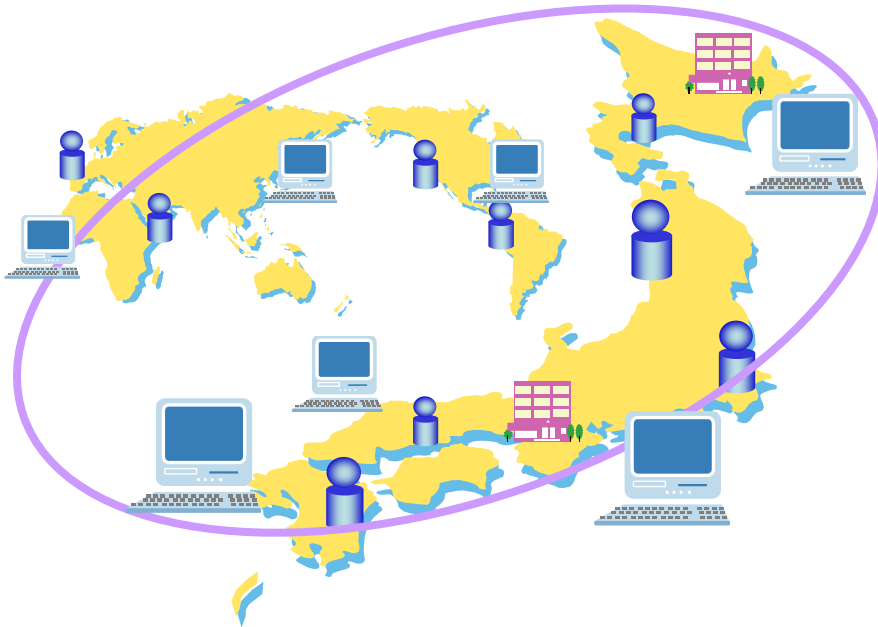


Y's STAFF's Approach for Promoting Teleworking in Japan



Y's Staff Corporation

Definition and Current State of Teleworking

Who is a teleworker?

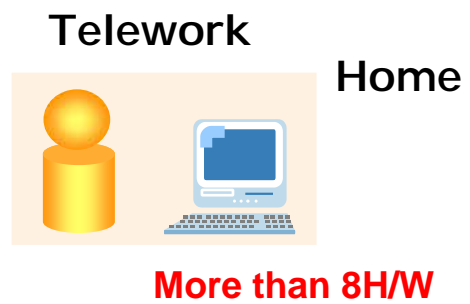
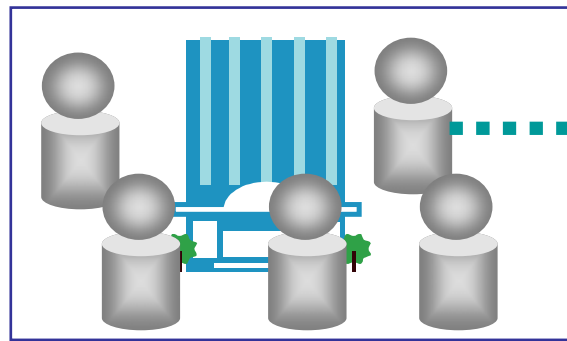
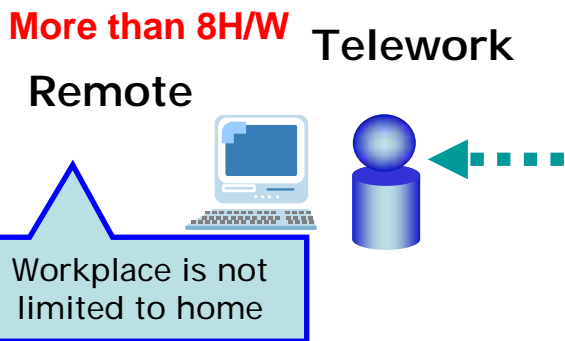
- Person who uses IT and works more than 8 hours a week. Person who can work flexibly, not bound to place and time.

As of 2005
10% of the employed population are teleworkers.

Teleworking population figures (estimate)

by the Ministry of Land, Infrastructure, Transport and Tourism as of 2005

Classified into 2 groups		Teleworker Population			Ratio of Teleworker		
		Employed	Self Employed	Total	Ratio of employed	Ratio of self-employed	Total
2005	More than 8H/W	5.06 M	1.68 M	6.74M	9.20%	16.50%	10.40%
	Less than 8H/W	14.66M	3.81M	18.47M	26.80%	37.50%	28.50%
	Total	19.72M	5.49M	25.21M	36.00%	54.00%	38.90%

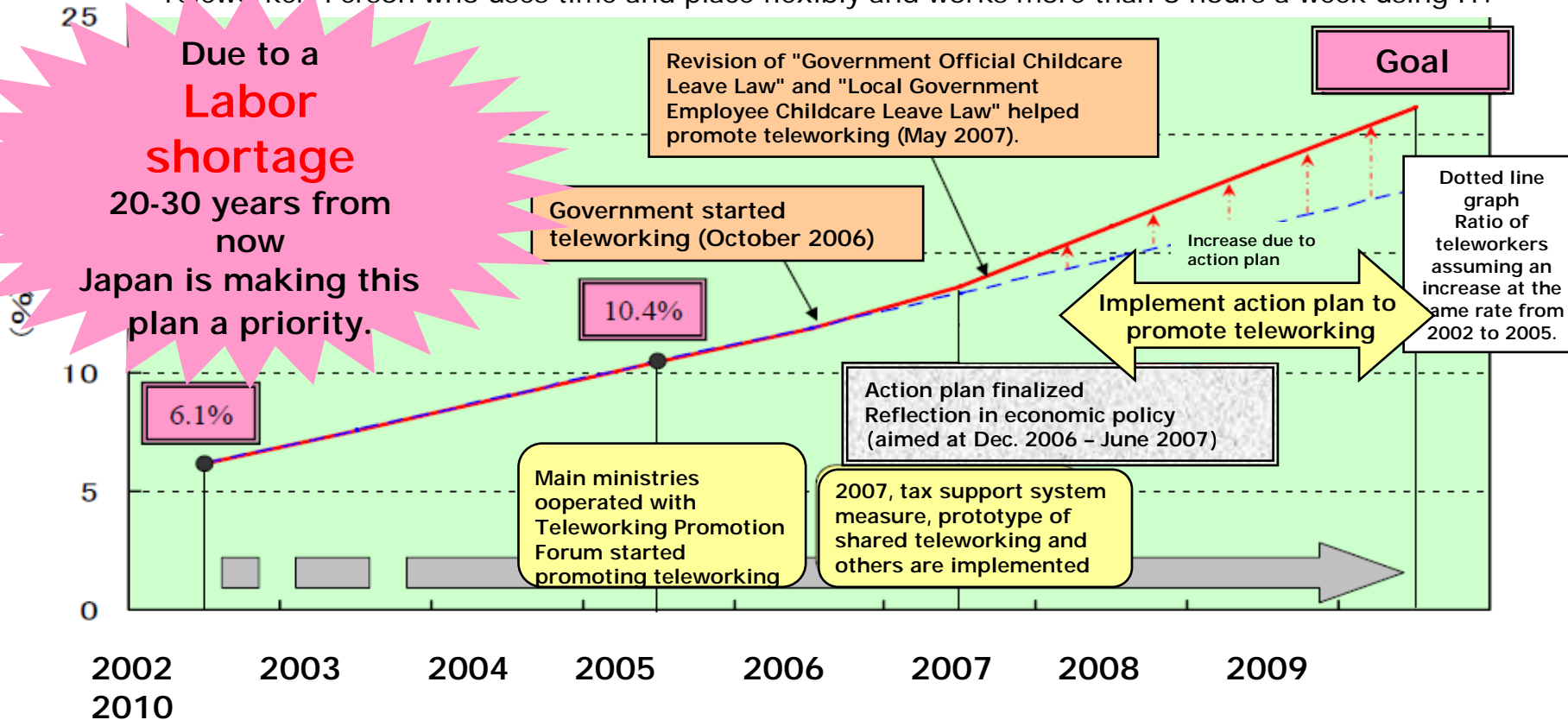


A Schedule for Increasing Japanese Teleworking Population

- Japanese government's Doubling Teleworking Population Action Plan using the PDCA (Plan-Do-Check- Act) cycle, proposes to make teleworking more popular and increase the **ratio of the teleworker population to 20%** by 2010.

Teleworker Ratio (Based on the estimate value of 2000 and 2005)

* Teleworker: Person who uses time and place flexibly and works more than 8 hours a week using IT.



Challenges of Teleworking Promotion

- **Fair promotion of teleworking not limited to occupation, sex and situation**
 - Some companies introduce teleworking for supporting working mothers as an employee benefit. It is important to enable employees to actually use the benefit. Some benefits are implemented but difficult to use such as parental leave. It is important to introduce teleworking for everyone **including for men for fairness and the work life balance aspect.**
- **Promotion of teleworking that improves productivity of companies**
 - The efficiency of a project often falls if some team members work remotely if teleworking is not implemented properly. It is necessary to promote the advantages of teleworking. Not only the maximization of human resources but also the **productivity improvement** if it is implemented right.
- **Promotion of teleworking that doesn't limit work place**
 - Today the government defines a person who works in the office even 4 days a week as a teleworker. If there is a condition such as "Have to go to work X times a week", it will be difficult to work if you live in a remote area.
In order to reduce overpopulation and promote regional development it is necessary **to not restrict the location of the workplace.**

Teleworking Case Study - Net Office

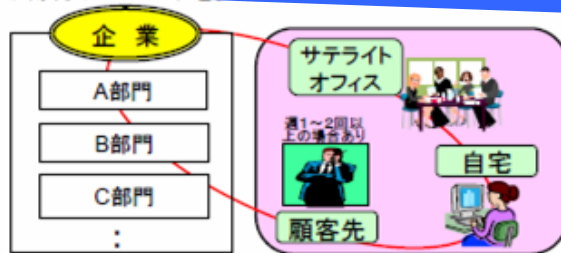
■ Doubling Teleworking Population Action Plan

Teleworkers who are all over the world form a project team and complete work.

Attachment 1- Reference 3 Teleworking Introduction Case Studies

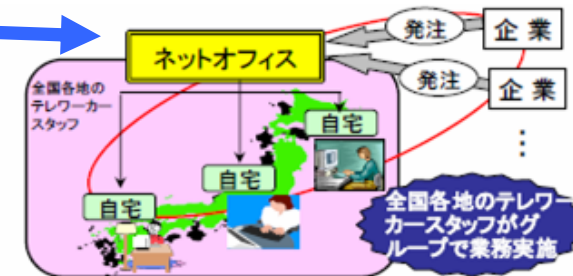
Teleworking for Corporation (Case 1)

Mainly chose the employees from the back office to introduce teleworking once or twice a week
Marketing department starts mobile work
Employees with small children can telework either full-time or part-time



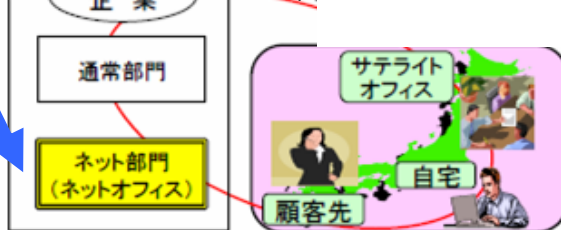
Teleworking for Corporation (Case 3)

Build the Net Office, run the company and manage the work on internet using teleworker employees.
Both internal and external work is done by teleworking.



Teleworking for Corporation (Case 2)

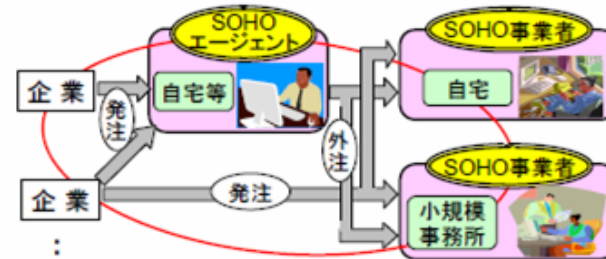
Divide the work in 2 categories. One is IT centered and the other is non IT centered. Build a Net Office in the IT centered environment and assign designated teleworking employees.
(Teleworking would be introduced to non IT centered environment as well)



※ネットオフィス: ネットワーク上で運営するバーチャルの部門または会社

SOHO, SOHO Agent (Case 4)

An individual establishes a small business at home or at a small office (work is done by teleworking).
A SOHO agent subcontracts the above SOHO workers



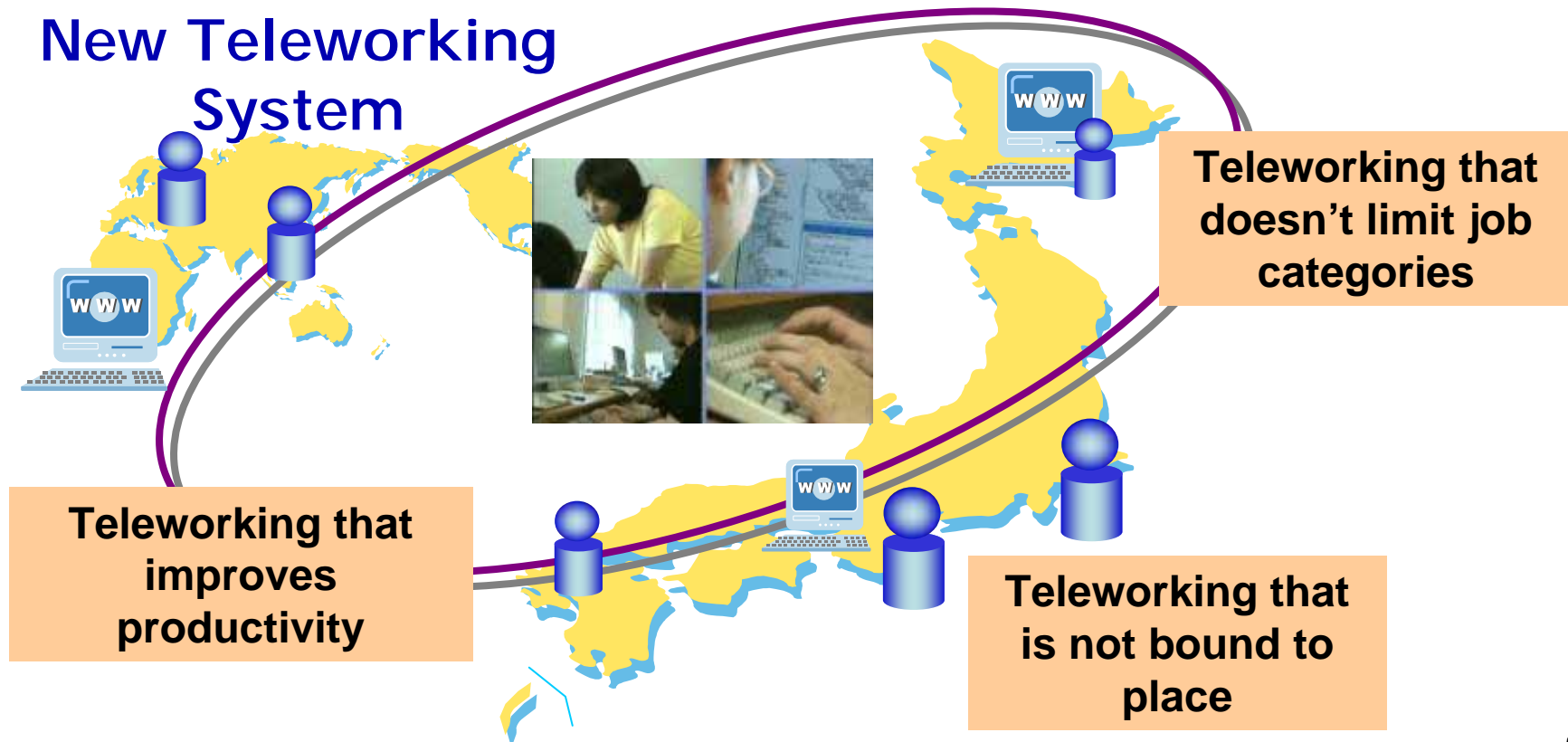
Net Office

As a primary rule, all workers in the IT centered section should be teleworking

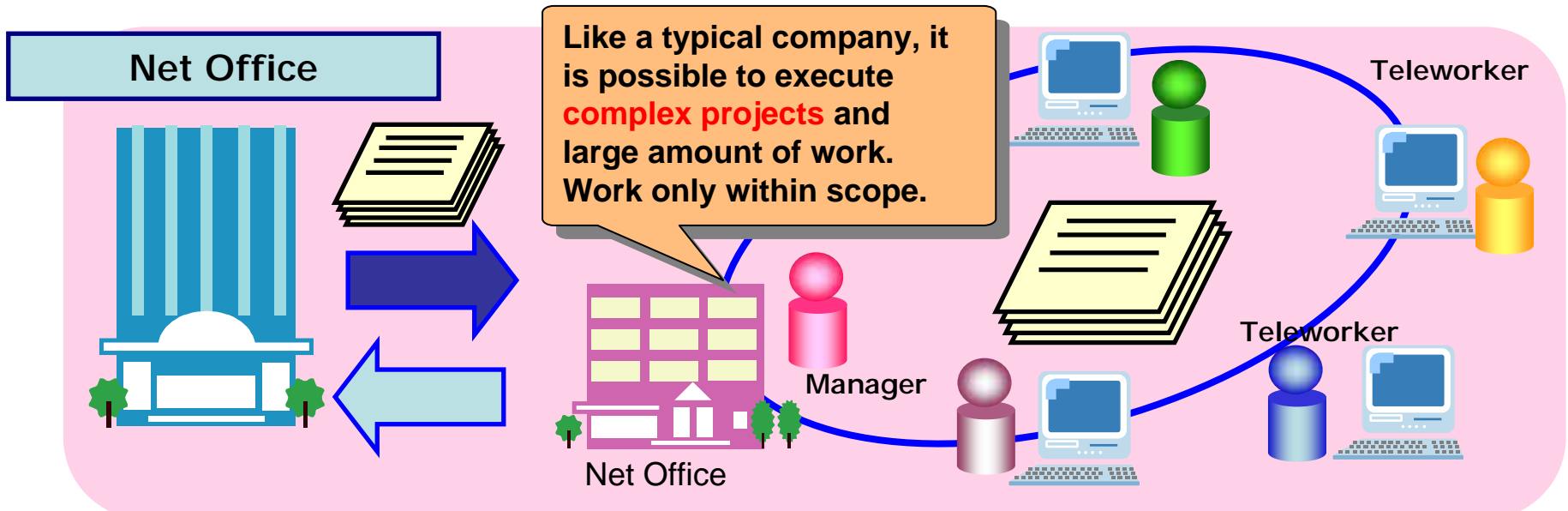
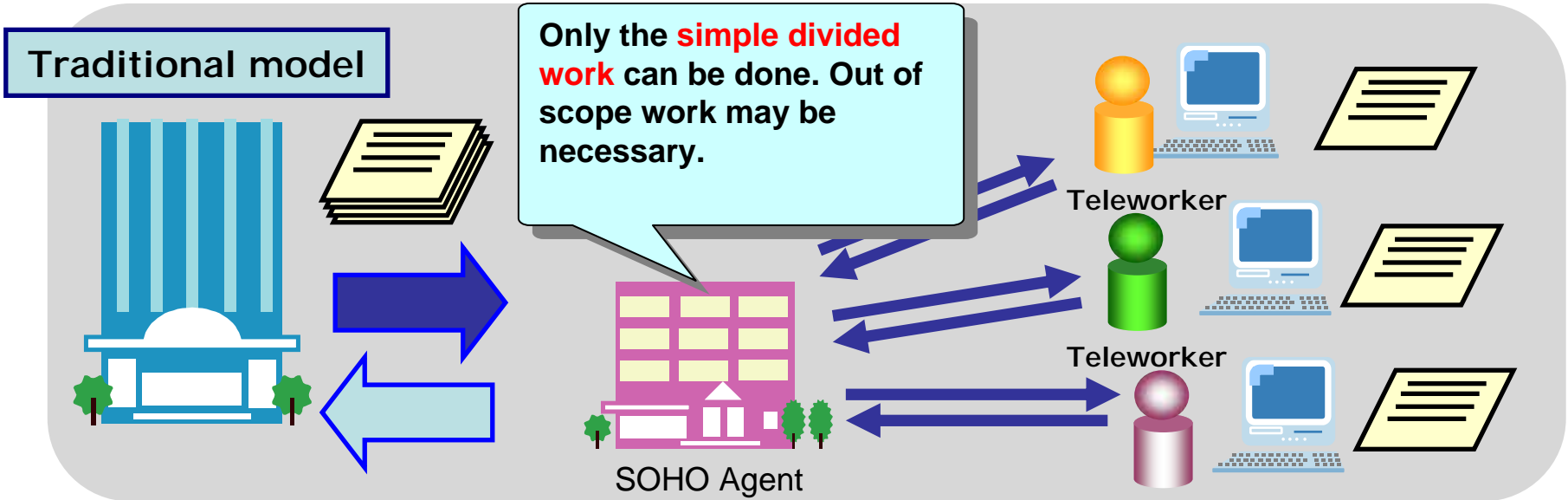
What is Net Office?

- Virtual office which is managed on the internet
- Achieve an equal work environment and a work result of a typical company
- Net Office workers can participate in a project as a member of the team wherever they are
- New teleworking system where the teleworker can be the primary worker

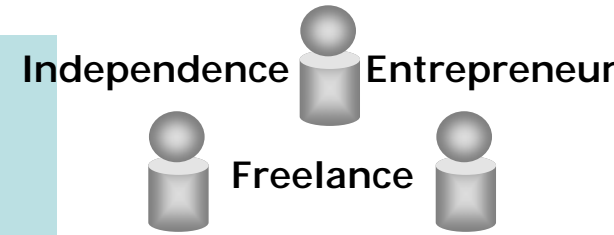
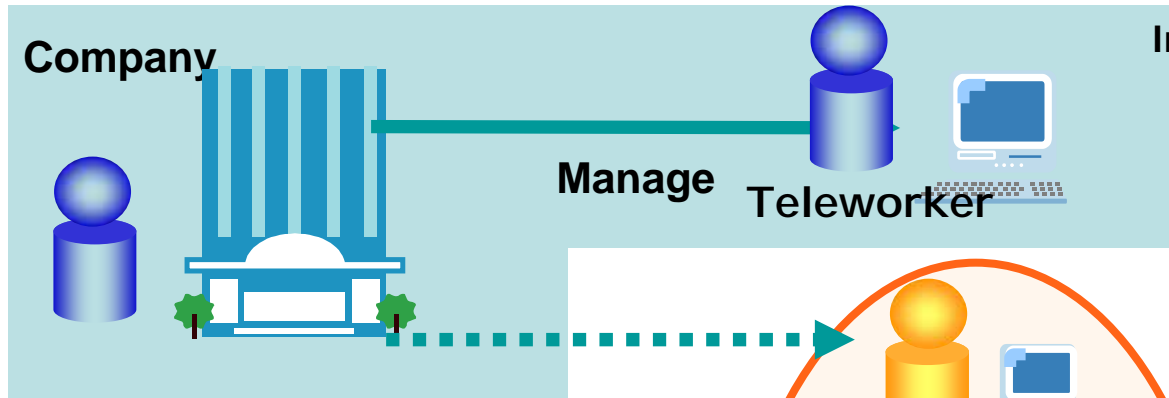
New Teleworking System



Comparison Between Traditional Model Teleworking and Net Office System



Suitable Workers for Net Office Teleworking

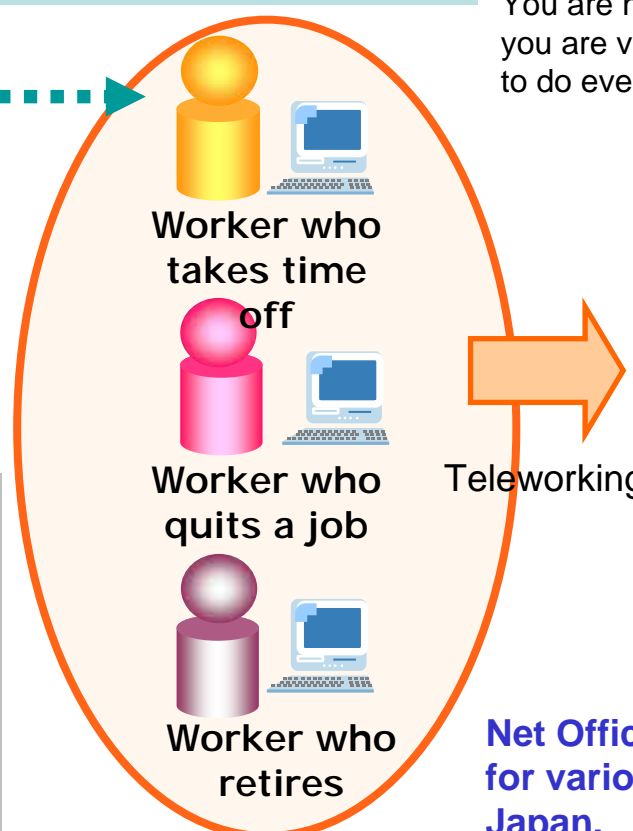


You are not suitable for Net Office if you are very independent and want to do everything by yourself.

Many talented workers' abilities have been buried. They can work well as a team member in a company-like environment.

2006 Labor force survey detailed result
Wish/Not wish to work, Non-labor force population based on reasons for not wanting a job

2006	Total	Male	Female
Non-labor force population	43.53M	14.20M	29.33M
· Person wishes to work, Reason in	4.79M	1.24M	3.54M
(Doesn't seem there is any appropriate	1.53M	0.44M	1.09M
(Not able to continue working because of housework and childcare)	1.31M	0.01M	1.31M
(Health Reason)	0.67M	0.27M	0.40M
(Other)	1.15M	0.48M	0.67M
· Person who has found a job	0.99M	51.00M	0.48M
· Person who doesn't wish to work	37.74M	12.44M	25.30M
(Over 65 years old)	20.87M	7.75M	13.12M



- Solution for
- Population decrease
 - Labor shortage
 - Geographical inequity
 - Falling birthrate
 - Aging society

Net Office can be a solution for various social issues in Japan.

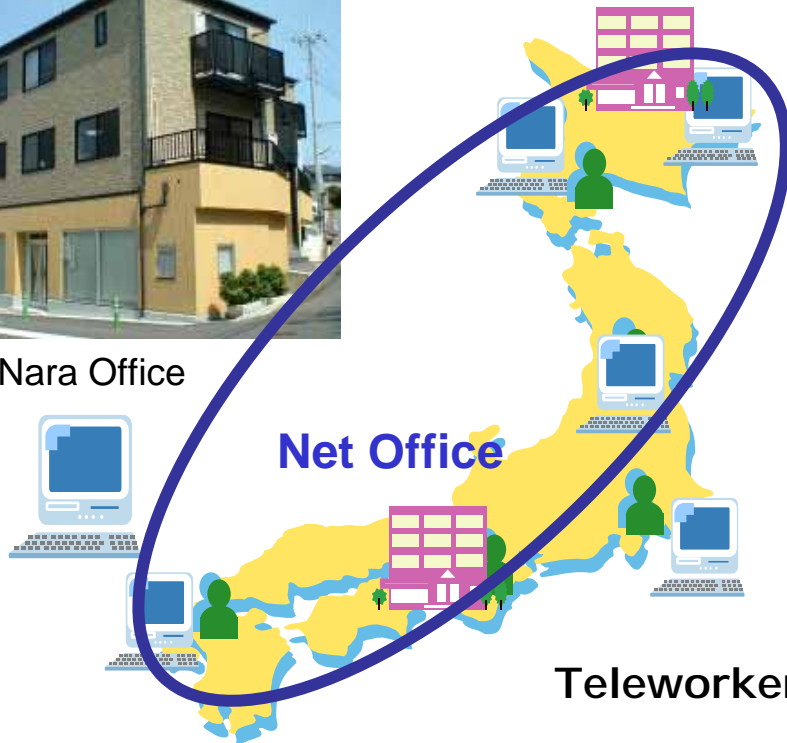
Suitable employees for Net Office

Introduction of Y's STAFF

- Since establishment in 1998, we are promoting and practicing “Net Office”
 - Our teleworker staff who live inside and outside of Japan organize a project team for each project. It allows us to create the same environment as a typical company to complete the work. We use Net Office to do professional work on homepage creation, internet research and writing and complete a large amount of work in a short period of time.



Nara Office

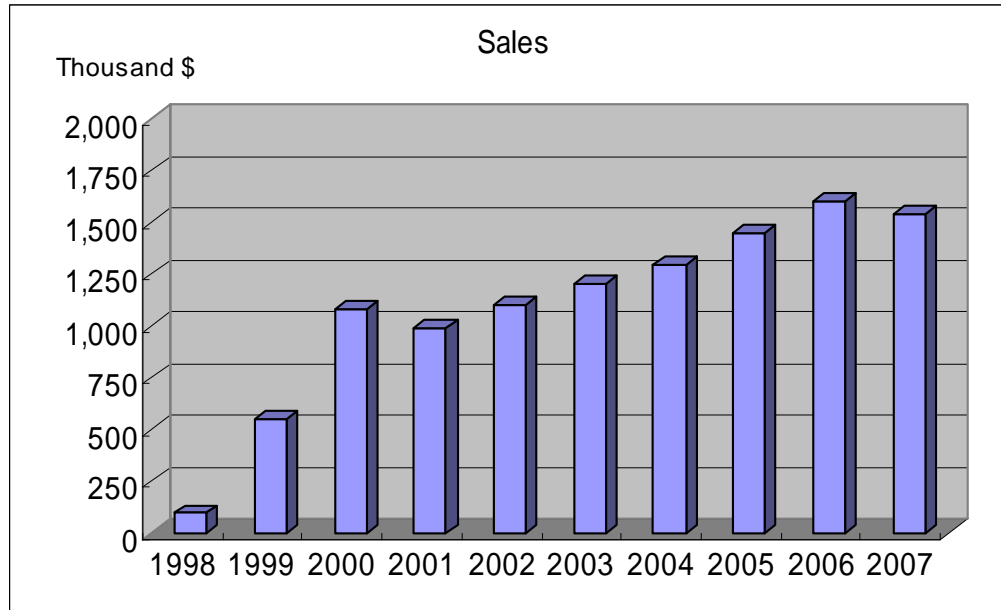


Kitami Office

Teleworkers are the primary workers

Y's STAFF: Company Overview

- Company name Y's Staff Corporation (Y's STAFF)
- Establishment October 1st 1998
- Offices
 - Kitami Office 4-7-13, Koeinishimachi, Kitami City, Hokkaido
 - Nara Office 2-1-202, Higashimatsugaoka, Ikoma City, Nara
- Staff
 - 2 Directors, 10 Employees (6 in Kitami Office, 3 in Nara Office and 1 remote)
 - **About 140 Telework Staff** (include overseas staff)
- Sales Growth

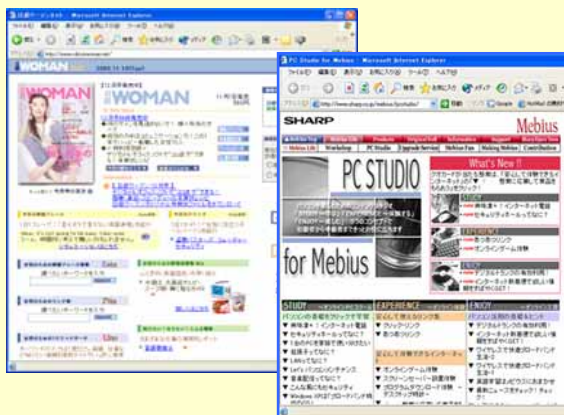


- Main Clients
 - Sharp Corporation
 - Yahoo Japan Corporation
 - Shiseido Kaihatsu Co., Ltd.
 - Nikkei Business Publications, Inc.
 - NIFTY Corporation
 - Nippon Life Insurance Company
 - Yomiuri Newspaper
 - Asahi Newspaper
 - Etc.

Y's STAFF's Main Work Activities

■ We do the same work as a typical IT related company

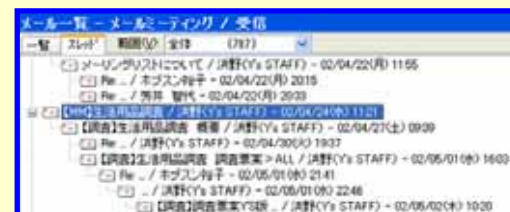
Homepage Creation and Operation



Email Magazine Creation



Internet Research



Internet Promotion Blog Operation



Writing and Editing



Not only dividable small jobs. We do much more!

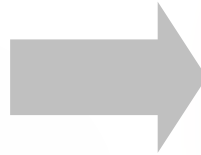
Purpose and Challenges of Employed Teleworking

Purpose

**Employees'
work-life
balance**

**Maximization
of human
resources**

**Work
efficiency
improvement**



Challenges

How to manage employees work hours?

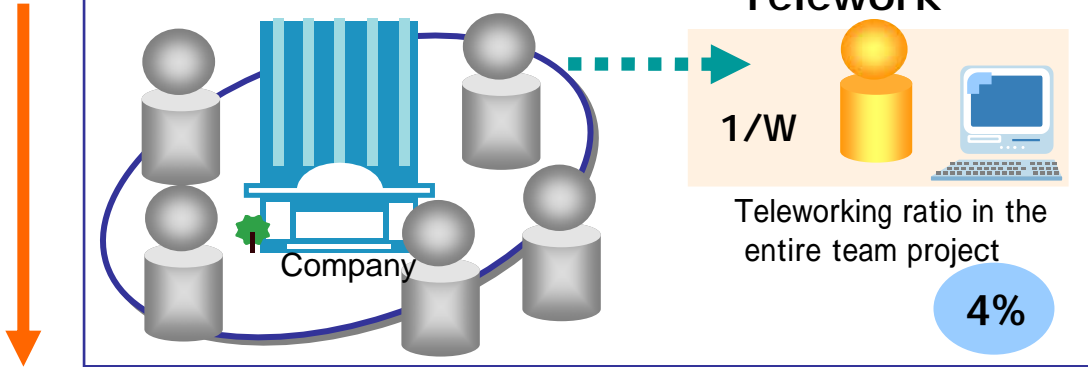
How to evaluate employees?

How to solve the feeling of unfairness among employees?

How to improve work efficiency effectively?

Study of Teleworking Ratio in Teamwork Project

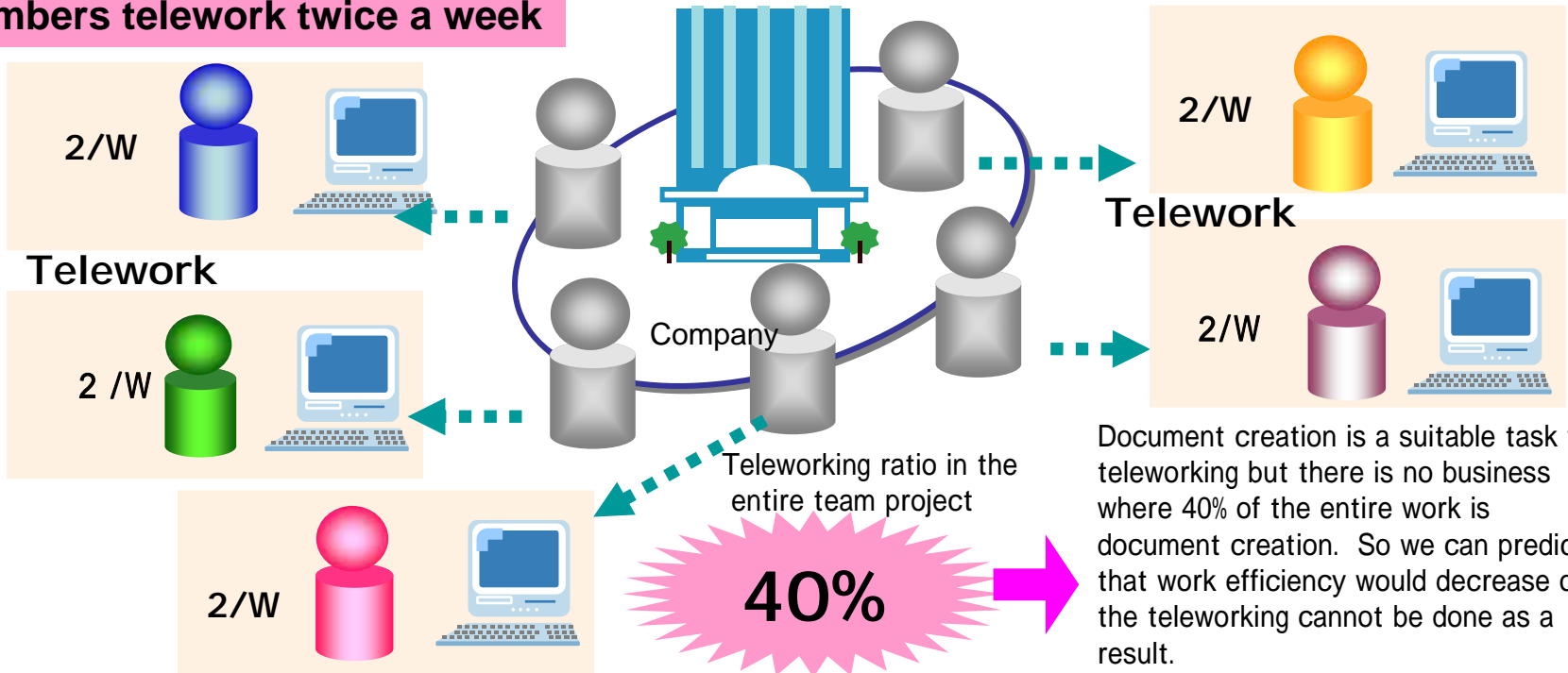
One person teleworks once a week



Teleworking ratio in whole team

1 person 1/W	$\frac{1 \times 1/W}{5 \times 5/W}$	=	$\frac{1}{25}$
All members 2/W	$\frac{5 \times 2/W}{5 \times 5/W}$	=	$\frac{10}{25}$

All members telework twice a week



Document creation is a suitable task for teleworking but there is no business where 40% of the entire work is document creation. So we can predict that work efficiency would decrease or the teleworking cannot be done as a result.

Company Productivity Improvement Resulting from Introducing Teleworking

~~Work is limited in teleworking~~

- Document creation
- Translation
- Data Analysis

Try to increase the amount of work that can be done from home.

Change the concept

- Hoteling
- Paperless
- Networking

Routine work can be done even from home.

Implement proper Hardware and software so work can be done on internet.

= Become a Net Office

- Secure valuable workers
- Prevent talent outflow
- Reduce office expenditure
- Improve work efficiency

And also...

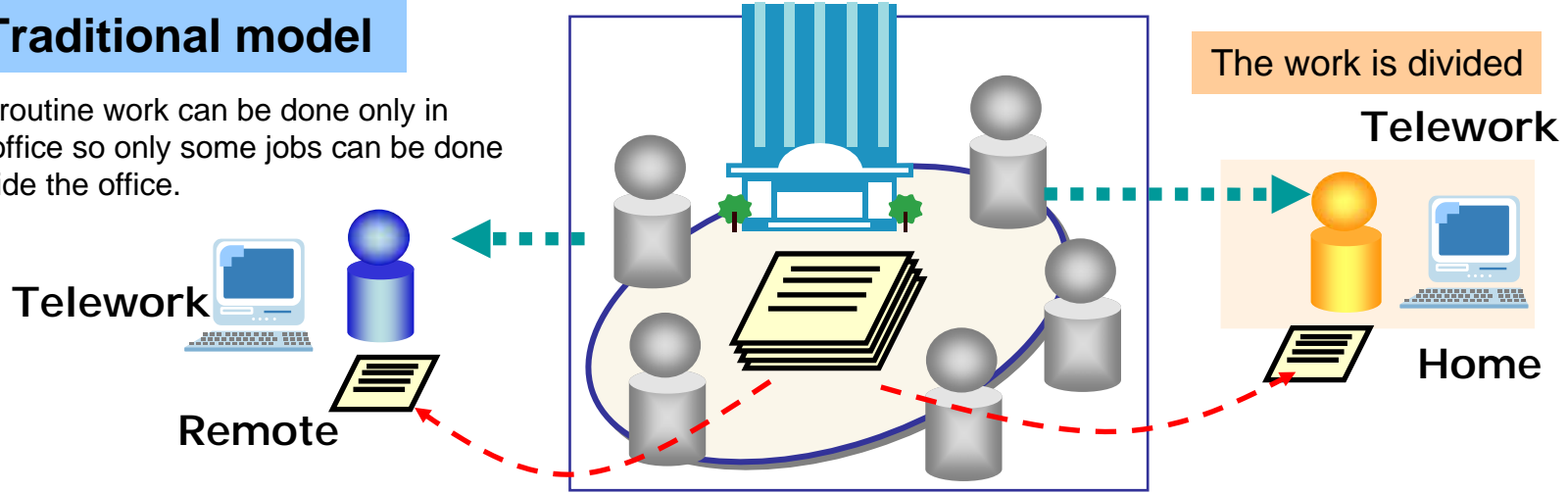
- Crisis management during disaster
- Effective arrangement of the workers
- Helping employee's mental health

Increase productivity

Comparison Between Traditional Model Teleworking and Net Office System

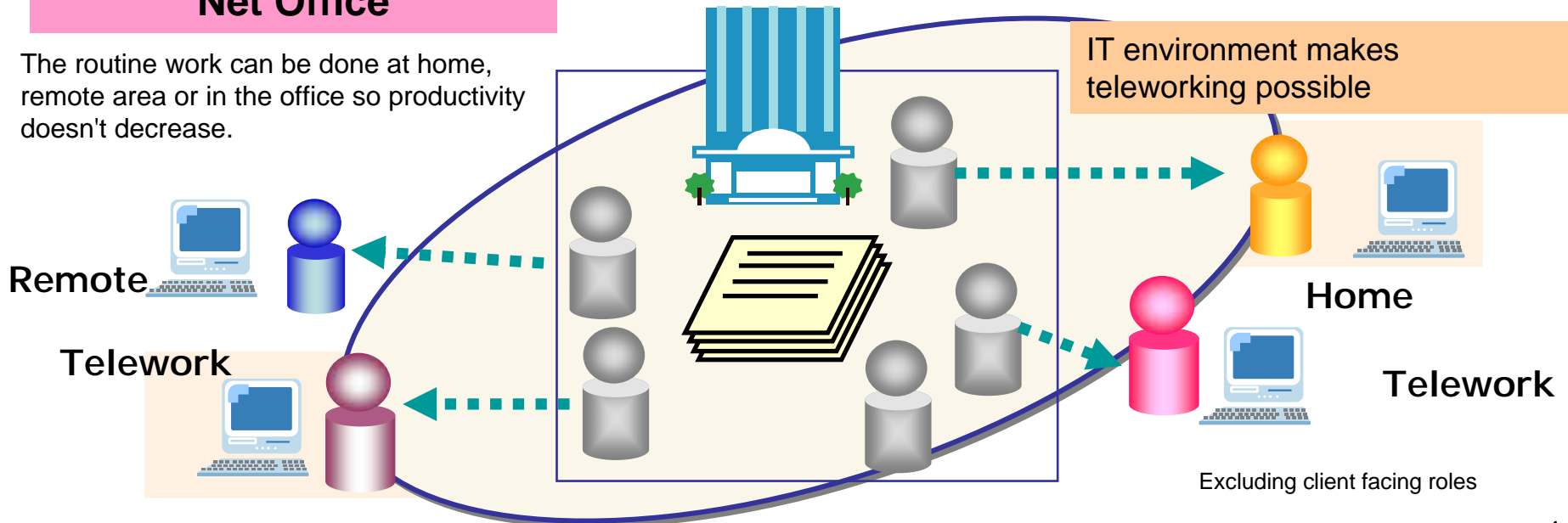
Traditional model

The routine work can be done only in the office so only some jobs can be done outside the office.

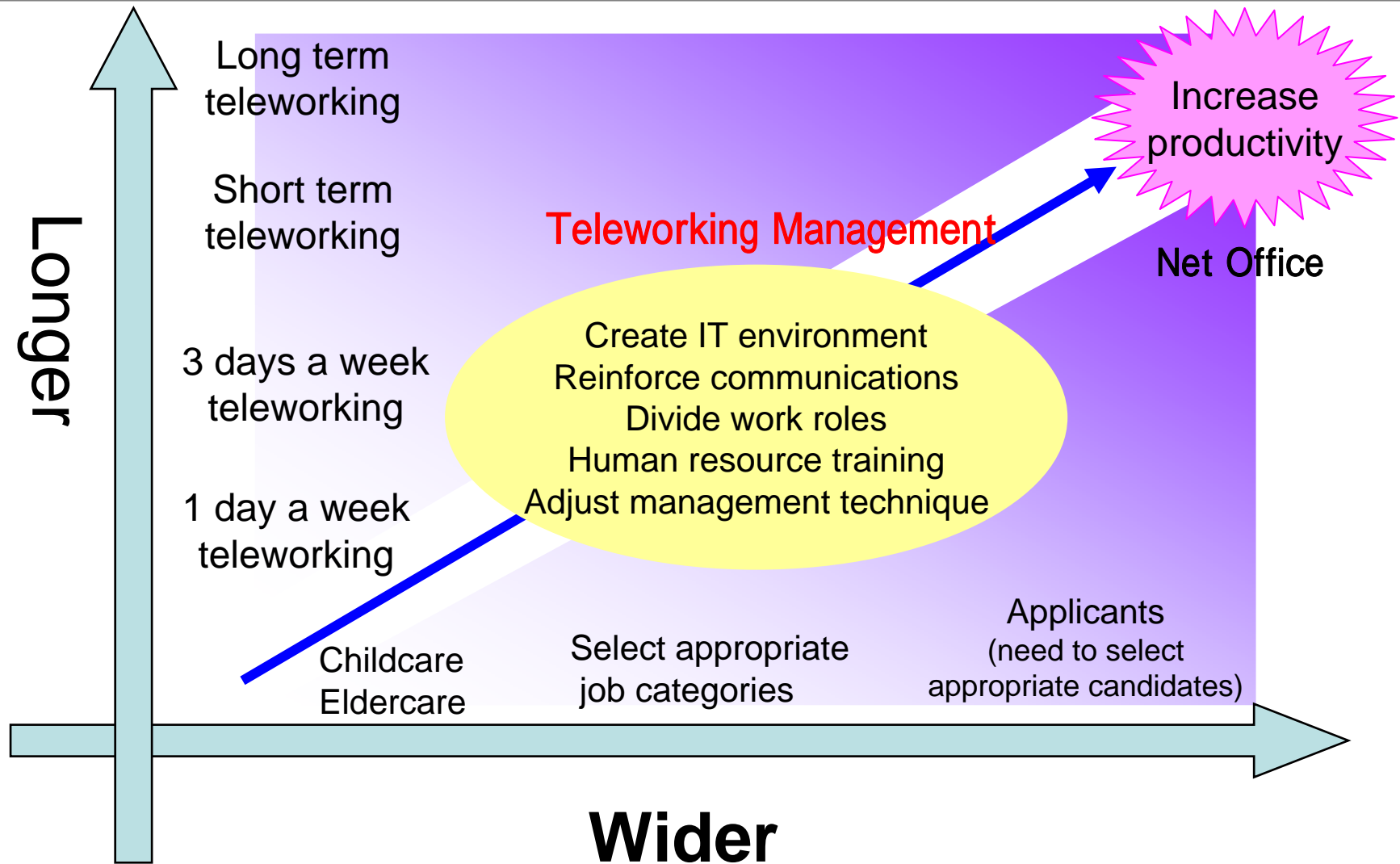


Net Office

The routine work can be done at home, remote area or in the office so productivity doesn't decrease.



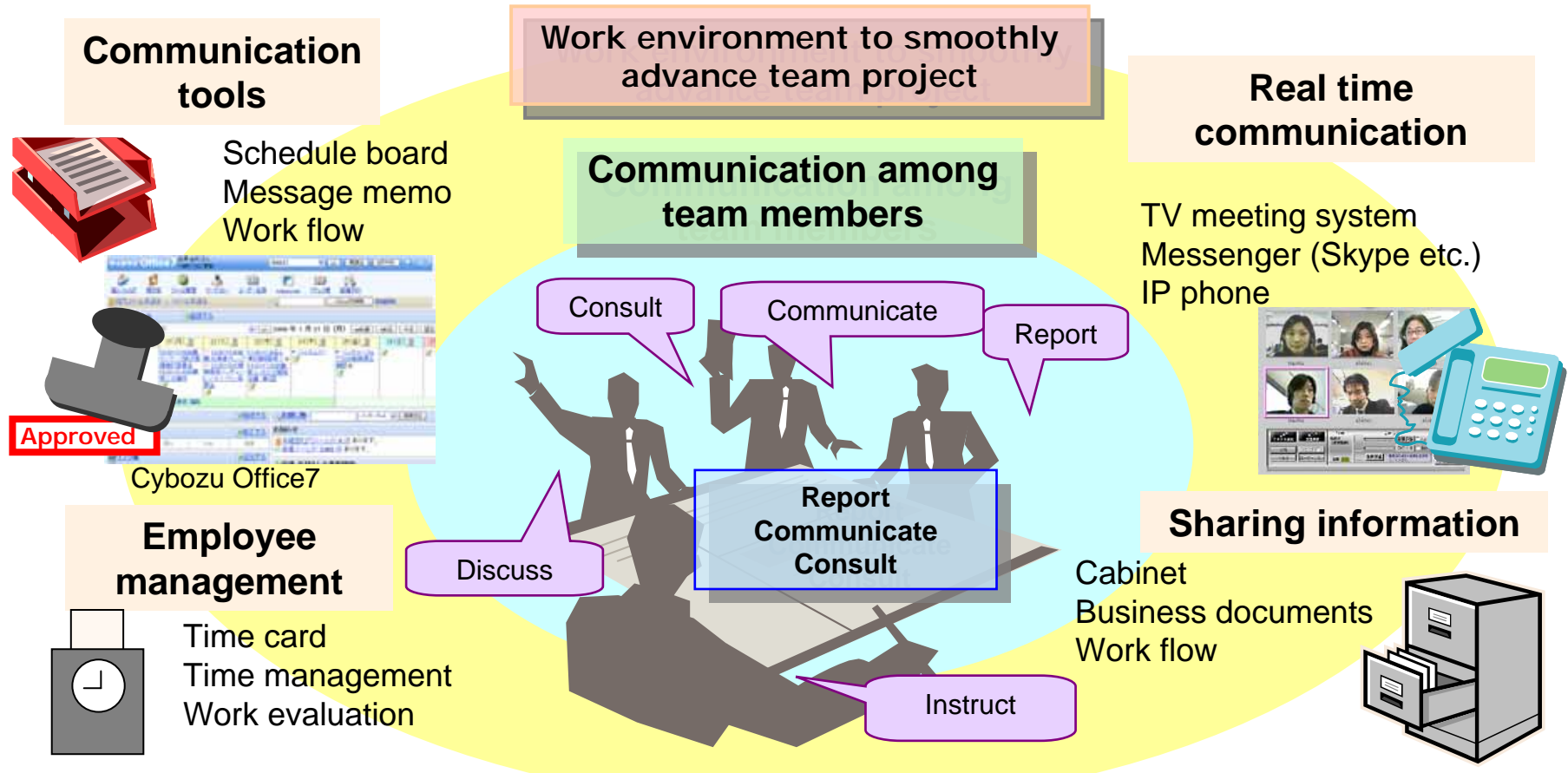
Direction and Teleworking Management for Net Office



It is important to have a direction when you introduce teleworking management even for a limited scope and a limited period of time.

Necessary IT System for Teleworking

- In order to telework successfully, it is necessary to simulate a typical office environment as much as possible on a secure network.



Network security is fundamental

Example of Communications Tool for Team Project

Pro.mail is a communication tool based on easy-to-use email software for a team project work.

It can process email and project tasks simultaneously.

Easy to use like typical email software

The flow of the project is displayed by the tree form. It is easy to hide the branches or display them.

Manage each project task separately

Customize features



Our company manages over 50 projects by 100 teleworkers

Receive many challenging projects
increase sales

Manage all projects and emails with this multi-function software

Patent # 3363144

Title of Invention
Telecommunication system and communications supporting method



Y's STAFF Related Published Articles



Nikkei Newspaper
July 13, 2007



Fuji Sankei Business i.
December 13, 2006



Nikkei Newspaper
February 22, 2007

Yomiuri Newspaper
February 24, 2007



Nikkei Newspaper
September 22, 2006



Mainichi Newspaper
July 22, 2006



Yomiuri Newspaper (Hokkaido edition)
April 14, 2007

Nikkei Newspaper (Editorial)

August 17, 2006