

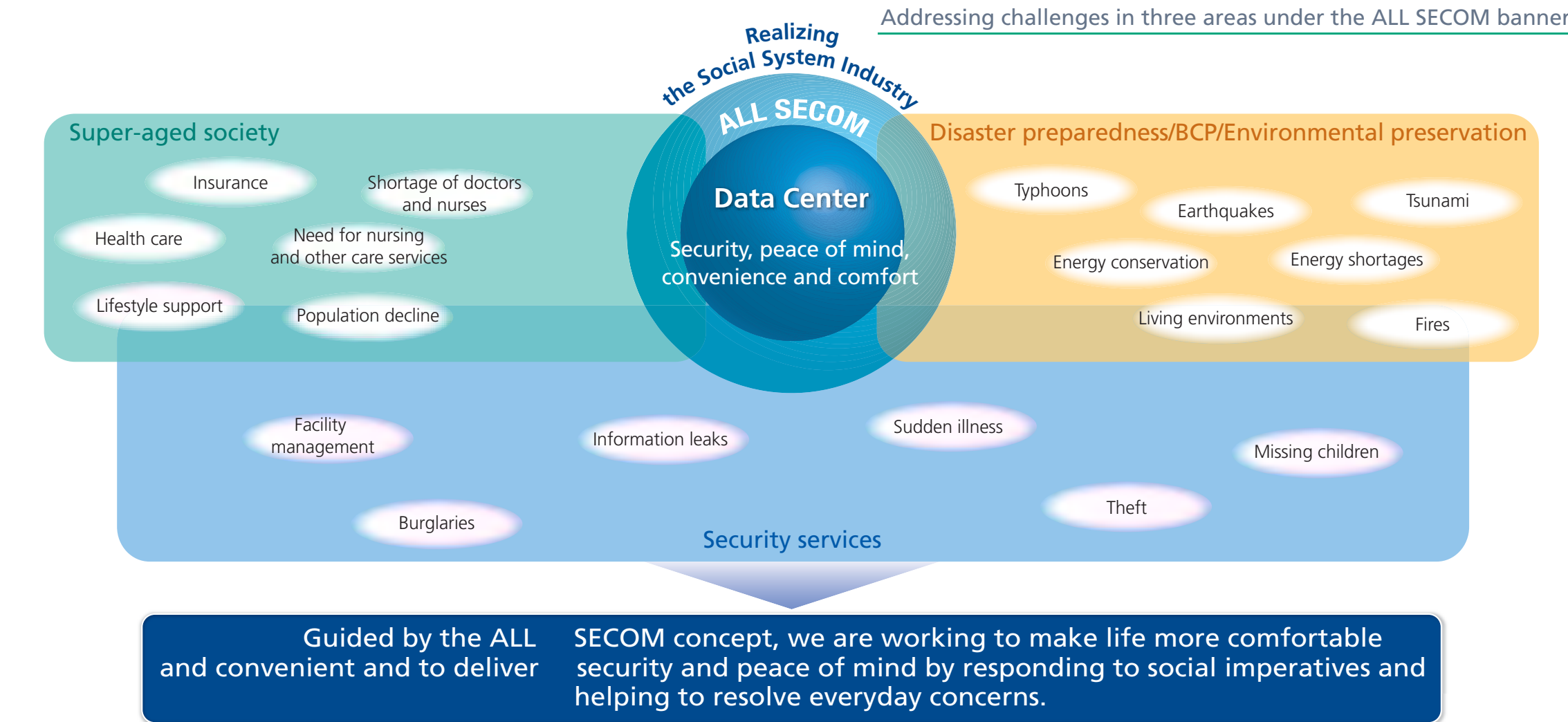
We are making effective use of Big Data to address everyday concerns in line with three key themes: **Security services**, a **super-aged society** and **disaster preparedness/BCP/environmental preservation**. To this end, we are collecting and analyzing Big Data to create uniquely SECOM services and drive future growth.

■ **Making effective use of Big Data: Introducing the Real-Time Disaster Information Service**

The Real-Time Disaster Information Service is a next-generation disaster mitigation service that capitalizes on our proprietary capabilities in Big Data analysis to provide reliable information in the event of a disaster. This service brings together our know-how in security services, fire protection services and information and communication related services under the ALL SECOM banner. With this system, we collect massive amounts of raw data, including information from SECOM's security services operations, social networking service (SNS) information and information released by public agencies, at a Secure Data Center facility. There, data is analyzed to uncover useful information regarding, among others, safe escape routes and decision making and directions for restarting operations in the wake of a disaster, which we provide to subscribers.

Information on safe escape routes is provided as "hazard information," which is customized to reflect the subscriber's registered business address and current location classified as personal or corporate and categorized according to type of risk, for example, fire, liquefaction or flood position. BCP-specific information is uploaded to an exclusive site established for the subscriber's BCP team as disaster-related information. This information, together with information on branch or store locations provided by the subscriber in advance and disaster information that we have collected, is customized for the subscriber, making it possible to ascertain the situation on the ground and to determine the most effective allocation of personnel.

The Real-Time Disaster Information Service is administered by the SECOM *Anshin* Information Center, which is located adjacent to our Secure Data Center. This facility is designed to maintain operations in the event of a disaster of any variety, monitoring and analyzing data and providing information to subscribers around the clock. Having repositioned our data



center facilities as service centers that underpin our various services, we will continue working to make effective use of Big Data analysis to expedite the creation of services that benefit society.



Secure Data Center

■ **Principal sources of competitiveness**

We acknowledge three core components of our operating foundation as the principal sources of our competitiveness: our technologies, our people and our operational structure.

On the technology front, the SECOM Intelligent Systems Laboratory conducts research aimed at developing core technologies necessary to realize our Social System Industry vision. The SECOM Development Center uses these core technologies to promote the swift and accurate development of systems that are distinctive and reliable and respond to the requirements of customers. Having recognized that technological prowess is crucial to maintaining a competitive edge in the security services market, we keep abreast of evolving social imperatives, technical trends and changing patterns of criminal behavior while advancing the development and provision of systems that incorporate the most up-to-date technologies.

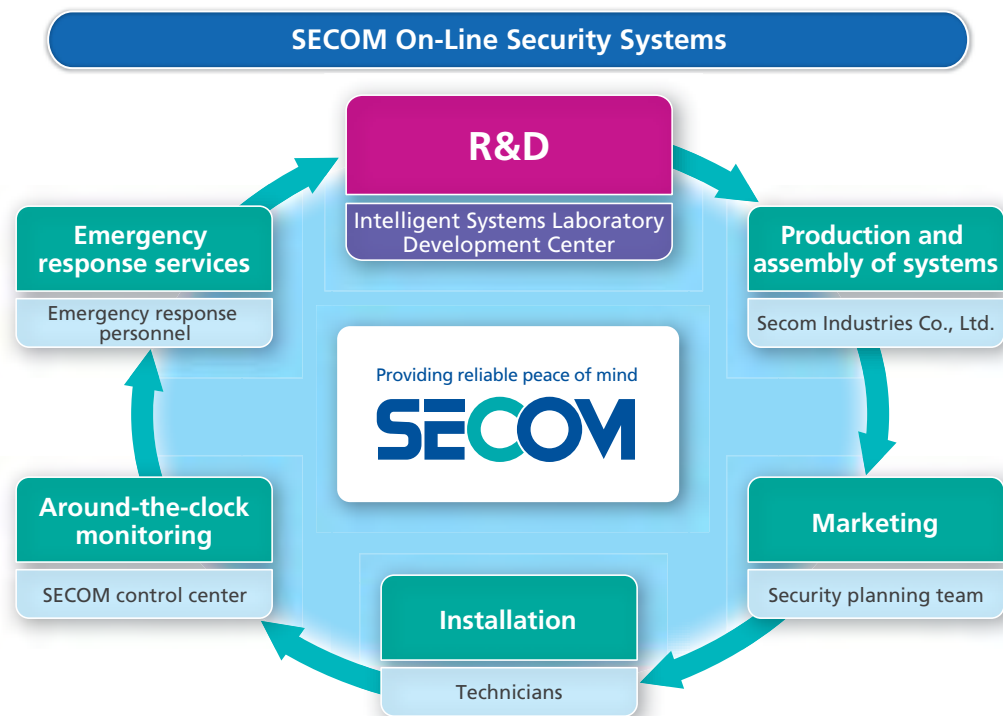
To foster the capabilities of our human resources, we provide training for employees, who include emergency response personnel, sales staff and administrative staff, at four training

centers across Japan. This enables us to equip our people with the advanced knowledge and technological skills they need, as well as to ensure they understand our corporate philosophy and observe a code of conduct befitting security professionals, enabling them to provide high-grade services.

The effectiveness of our operational structure depends on our ability to create systems that combine the precision of equipment—such as sensors, to monitor subscribers' premises around the clock for fire, intrusions and other irregularities—with the skills and prompt decision-making capabilities of people, notably our control center staff, who determine whether to dispatch emergency response personnel. In addition, we have a nationwide network of more than 2,800 emergency depots, enabling us to provide prompt emergency response services.

Our competitive advantage in the security services business derives from our commitment to providing comprehensive on-line security systems, whereby we take responsibility for all aspects, from R&D to production, marketing, security

Special Feature: ALL SECOM—Making Use of Big Data to Expedite the Creation of New Services



planning, installation, around-the-clock monitoring, emergency response services and maintenance. Our rental format is another key factor. Because we retain ownership of security equipment, which we rent out, the initial costs for subscribers are minimized. The rental format also means that we look after maintenance and upkeep, enabling us to guarantee the quality of our security services.

■ Providing effective security services

We provide high-value-added security systems that respond to the needs of a broad range of subscribers. Our commercial security lineup, which includes SECOM AX, a remote imaging on-line security system, comprises offerings suited to the security requirements of different types of facilities, including tenant buildings, factories, offices and stores. In the area of home security services, our lineup includes SECOM Home Security G-Custom, an on-line security system that delivers security and peace of mind and at the same time makes life more pleasant and convenient, and COCO-SECOM, a mobile security system that continues to attract attention as a solution to wandering by seniors suffering from dementia. We also offer access control systems that help prevent the leakage of confidential information, as well as security camera systems designed to discourage crime.

In addition to physical security, the need to protect information against misuse has emerged as a key theme in recent years. We protect subscribers' information by offering prompt expert response services, including diagnosing and analyzing problems, monitoring for viruses and detecting irregularities,

and providing swift on-site support. A new addition to our lineup is SECOM Premium Net Service, a system designed to protect against online banking scams, including those involving illegal transfers of funds, the incidence of which continues to expand rapidly.

■ Responding to the needs of a super-aged society

We continue to develop and market a variety of services designed to respond to needs engendered by a super-aged society today and in the future. SECOM My Doctor Plus, an optional service available to SECOM Home Security subscribers, is an emergency medical alert system for seniors that assists them in the event of an unexpected illness or injury. Evocative of the ALL SECOM concept, SECOM My Doctor Plus combines emergency response services and personal care and has already proven its worth numerous times. Other options available to SECOM Home Security subscribers include the Keeping in Touch call and the Keeping in Touch visiting services for seniors, which bring together medical and lifestyle support services to help ensure peace of mind both for seniors and for loved ones living far away.

Recent initiatives include SECOM CAREA Azamino, a multipurpose complex for seniors that features a rental-based assisted living facility for seniors, as well as a day service and a public space that promotes interaction between seniors and other members of the community. Building on our wealth of know-how in the provision of various home-based services, we recently opened SECOM Home Health Care Center Kamakura, a comprehensive senior care facility that offers



SECOM control center



SECOM Intelligent Systems Laboratory conducts research in a broad range of areas, including security and medical systems



SECOM Home Health Care Center Kamakura

home nursing, home-based personal care, day services and home care support services.

In response to growing needs for home health care services, we recently began developing a mobile remote image examination system. This system will be able to convey highly precise images of the patient to wherever doctors are located, facilitating diagnoses without the patient having to leave home.

Going forward, we will continue to develop and market new systems that respond to the needs of seniors by promoting the integration and alignment of services, as well as work to improve efficiency. We will also expand the focus of such services to include overseas markets.

■ Enhancing disaster preparedness/BCP/ environmental preservation

We provided a number of services that help subscribers to enhance disaster preparedness and BCP, ranging from support for advance preparations to services that assist subscribers in the event of a disaster, including immediate assessment, initial response services and assistance with recovery.

Our comprehensive BCP support services include support for the preparation of initial response manuals. The SECOM Safety Confirmation Service helps to confirm the safety of employees and assess the extent of damage to facilities in the aftermath of a disaster. The Real-Time Disaster Information Service leverages our capabilities in Big Data analysis to help ensure effective initial responses and swift recovery.

Subsidiary Pasco Corporation collects geographic data from, among others, satellite images and aerial photography, which it integrates, processes and analyzes to provide geospatial information services. In 2013, map data prepared by Pasco was instrumental in measuring river levels and in assessing damage due to landslides on the island of Izu Oshima caused by a major typhoon.

In the area of environmental preservation, SECOM FX, a security and facility control system that combines an on-line security system with effective facility control functions, helps to minimize energy consumption and reduce costs. Because sensors can be set to accommodate the subscriber's schedule, SECOM FX is suitable not only for office buildings, but also for unattended facilities, such as laundromats and common areas of condominium complexes. We also offer the SECOM Anshin Eco Document Digitization Service, which facilitates the digitization of pay slips and other key internal documents, thereby reducing consumption of paper.

■ Creating truly original new services that contribute to society: SECOM's mission

In considering any new business, we are guided by our corporate philosophy, one key aspect of which is a commitment to doing what is appropriate, that is, beneficial to society, and what our competencies best qualify us to do. Going forward, we will continue to see our mission as being to develop and provide distinctive services that contribute to society. To this end, we will step up efforts to make effective use of Big Data analysis as we move decisively to create new services that will drive growth in the future.