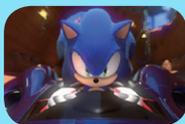


## SEGA SAMMY HOLDINGS Inc. case study

# Gathering in a new office to create group synergy

Constructing a leading edge business infrastructure that does not compromise diversity



**Customer name**  
SEGA SAMMY HOLDINGS Inc.

**Location**  
Sumitomo Real Estate Osaki Garden Tower, 1-1-1 Nishishinagawa, Shinagawa-ku, Tokyo

**Number of employees**  
Independent: 149 people/  
Concatenated: 7,726 people (as of March 31, 2018)

# Concept

6,500 people from 20 companies have been brought together to strengthen group synergy and reform working methods.

The Sega Sammy Group is developing amusement devices and managing facilities with its game machine business, which focuses on Sammy, and Sega Group's digital game business at its core. It is expanding its businesses such as its entertainment content business, which produces videos and develops toys, and its resort business, which works on the development and operation of complex facilities such as hotels, in a wide area. In August 2018, Sega Sammy implemented effective group management and also consolidated the headquarters operations of their scattered group companies into a new office in Osaki, Tokyo, in order to strengthen coordination between enterprises and create synergy through the revitalization of people-to-people exchanges. Leading edge technology, including Cisco Digital Network Architecture (Cisco DNA™), was introduced at the new office, where 6,500 employees from 20 companies work, enabling new work methods that actualize the Sega Sammy Group's mission of "Continuing to create moving experiences and making life more colorful."

Takaharu Kato, Vice President and Executive Officer of the Managing Director of IT Solution Division at SEGA SAMMY HOLDINGS INC., had this to say regarding the aim of this relocation.

## Aim of the relocation -

### Measures to create group synergy and reform working methods

"In the past, the headquarters for each business company of the Sega Sammy Group were scattered in various locations around Tokyo. In recent years, enterprises have become borderless, and among them, entertainment enterprises have been getting more opportunities for expansion between companies centered on IP. As a result, we decided to integrate offices with the aim of strengthening coordination between enterprises and creating synergy. In the end, 6,500 people from 20 companies have gathered in the new Osaki office.

The main emphasis of the new office is strengthening communication and collaboration that goes beyond the organizational walls of the enterprises and companies in order to actualize the Group's mission of 'Continuing to create moving experiences.' Of course, along with this relocation, taking measures to reform working methods was also important."

## Challenges in conventional IT infrastructures -

### Seizing good opportunities for IT investment through active relocation

"As a corporation, the timeframe for investing in IT infrastructure can be challenging. Of course there is time for periodic repairs, but there are also restrictions during everyday business activities, including underfloor wiring and other physical components. The reality is that there aren't many easy or simple opportunities for active investment in infrastructure upgrades. Thus, various groups in the company had to use preexisting infrastructure and make the best of it .

During the relocation, frustration related to infrastructure came to the forefront. We were able to take

advantage of this unique opportunity, from the management perspective, to actively invest in infrastructure. As the IT department, we accepted this opportunity for investment and growth.”

## Image required for the integrated platform – Establish both robustness and flexibility on the premise that it will continue for 10 years

We have aimed to construct a network and information and communications technology (ICT) environment to serve as a business infrastructure that can continue to expand and grow for at least 10 years. Even in common areas such as the cafeteria and meeting spaces on one floor without any walls, we can ensure security in the respective areas so workers can do their jobs safely. We have aimed to strengthen collaborations that further utilize the meaning of coming together, and to embody efficiency and convenience through IT.

As a platform, we engage in commonalization, ruggedization, and streamlining through integration, and guarantee further expandability in the future by using leading edge technology. In addition, the group’s 20 companies have their respective colors and needs, so we take the diversity of each company seriously without suppressing these colors or needs. We are also flexible, so we do not inhibit change. We needed to embody these requirements through IT without any tradeoffs.

**“We have aimed to construct a network and ICT environment to serve as a business infrastructure that can continue to expand and grow for at least 10 years.”**

### **Takaharu Kato**

Vice President, Executive Officer  
Managing Director of IT Solution Division  
SEGA SAMMY HOLDINGS INC



## New Office Concepts

### Collaboration

Create group synergy and reform working methods

### Centrifugal Force

Embrace the individuality of each of the group's 20 companies without inhibiting progress

### Network

Establish both robustness and flexibility on the premise that it will continue 10 for years

### Centripetal Force

Improve efficiency through platform integration



The relocation site, Osaki Garden Tower, is an office building at the core of "Osaki Garden City," a large-scale joint development project in the Osaki Station Southern area, boasting a top-tier metropolitan floor area and 24 floors above ground.

that goes around the floor has been established in the core area. Numerous paths have also been created between desks. In addition, large and small conference rooms as well as community spaces have been established for various uses, including creating opportunities for natural and spontaneous encounters between employees. Executives will also move from individual offices to open spaces. This office intends to enliven interactions between executives and employees.



### A comprehensive entrance that embodies the world view of the Sega Sammy Group

A general reception area was established for the group enterprises that gather in the new office. An interior design and an interior with the image of a cruise ship has been arranged based on the concept of a



"Journey (Sega Sammy's insatiable journey)." A sense of hope and feeling of hospitality towards the journey's path are expressed in the overall space through an environment that evokes the start of a journey.

### A well-ventilated office that has minimized walls between departments

This office maximizes the approximately 1,600 tsubo per floor top-tier metropolitan floorspace, minimizes walls between departments, and aims to enliven communication that goes beyond departments. A path

### An employee cafeteria promotes interactions between Group employees

"Journey's Canteen," an employee cafeteria that can seat about 700 people, not only serves meals, but also has video games, darts, billiards, and other game equipment. It also serves alcohol after 5 pm in the evening. It is a comfortable, creative space that enhances intellectual curiosity and generates inspiration. It is always open to promote interactions between Group employees, and it is a multi-purpose space where meetings and communication events can be held.



### Conference halls for internal and external events (auditorium)

The auditorium, named Light House, can accommodate up to 500 people. Its layout can be changed thanks to its movable walls, and it can be used for various conferences and events. It can be used to hold external and internal events where guests are invited, such as internal conferences and training as well as shareholder meetings, results briefings, and game events.



# Challenge

What kinds of problems in particular has ICT tried to resolve in light of this company's integration and new office concept? Kobayashi, who is in charge of the IT departments of three major companies of the group and designed the ICT of the new office, as well as Komiya, who is in charge of networks, had this to say.



“We carefully grasped the scale of 5 and 10 years in the future for the relocation project. Our first goal was to avoid leaving the existing environment in its current state. The basic idea was that we would never think it's fine only to suppress costs, or that it was adequate for each company in the group to deal with issues using individually optimal measures. As an infrastructure that actualizes the group's mission of “Continuing to create moving experiences,” which is the purpose of gathering, after integration, we aimed to construct an environment that could actualize what each company in the group wants to do. Furthermore, in the end, humans will be operating these integrated platforms. We have also emphasized efficiency in regard to starting operations, and have taken measures to implement it.”

**Director, Platform Department, IT Solution Division,  
SEGA SAMMY HOLDINGS INC.**

Toru Kobayashi

“In the entertainment industry, there are many advanced requirements that differ from those of general enterprise networks. The new office uses a wide range of Cisco® solutions such as a broadband network, high-density wireless LAN, and collaborations that can be easily connected to anytime and anywhere, as well as security for detecting unauthorized devices. We were surprised that among these, times have changed for Cisco DNA, which unitarily and visually manages large-scale integrated platforms, understands predictors, and enables automation in the future. We are experiencing solid responses when we aim to automate and not just streamline future operations”

**Manager, Network Team, Platform Department, IT Solution Division,  
SEGA SAMMY HOLDINGS INC.**

Yasuyuki Komiya



## Challenges

Creating communication and collaboration that goes beyond enterprises and companies

Many business layout changes, and each one requires man-hours and generates costs

Each person holds many devices, and the wireless bandwidth is insufficient

Each of the 20 group companies has its own security policies

Flexibility that allows for free development

Streamlining and cost reduction through the integration of IT infrastructures

Improving integrated platform management and operability



Monitor installed in the office.  
The device density can be visualized using Cisco Connected Mobile Experiences (CMX).

# Solution

## Cisco solutions introduced with results

The Cisco solutions that have been recently introduced in Sega Sammy’s new office cover a broad range. As an office environment, it boasts the most cutting-edge and prominent technology in Japan. The goal of introduction and the results are...

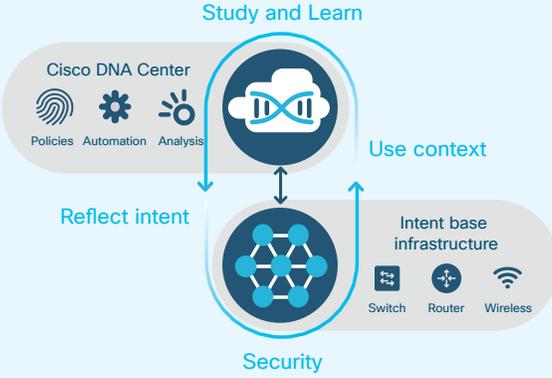


## Cisco DNA

(Digital Network Architecture)

<http://www.cisco.com/jp/go/dna>

Study and Learn



### Implementing administrators’ designs and operation intentions (intent)

#### Cisco DNA Center

This platform greatly enhances safety, agility, and certainty of advanced methods such as automation, virtualization, and machine learning, and applies them to the overall enterprise network, transforming network infrastructures so that they can flexibly adapt to business changes. Cisco DNA is further developing policy bases, application-centric ideas, and open API usage, all of which Cisco has pursued up until now using SDN. A “Strong IT infrastructure” has been created to eliminate human errors as well as greatly contribute to enterprise growth and strategic efforts, in order to resolve various issues concerning network operation management such as the complication of compositions, the addition of devices, and facing the continuing advancement of security threats in a smarter manner.

### Cisco DNA Center implements automation and assurance



**Faster deployment**

Reduces the time spent on provisioning and change management from a few days to a few hours.



**Making operations smarter**

Can obtain information on network performance and guides fixing problems. The time spent on everyday troubleshooting tasks is reduced.



**Decrease the risk**

Swiftly detects and deals with threats before hackers steal data or disrupt operations.

### Cisco DNA components





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Please visit the following page for details about each component

## Creating an intent base network Cisco DNA Center

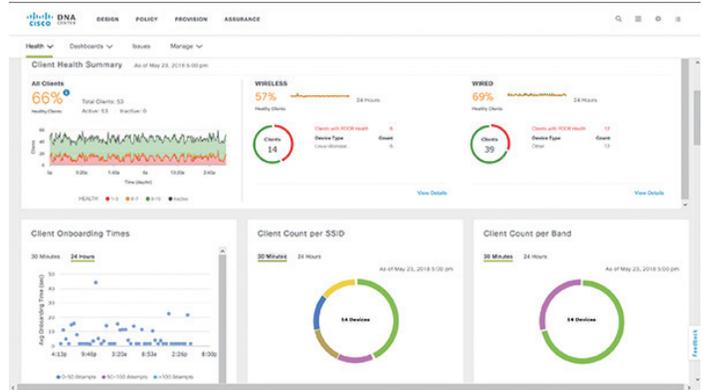
“We received a proposal for the Cisco DNA Center from Cisco soon after the relocation project started. Initially, we were under the impression that it was SDN’s enterprise version, but we gradually recognized its benefits. There

are many advantages to Cisco DNA Center, such as SD Access, but what we focused on in the beginning was assurance. It can visualize network usage trends and understand the predictors of trouble by collecting traffic information, such as that of users, devices, and applications, and by utilizing correlation analysis and machine learning algorithms.

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The integrated network from the recent relocation has over 20,000 ports in total. It was difficult to understand anything when monitoring with the conventional Simple Mail Transfer Protocol (SMTP). With Cisco DNA Center, if there are many errors with communication for even one port, an alert will be sounded, and the entire situation can be visually grasped on the dashboard. I am left with the impression that times really have changed. In the future, after we upgrade the versions of the firmware for hundreds of switches at the same time, we will be better able to show ourselves at our best.” (Kobayashi)

“There is little noise during detection, and accurate detection is as expected. Even for non-reproducible faults, it can retrospectively conduct an analysis without missing that moment. I am getting responses saying it can minimize faults by noticing small problems, and that in the future, we will be able to prevent them from occurring. The Cisco DNA Center progresses quickly and is



high-performance. Our team is in the process of trial and error while coming to understand what they can do on a day-to-day basis, but we are already demonstrating results regarding the ability to collectively and visually manage a large quantity of devices. I am aiming to automate operations in the future.” (Komiya)

## Cisco DNA components



Cisco Catalyst 9300 Series Switches



Cisco Nexus 7700 Series Switches

### Creating client 10 Gbps, and 100 Gbps broadband across floors

“10GBASE-T-compatible development workstations have already been in operation at some business companies, but the old offices’ network infrastructures were vulnerable, and thus could not be fully utilized. During our development of the entertainment industry sector, 10 Gbps communication was almost available, and people were anticipating its standardization, so we created a 10 Gbps communication environment for the entire floor. If it was 10 Gbps on the floor, the main network, which serves as the backbone,

would need more than that, so we upped it to 100 Gbps across the floors. There were numerous debates, but we selected the network that consistently had the most effective broadband and we considered it from a long-term perspective, like 5 and 10 years in the future.” (Komiya)

“In the future, if any communication bands are lacking, they need to be expanded. We determined that doing this would incur man-hours and costs, and subsequent additions would be a source of trouble for the affected parts.” (Kobayashi)



Wireless LAN

### Strengthening connectivity through high-density Wi-Fi via Cisco Aironet

“Because of the enterprise’s characteristics, having 4 to 5 devices per person within the company was reckless, and sometimes there were close to 50 devices concentrated in a small area. The previous office lacked communication bands, so we just managed to get by with operations, but at the new office, this issue was more or less cleared thanks to technology that helped us cope with such a high density via Cisco Aironet, which has an external antenna attached.” (Kobayashi)



Cisco Aironet 3800 series Access point + External antenna



Cisco Aironet Active Sensor



Cisco Connected Mobile Experiences (CMX)



Cisco Prime Infrastructure (PI)

### Improving visualization and manageability through Cisco CMX and Cisco PI

“We manage our entire new office with Cisco Connected Mobile Experiences (CMX) and Cisco Prime Infrastructure (PI). Things we couldn’t see in the past like radio wave conditions as well as devices’ and people’s movement statuses can be visualized. The effects are tremendous. During troubleshooting, we can visually check not only current, but also past conditions, so it is easier for us to prevent faults from occurring and take the next steps.” (Komiya)



Security

### Cisco ISE unauthorized terminal quarantine and secure detection

“20 group enterprises have gathered here, but each of them has its own security policies. Recently, we unified measures at a basic level across all companies to prevent fraudulent clients and unauthorized terminals from connecting to the internal network. We are fully utilizing



Cisco Identity Services Engine (ISE)

Cisco Identity Services Engine (ISE) for dynamic VLAN control. If an unauthorized terminal is connected to the internal network, Cisco ISE automatically isolates it and urges a secure connection. By doing this, we created an internal network that is secure when connected to from anywhere on any floor, which is the new office’s concept.” (Komiya)



Data Center

### Greatly reducing construction time and operation man-hours with Cisco HyperFlex

“We needed to be speedy with construction during the relocation. We were able to shorten the construction time as well as greatly reduce the operation man-hours by introducing the Cisco HyperFlex™ system, a hyperconverged infrastructure.” (Komiya)



Cisco HyperFlex HX Series



Cisco ASR 9000 Series Aggregation Services Routers



## Collaboration

### Improving the quantity and quality of collaborations through high quality video conferences with the high operability of Cisco TelePresence®.

“We aimed for diversification where collaboration was possible at various locations and times when promoting reforms for work methods. The device provides a new working method where it can be freely connected to at home, and from business trip destinations and overseas locations. Sega Sammy has expanded its resort facilities overseas as well, so we introduced the product with the goal of creating a high-quality and easy-to-use environment.”

(Kato)

“In the past, each group company had all kinds of devices from different manufacturers for video conferences, but recently we all decided to use Cisco TelePresence. Four models are used based on their usage and environment, and the intuitive operations of the touch panel interface are shared, making both operation and support simple. The image and sound quality are perfect, so I feel that collaboration has sped up.” (Kobayashi)

### Reducing time needed for extension line changes when changing the layout of Cisco Business Edition 7000 solutions

“Sega Sammy has had many layout changes, such as regarding team organization and dissolutions for each development project. In the past, every time this happened, man-hours and costs would be incurred for phone extension changes. By using IPs for phones, we have greatly improved flexibility in business development.”

(Kato)



Cisco Webex Room Kit



Cisco TelePresence SX Series



Cisco Business Edition 7000



### Cisco Webex Board, which was active even during the relocation project

“We have requested a digital whiteboard for remote conferences for a long time. With Cisco Webex Board, we can share drawings, such as layouts, and connect our company with Cisco and other partner companies. Both parties can have discussions while writing on it, and the materials can be seamlessly shared afterwards. It was also a huge success for the relocation project.” (Komiya)

# Results and Future

Kato had the following to say regarding the results of the recent relocation project, future developments, and his expectations for Cisco going forward.

“The environment at the new office in Osaki, whose operations started in August 2018, maximized the characteristics of the 1 floor, 1,600 tsubo pillar-less building, and realized various attempts to accelerate innovation. It provides a new working method that embodies the group’s mission of continuing to create moving experiences by breaking down the walls of companies and enterprises, to allow work to be done securely and comfortably. We are aware that we will not only be the most advanced at this point in time, but will also continue to expand and grow with businesses 10 years from now, so we created ICT, the backbone of this environment.

I am grateful that Cisco recently created advanced and complex requirements, including verification, together with us.

In addition to integrated network infrastructures, we are aiming to further integrate middleware and application layers, and to automate operational management in the future.

We hope Cisco will continue to work with us to cultivate the environment we created together.”

## SEGA SAMMY HOLDINGS inc.

<https://www.segasammy.co.jp>

Address	Sumitomo Real Estate Osaki Garden Tower, 1-1-1 Nishishinagawa, Shinagawa-ku, Tokyo
Date established	October 1, 2004
Capital Stock	29.9 billion yen (as of March 31, 2018)
Employee Count	Independent: 149 people/Concatenated: 7,726 people (as of March 31, 2018)



The Sega Sammy Group is developing amusement devices and managing facilities with its game machine business, which focuses on Sammy, and Sega Group’s digital game business at its core. It is expanding its businesses such as its entertainment contents business, which produces videos and develops toys, and its resort business, which works on hotel development and operations, in a wide area. As a comprehensive entertainment corporation focusing on providing new kinds of games, we create group synergy and provide high quality entertainment only Sega Sammy can offer.

We have established Sega Sammy Group’s presence not only within Japan, but also in entertainment areas around the world by setting up bases in Europe, the U.S., and Asia. We are aiming to become the world’s number one entertainment corporation

## Introduced devices and services

- **Campus Network**
  - Cisco DNA Center
  - Cisco DNA Advantage License
  - Cisco Nexus 7700 Series Switches
  - Cisco Catalyst 9300 Series Switches
- **Data Center**
  - Cisco Nexus 7700 Series Switches
  - Cisco Nexus 9000 Series Switches
  - Cisco HyperFlex HX Series
  - Cisco ASR 9000 Series Aggregation Services Routers
- **Wireless LAN**
  - Cisco Aironet 3800 Series Access point + External antenna
  - Cisco Aironet Active Sensor
  - Cisco CMX
  - Cisco PI
  - Cisco ONE for Access License
- **Collaboration**
  - Cisco TelePresence SX Room Kit
  - Cisco TelePresence SX80
  - Cisco Business Edition 7000 Solutions
  - Cisco Webex Board
- **Security**
  - Cisco ISE