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## Technologies that Contribute to Customer Success

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Technology that contributes to customer success is technology where use of Sanyo Denki products improves the competitive edge of the customers' products. Or to put it another way, it is when customers' products have advantages over competitors' products in the same industry and market.

Many customers believe that they can only receive general services from manufacturers, but Sanyo Denki provides personalized technical proposals and detailed services in order to solve the problems that customers may have and help customers reach their goals.

Here at Sanyo Denki, we have three main brands: SANMOTION, San Ace, and SANUPS. Each of these brands has an extensive and plentiful product lineup so that we can suggest products that best fit the customers' needs.

Sanyo Denki and its customers work as one, with Sanyo Denki concentrating on each customer as individual companies and providing the best suggestions and service through customization of Sanyo Denki products to meet the customers' needs (the customer should not just feel satisfied, but the customer should feel special) and the refusal to say no to the customer (such as looking to alternatives and otherwise taking customers' demands very seriously). We want to provide customers with such high levels of technology and service that they will feel impressed.

Customers that feel impressed by Sanyo Denki's suggestions and service become repeat customers. Furthermore, by continuing with follow-up service, we can further intensify the impressed feeling and make the relationship with the customers even stronger.

Currently, we are working on our goal set in the 6th Mid-term Management Plan by making Sanyo Denki products the "Number 1 Brands in the Industry".

We will make the three brands SANMOTION, San Ace, and SANUPS the number 1 brands in the industry.

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Brands differentiate one's own company, products, and people from other companies, products, and people. Sanyo Denki will become the number 1 brands through technologies that contribute to customers' successes.

Through the speed, peace of mind, quality, safety, reliability, uniqueness, and detailed service that only Sanyo Denki can offer, we will impress customers by prizing them (and their companies) so well and by treating them (and their companies) as special. Impressing customers will work towards establishing the brands.

Products from Sanyo Denki's three divisions have supported many customers and been applied in a wide range of fields, including communications equipment, OA equipment, general industrial machinery including the environmental energy industry, machine tools, injection molding machines, robots, apparel (including industrial sewing and embroidery machines), and all types of inspection devices.

Currently, the applications are expanding further into new fields, including semiconductor manufacturing equipment, mounters, transporters, oil pressure controls, food and packaging machinery, entertainment devices, automatic turnstiles, multi-story parking structures, automatic looms, medical equipment, and analysis equipment.

In the future, with a decreased work force due to declining birth rates and an aging society, automation fields, medical fields, and nursing fields will become an even more important area.

The opportunities for Sanyo Denki products to play an active role in our daily lives have been increasing more and more. As a result, even a broader range of applications (even those close to us) are demanding products that anyone can handle simply and safely.

The sales of Sanyo Denki products are growing into new markets and new fields based on ideas and product development that not only provides high efficiency, high performance, and high reliability, but also responds to customer demands.

Every employee at Sanyo Denki works together as one, adding speed and heart to the power of our products, proposals, and services in order to create number 1 brands.

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