Leveraging IT and Improving Management to Build a Stronger Company

Casio makes the most of cutting-edge information technology to enhance management efficiency for the entire group. The policies and frameworks for the reliable execution of management have also been clearly stipulated.

IT >> "Group Cloud"—Executing unified management

Cloud computing is gaining a lot of attention in the world of information technology. This delivery model provides users with a high level of service by linking up multiple computer networks. In order to realize smooth and unified management that maximizes synergies among group companies, Casio is constructing a "Group Cloud."

Creating cloud infrastructure through the integration of servers

Since 2004, Casio has been integrating the servers spread throughout the group. Along with centralizing its servers with "virtual technology" that enables multiple servers to run on one machine, and streamlining system operations, Casio is creating cloud infrastructure that makes it easy to share databases and link separate systems together. By reducing the number of servers, implementation costs are lowered, and CO_2 emissions are also curtailed. By fiscal 2011, the company had used this integration process to eliminate 600 of its roughly 1,000 servers, and this has lowered power consumption by about 900,000 kilowatts per year. This represents an annual CO_2 emissions reduction of about 326 tons.

Operation systems that can be used worldwide

In order to carry out unified administration of group management information and share backbone operations such as production, sales and accounting, Casio uses an integration method called enterprise resource planning (ERP). Transition toward the sharing of internal systems such as human resource and payroll management is also being carried out. Using the cloud infrastructure, Casio is now working to standardize its sales systems for overseas sales offices, so that they can be accessed anywhere in the world. This will enable rapid market entry and sales growth in emerging economies.

Monitoring group management information in real time

Group-wide operation data is being centralized in the cloud. Casio is working to construct a management information system that enables real-time access to various types of internal and external information necessary for the formulation of group management strategy. Based on a continual inflow of data, the progress of management plans is ascertained, and appropriate measures can be quickly devised. By enabling all group companies to share the same information, the same analysis perspective, and the same indicators within the cloud, the Casio Group is able to create and execute a unified strategy.

Addressing risk of disaster

Casio's system also provides assurance against the risk of disasters including power outages. The mainframe system that supports important operations has been decentralized into two data centers: one inside and the other outside the company. In the event that either data center becomes incapacitated due to an earthquake or other disaster, the other center can operate as the mainframe system for the entire company.

MANAGEMENT >> Pursuing sound, objective management

Casio's goal has always been to create original products that help support the progress of society. The corporate creed, "Creativity and Contribution," expresses this aspiration, inherited from Casio's founders. While carefully maintaining this creed, and sharing it with everyone working at Casio, the company is carrying out various initiatives in order to increase its corporate value, and strives to practice highly transparent management as a responsible corporate citizen.

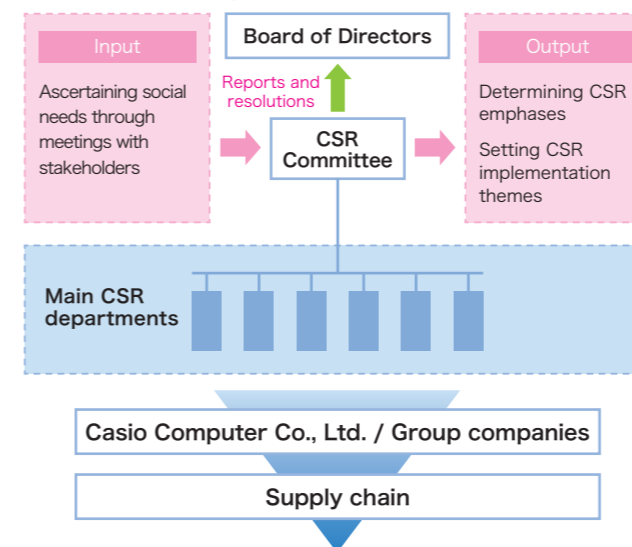### Charter of Creativity for Casio

Casio's long-time corporate creed, "Creativity and Contribution," which refers to contributing to society through business activities, is a relevant and contemporary concept of CSR. In order to ensure employees maintain awareness of and apply this corporate creed, Casio has established the Charter of Creativity for Casio and the more specific Casio Common Commitment. These cover the three key aspects of CSR—economy, environment, and society—as well as the company's approach to compliance.

First Chapter ········· We will value creativity, and ensure that our products meet universal needs*.

Second Chapter ······ We will strive to be of service to society, providing customers with delight, happiness, and pleasure.

Third Chapter ········· We will back up our words and actions with trustworthiness and integrity, and work as professionals.

*To create innovative products that everyone needs but no other company has ever produced. At Casio, this is the mission not only of product development, but of every other part of the business.

CSR Committee

Casio has established a CSR Committee under its board of directors, as a framework for reliably promoting CSR management. The company sets initiative themes based on the needs of society as ascertained through communication with stakeholders. The main CSR departments establish annual plans for theme promotion, and strive to resolve issues using management cycles.
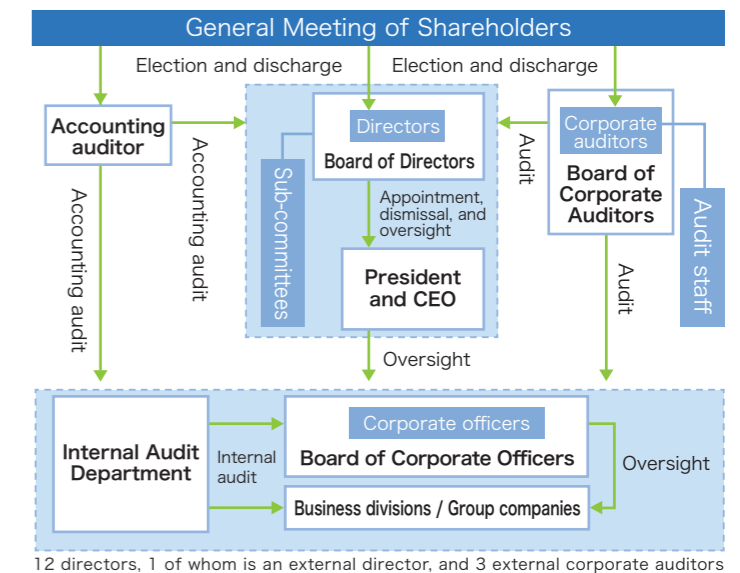
■CSR Committee System

Corporate Governance

Casio recognizes that quick decision-making, proper execution of operations, and a robust management oversight function that increases the integrity and transparency of business management are extremely important factors in achieving business goals and continuing to raise corporate value. Casio has worked to strengthen its corporate governance through improvements such as the introduction of a corporate officer system and the appointment of external directors and external corporate auditors.

■Corporate governance framework

12 directors, 1 of whom is an external director, and 3 external corporate auditors

Compliance

Casio's effort to achieve total compliance management of employee conduct uses three main tools: the Casio Group Code of Conduct, and a risk management system and whistleblower hotlines based on the Code.

Casio Group Code of Conduct

The Casio Group Code of Conduct was established as a basis for each individual Casio executive and employee to make specific decisions in their daily work and personal lives.

Risk Management

By establishing Basic Risk Management Policies and a Risk Management Committee, Casio has been promoting the implementation of risk management measures using management cycles. The CSR Committee is now monitoring the status of progress in risk management.

Whistleblower Hotlines

Casio has internal and external whistleblower hotlines, and strives for the early detection and prevention of compliance problems. In addition to protecting the identity of whistleblowers, the hotlines operate on a basis of impartiality, and resolute measures are taken to address any improper conduct discovered.

Joining the Global Compact

As a global company, Casio has joined the United Nations Global Compact in order to contribute to the sustainable growth of the international community. Along with raising the awareness of employees concerning this effort through messages from top management, Casio participates in Global Compact sectional meetings organized under certain themes, and is working to deepen understanding of the Compact.

WE SUPPORT