

## PROFILE

### SoftBank Telecom

**Industry:**

Telecom

**Corporate Headquarters:**

Tokyo, Japan

**Employees:**

4,400

**Annual Revenue:**

476,900 USD (2010)

**Website:**

[www.softbanktelecom.co.jp/en](http://www.softbanktelecom.co.jp/en)

## IN BRIEF

**Objective:**

To achieve its vision, SOFTBANK TELECOM is concentrating its efforts on providing leading technologies and social business networking solutions to their telecom business customers.

**Solution:**

BroadVision® worked together with SOFTBANK TELECOM to develop and launch a social networking platform using Clearvale® on White Cloud delivered as a Software-as-a-Service (SaaS) solution from the cloud. VMware® products enabled the cloud and made its implementation more effective.

**Business Impact:**

- Easily integrates social networking into the existing telecom services from the cloud.
- This investment can improve business opportunities and increase revenue.

## SOFTBANK TELECOM Delivers Enterprise Social Networking to its Telecom Business Customers Using BroadVision® Clearvale® in the Cloud, Powered by VMware®.

*"SOFTBANK TELECOM's vision of the 'social business cloud' – an environment where employees, partners, and customers can freely connect and collaborate with one another via their wireless network – is both timely and compelling. By using BroadVision® social networking in the cloud, powered by VMware®, we can significantly improve business productivity and our customer's ability to innovate across their entire business ecosystem."*

*-Ken Miyauchi, Chief Operations Officer, SOFTBANK TELECOM*

Advanced technologies make it easier for people and organizations to connect, collaborate, and coordinate efforts, share information, and simply – to be social. Enterprise social networking enables businesses to stay engaged with employees, partners, and customers, improve productivity, and adapt rapidly to changing business conditions. Through increased innovation, social networking enables businesses to make changes to the customer experience in a way that dramatically improves business agility and provides for increased profitability.

Understanding the importance of "social business", SOFTBANK TELECOM decided to use the BroadVision® Clearvale® unified communications platform. This platform allows their business customers to connect to blogs, microblogs, files, forums, videos, wikis, and pictures on enterprise social networks through wireless devices and computers, as a Software-as-a-Service (SaaS) solution that runs in a VMware cloud-based environment. SOFTBANK TELECOM's enterprise social networking is offered to businesses within its premium communication and collaboration services.

### Innovation to Guide the Software Revolution

SOFTBANK TELECOM's vision is to contribute to people's happiness through the information revolution, and to become "the corporate group needed most by people around the world." SOFTBANK TELECOM is now the third largest telecommunications company in Japan. In addition, SOFTBANK TELECOM is a VMware vCloud™ Datacenter partner\*.

SOFTBANK TELECOM is also a leading provider of Hardware-as-a-Service (HaaS) through its White Cloud technologies. White Cloud provides a hosting infrastructure and middleware environment that offers virtual access to SOFTBANK TELECOM datacenters in the cloud. SOFTBANK TELECOM uses VMware products to deliver cloud computing via secure private clouds, dramatically increasing datacenter efficiency and business agility. White Cloud is readily accessible through mobile phones and devices, and computers, anywhere and at any time. It supports applications such as Customer Relationship Management (CRM) and Sales Force Automation (SFA).

*"The enterprise of the future is virtual, mobile, and social. SOFTBANK TELECOM, BroadVision, and VMware are delivering the future to businesses today."*

Waten Suzuki  
Global Business Strategy Div. Head  
SOFTBANK TELECOM

*"This opportunity with SOFTBANK TELECOM is extraordinary. Their vision for the enterprise is remarkable both in its scope and for the value it represents for businesses."*

Pehong Chen  
President and CEO  
BroadVision

In order to enable its social business solutions, SOFTBANK TELECOM required a partner that could deliver a cloud-based platform to customers. SOFTBANK TELECOM chose BroadVision Clearvale, powered by VMware, to provide an effective technology solution.

Since 1993, BroadVision has been a global leader that specializes in creating eCommerce portals and social business solutions that customers can use to engage in business on the web. As an innovator and market leader, BroadVision designs enterprise solutions for communication, collaboration, personalization, agile or custom development, and content creation and management.

### **The Future Will be Virtual, Mobile, and Social**

The BroadVision Clearvale platform delivers solutions that enable businesses to build a virtual, mobile, and social enterprise in the cloud. Clearvale is a highly scalable and extensible social enterprise platform that helps businesses create a network of networks – a social enterprise ecosystem of interconnected networks – that help disseminate knowledge, foster a culture of innovation, and boost business performance. When powered in a cloud-based VMware environment, Clearvale enables SOFTBANK TELECOM to act as true service provider for the businesses they support.

Clearvale allows businesses to create a presence on the social web through separate online social networks for specific groups including employees, partners, and customers.

"Businesses can establish communities of experts or information providers to solve customer issues," states Erin Curtis, Vice President of Marketing, BroadVision. "It enables these groups to openly interact and share information in a secure private cloud, which results in greater business insight and value."

Clearvale also enables businesses to easily manage these separate social networks together as a tightly integrated, social enterprise ecosystem.

Inside a business, Clearvale improves knowledge exchange, encourages innovation, and connects employees with one another, dramatically improving business efficiency. It also keeps the business connected with its external customers and partners, which provides greater business insight and helps build better, mutually beneficial relationships.

Clearvale PaasPort is a Platform-as-a-Service (PaaS) solution that enables enterprises to build in the capability to host and sell Clearvale social business solutions to their own clients. As one of the first resellers of the Clearvale Partner Program, SOFTBANK TELECOM is well positioned competitively to sell a suite of unique, easily customizable social networking solutions to its business customers.

## SOLUTION HIGHLIGHTS

### Partners:

BroadVision  
SOFTBANK TELECOM

### Applications:

Clearvale Enterprise  
Clearvale PaasPort

### VMWare Products:

VMware® ESXi™

### VMWare Services:

Technical Account Manager  
VMWare Consulting

*"SOFTBANK TELECOM's partnership with BroadVision and VMware enacts the true power of Clearvale PaasPort, and gives SOFTBANK TELECOM the ability to provide its clients with enterprise social networking via cloud-based services that are powered by VMware. SOFTBANK TELECOM helps BroadVision open up new markets for additional revenue. It's a mutually beneficial collaboration."*

*Erin Curtis  
Vice President, Marketing  
BroadVision*

With PaasPort, SOFTBANK TELECOM can generate new income through a recurring revenue stream.

"For Telcos, Clearvale PaasPort is the fastest path to establishing a cloud-based business. For years, Telcos have been looking for a way to provide a unified suite of communication services, and the cloud has emerged as the most viable way to enable these services," states Pehong Chen, President and CEO of BroadVision.

### Software Hosted in the Cloud, Powered by VMware

As an industry leader, SOFTBANK TELECOM is well positioned to help businesses take advantage of the latest advances in mobile wireless computing. SOFTBANK TELECOM uses the Clearvale web-based, unified communications platform as SaaS in a White Cloud environment that is powered by VMware. This platform provides business customers with anywhere, anytime access to social networking through their mobile devices, in conjunction with their voice, instant messaging, and data offerings.

With social business networking, business customers can lead the way in creating innovative social networks for their products and services, giving them unique opportunities to stay connected, engage more effectively, and even close deals faster, improving the company's reputation for getting things right.

Understanding that cloud-based applications and services can take many different forms, some not even thought of today, SOFTBANK TELECOM is using Clearvale PaasPort because it is highly configurable and it can be modified to specific business and technical requirements.

For example, PaasPort could be used to build a social database and internal social networks. SOFTBANK TELECOM is using their White Cloud hosting environment to provide the network capabilities needed to drive this innovation. The VMware stack is the ideal platform for deploying SaaS applications such as Clearvale PaasPort.

SOFTBANK TELECOM's White Cloud hosting uses VMware products as part of their strategic solution to enable the rapid allocation of computing resources. VMware products provide ready access to pooled resources on demand, making IT less costly and time consuming. They also provide the security capabilities needed to safeguard virtual servers, applications, and customer data.

The pilot was a resounding success. It validated both the functionality and value of the VMware solution that powered the cloud.

"The opportunity with SOFTBANK TELECOM is extraordinary. Their vision for the enterprise is remarkable both in its scope and for the value it represents for businesses. By providing a simple model for purchasing the most innovative communication, collaboration, and IT services - the services that help drive the enterprise - SOFTBANK TELECOM and BroadVision are poised to change the way business gets done in one of the world's biggest economies," states Pehong Chen.