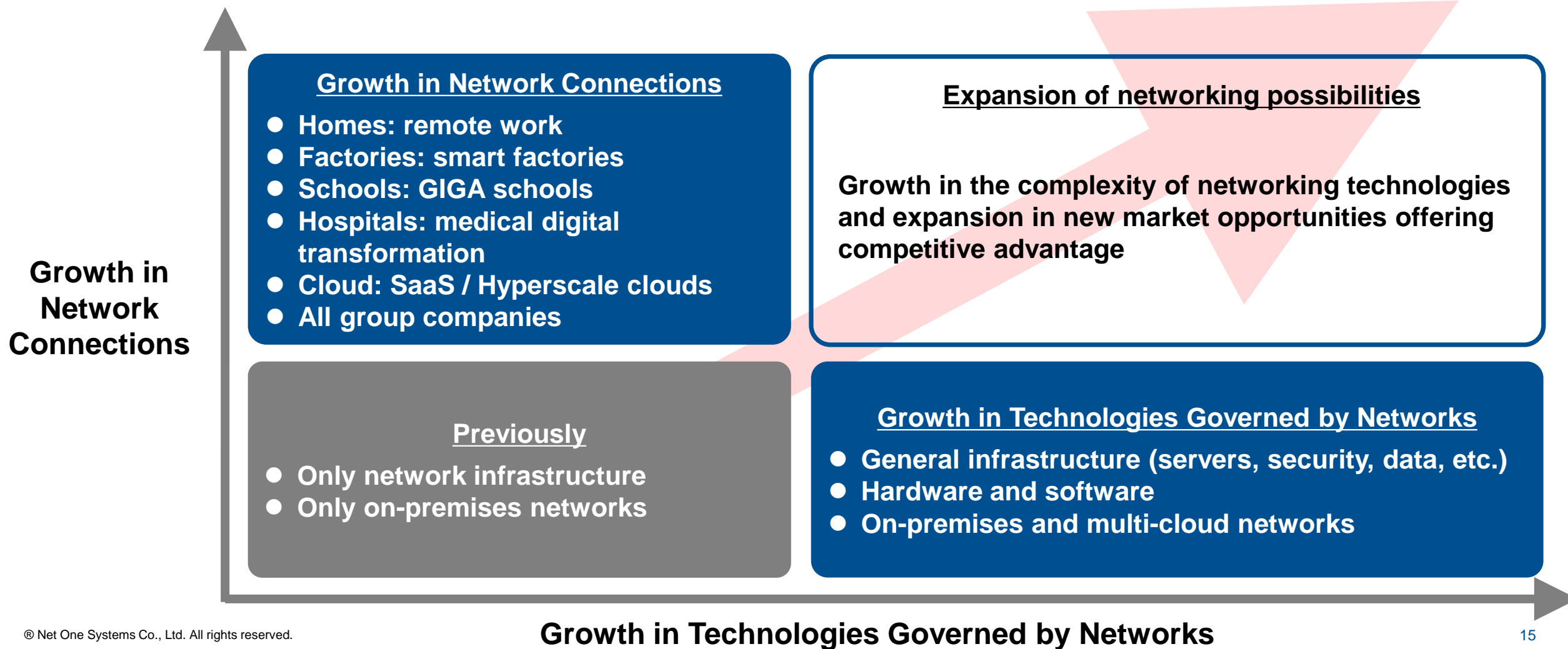
## New business fields by cloud technology



# Business Area Expansion:

## Growth in Network Connections and Growth in Technologies Governed by Networks

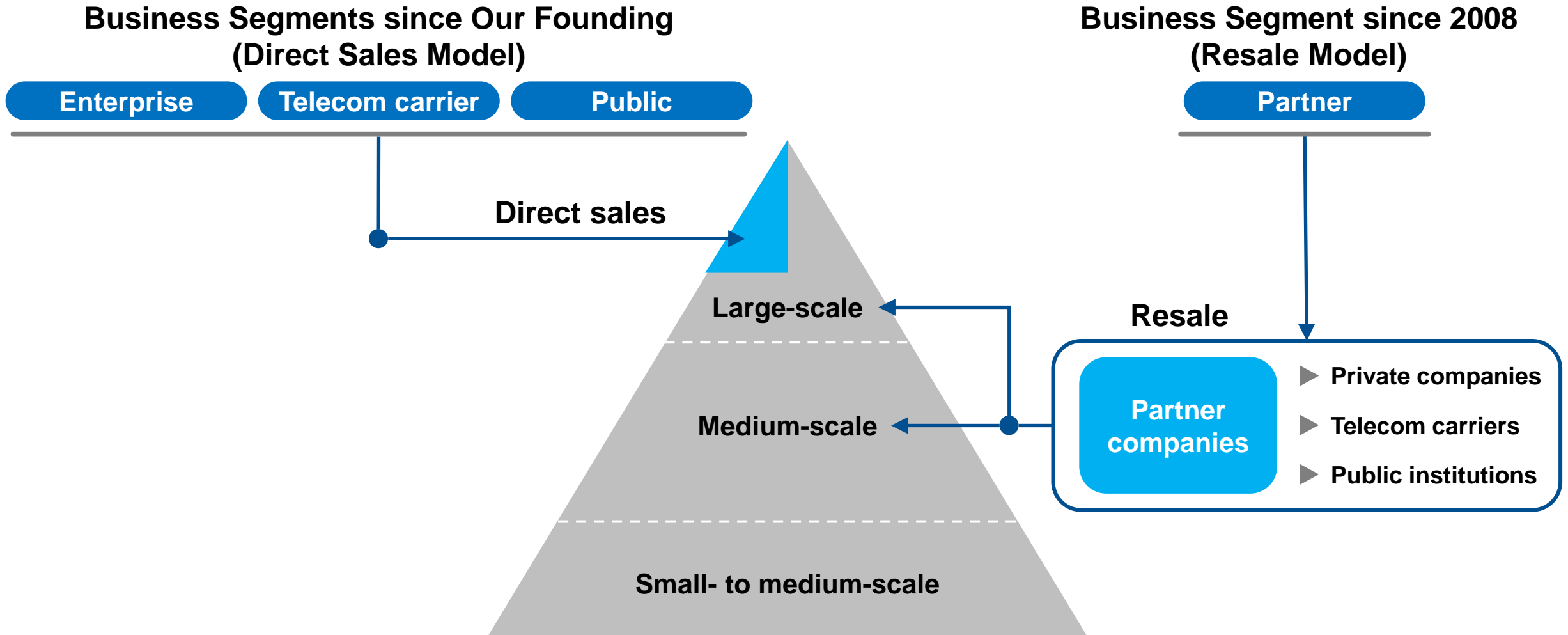
Network connections and technologies governed by networks are expanding due to technological advancements and digital transformation. Consequently, Net One Systems, which has concentrated on networking as its core technology since its founding, is observing expansion in new market opportunities offering competitive advantage.





# Main Customer Demographics (Categorized by Scale)

The Company's core customers are large companies and public institutions. (The top 100 companies account for 80% of the Company's revenue.) Through our partner business, which was launched in FY2008, we now also serve mid-size companies and public institutions.



# Expansion of Customer Base Coverage

We are expanding coverage for our customer base through a new approach of “co-creating the services our customers provide.”

## Business Segments since Our Founding (Direct Sales Model)

Enterprise

Telecom Carrier

Public

Conventional  
and primary  
Direct sales

New  
Co-creation

IT subsidiaries

▶ All group companies

Telecom carriers

▶ Private companies  
and public institutions

Prefectural offices

▶ Municipalities  
within said prefecture

Large-scale

Medium-scale

Small- to  
medium-scale

## Business Segment since 2008 (Resale Model)

Partner

Conventional  
and primary  
Resale

New  
Co-creation

Partner  
companies

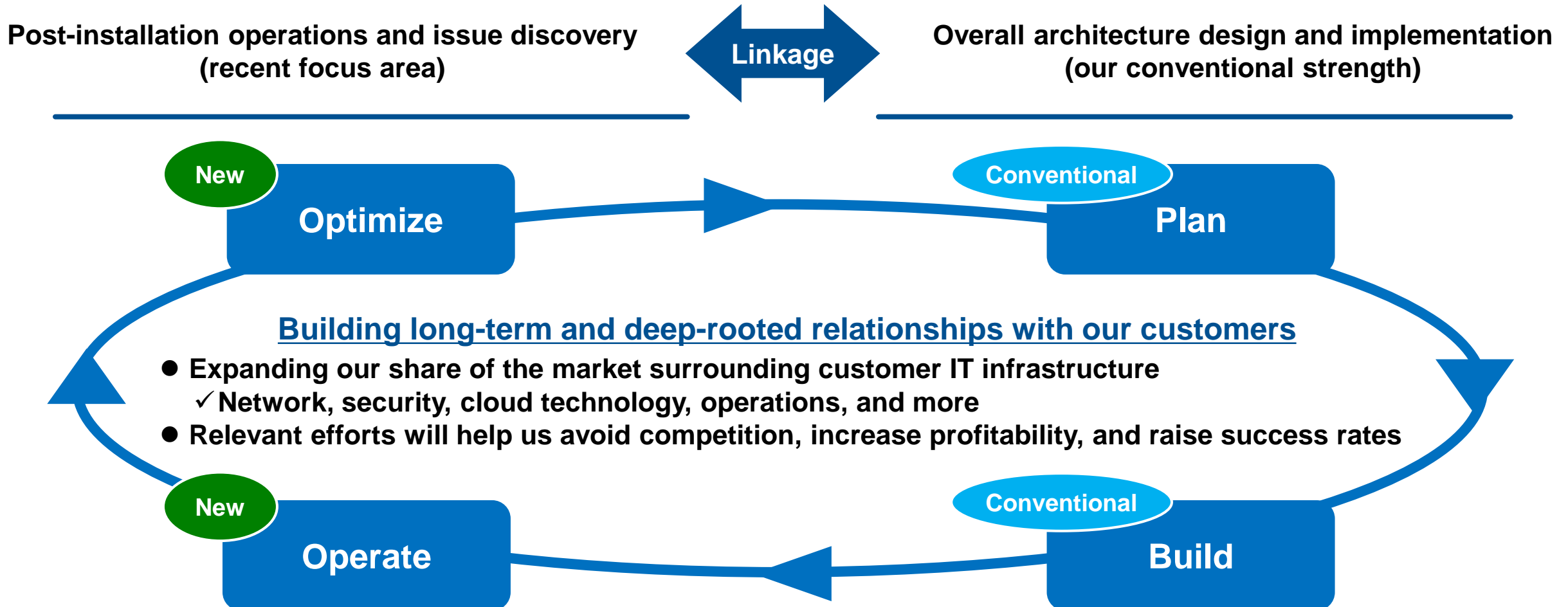
▶ Private companies

▶ Telecom carriers

▶ Public institutions

# Shift toward Support for Entire Infrastructures and Lifecycles

We are shifting from a conventional concentration on “planning and building” to support for entire lifecycles including “operation and optimization.” Based on issues identified during operations, we work with clients to develop and implement multi-year improvement roadmaps.



# Shift toward Support for Entire Infrastructures and Lifecycles: Human Resources and Intellectual Property

We have expanded our business domains, shifting from a focus on networks and hardware and intensifying our concentration on security, cloud technology, software, and operation and optimization (latter halves of lifecycles).

## Companies from Which We Have Acquired Certifications

## Employee Acquisition of Qualifications

Retaining a network-based perspective,  
Net One Systems maintains a comprehensive knowledge of security, cloud technology, and system operation.

We have obtained advanced certifications from leading global vendors. Additionally, we maintain strong relationships with these vendors' main offices, thereby facilitating productive discussions regarding future technologies.

- Cisco Systems
- Palo Alto Networks
- VMware
- Juniper Networks
- Dell Technologies
- NetApp

Category		Number of personnel (approximate)
Vendor	Cisco Systems	500
	Palo Alto Networks	200
	VMware	600
	Juniper Networks	50
	Dell Technologies	100
	NetApp	20
	ServiceNow	100
Cloud service	Microsoft Azure	250
	Amazon Web Services	250
	Google Cloud Platform	100
Other	CISSP	30
	Data analysis	30
	Linux	200
	ITIL	400
	Project management	120

# Shift toward Support for Entire Infrastructures and Lifecycles: Specially Designed Facilities

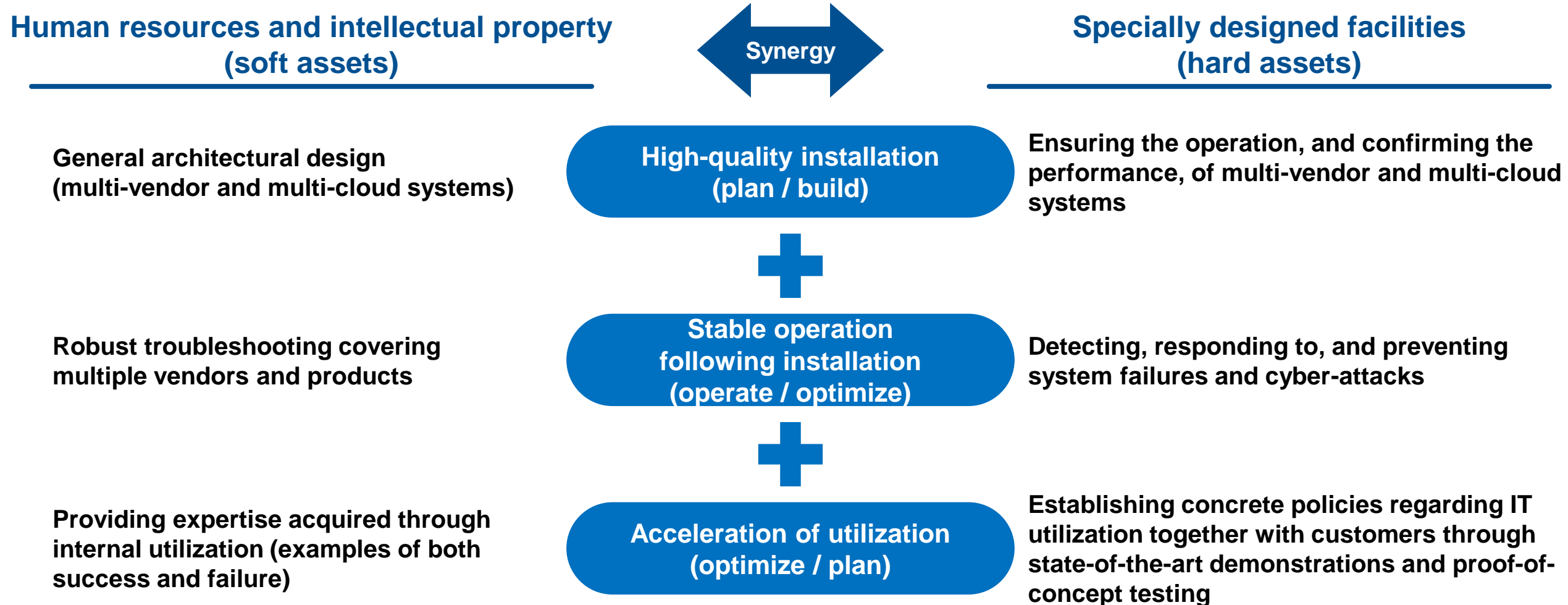
We have expanded our business domains, shifting from a focus on networks and hardware and intensifying our concentration on security, cloud technology, software, and operation and optimization (latter halves of lifecycles).

Facility	Function	Distinguishing characteristic(s)	Phase	Year established
Technical Center	Inspection of multi-vendor systems (mitigation of performance issues)	Approximately 9,000 products specially designed for purposes of investigation	Plan / Build	2000
Quality Control Center	Physical inspection of products and maintenance parts slated for shipment (reduction of initial defect rates)	Initial defect rate: approx. 0.05%	Build	2000
Network Academy	Technical education services (training of engineers employed by clients)	Comprehensive coverage of networks and infrastructures	Plan / Build / Operate	2001
Expert Operation Center	Detection, handling, and prevention of system failures (maintenance of stable operations)	Open 24 hours per day, 365 days per year Maintenance parts shipment conducted within 2–4 hours	Operate	2007
NetOne-SOC	Detecting, responding to, and preventing cyber-attacks (threat reduction)	Open 24 hours per day, 365 days per year Qualified analysts and specially designed facilities	Operate	2016
Lab as a Service	Joint verification of multi-cloud systems involving both Net One Systems and its customers (comparative examinations of functionality and operational procedures)	Generation of improvements in the visibility of ICT utilization-related effects	Optimize / Plan	2020
INNOVATION SHOWCASE	Demonstration of the world's most advanced technologies (data utilization, digital twins, green technologies)	Support for ideas and concepts surrounding ICT utilization	Optimize / Plan	2023
Innovation Center	Creating innovation together with customers (technical demonstrations, co-creation of businesses)	Expansion in the possibilities of ICT utilization	Optimize / Plan	2023

# Shift toward Support for Entire Infrastructures and Lifecycles:

## Synergy between Human Resources, Intellectual Property, and Specially Designed Facilities

By generating synergies between human resources, intellectual property, and specially designed facilities, we provide comprehensive support for infrastructures and lifecycles with networks at the core. These assets bolster large-scale, cutting-edge systems and function as sources of added value.



Security and networks are inextricably linked.  
(Network-oriented approaches are effective.)

**Cyber-attacks = attacks conducted through networks**



Effective, network-  
based response

Major recent security trend

**Secure access service edge (SASE): solutions combining network- and security-related technologies**

———— Primary SASE components (all include **network**-related elements) ————

**ZTN**  
(Zero-Trust **Network**)

**SD-WAN**  
(Software Defined-Wide Area **Network**)

**CASB**  
(Cloud **Access** Security Broker)

**SWG**  
(Secure Web **Gateway**)

**FWaaS**  
(**Firewall** as a Service)

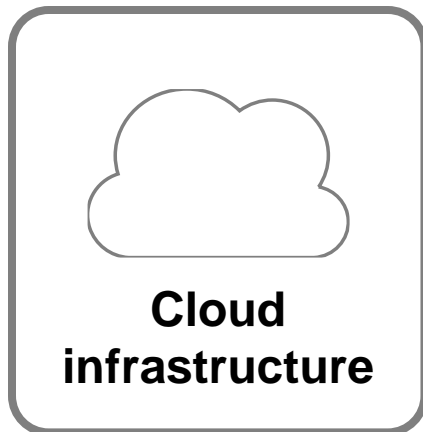
Cloud infrastructure and networks are inextricably linked.  
(Network-oriented approaches are effective.)

**Cloud infrastructure = network-linked computing resources (CPUs / memory / disks)**

Effective, network-  
based control and  
regulation of systems

**Configuring and controlling/regulating cloud infrastructure by generating intricate synergies between physical and virtual networks**

## Primary components of cloud infrastructure



Virtual server systems (virtual CPUs / virtual memory / virtual disks)  
Connection and control/regulation through virtual networks (software-based networks)

Intricate synergies between physical and virtual networks

Physical server systems and physical storage systems (physical CPUs / physical memory / physical disks)

Connection and control/regulation through physical networks



# “Sustainability for Society and Customers” and Networks

Digital transformation has become the primary conduit for generating innovation (sustainability) and resolving challenges facing both society and our customers. Digital transformation requires the connection of people, things, data, and business procedures through high-quality networks.

## Sustainability for society and customers

### Digital transformation

**People**

(in offices / on-site / in homes / on the move)

**Data**

(On-premises / cloud / edge)

**Connection through high-quality networks**  
(Fast, secure, and stable operation)

**Thing (usage of smart technologies)**  
(Information terminals / sensors / industrial robots / clouds)

**Business procedures**  
(Customer service / internal operations)

charge ∠ channel ∠ change



**net one**