

Service Desk Offering



- Our Approach
- Strategy & Value Proposition
- User Experience
- Continuous Improvement
- Value Delivery
- Capability
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- Summary



Our approach

The Service Desk is at the heart of managing end to end service and is fundamental to managing user perceptions of IT

- It is the “window” into your business which provides the:
 - Management information to drive service improvement
 - Insight into how the service needs to evolve
- Our approach delivers value to your business through our focus on:
 - Compelling user experience
 - Continuous improvement
 - Consistent delivery, globally



Service Desk Offering Structure

Fujitsu's Service Desk Offering Proposition provides a standardized but modular approach for our customers who require a high quality, consistent and cost competitive Service Desk either as part of a broader solution, for example Desktop Managed Service, or as a discrete service.

Fujitsu's Service Desk Offering structure enables modular consumption by customers, with the levels of content defined as Core, Core+ and Enhanced Services:

- The **Core Service** provides a minimum service for those clients who simply want a simplistic service with issues received and routed at the lowest possible cost. Typically this would apply to bureau or retail type Service Desks.
- The **Core+ Service** provides a richer service that is aimed at the majority of our commercial and government customers which incorporates extensions to the functionality and SLAs associated with the Service Desk.
- A range of **Enhanced options** can be selected by customers to either extend the functionality of the service or improve the SLAs.

- ENHANCED**
 - Self-Service
 - Service Requests
 - Enhanced Service Levels
 - Enhanced languages
 - Asset & Configuration Management
 - Change Management
 - Problem Management
 - Procurement Catalogue
 - Warranty Management
 - 3rd party Resolver Management
 - Customised Reporting options
- CORE +**
 - Single Point of Contact (Phone, web, Portal & email channels)
 - Shared or Standalone
 - Multi-lingual
 - Knowledge Management
 - First Time Fix
 - Continuous Improvement
- CORE**
 - Single Point of Contact (Phone & email channels)
 - English Language
 - Inventory Data
 - Incident Management
 - Reporting

Service Desk Value Proposition

Service Excellence



- Business outcome based approach rather than SLA-driven
- Focused on creating value for customers
- Exploiting the management insight from the desk to drive the service forward

Continuous Improvement



- Lean approach driven by service agents
- Focused on "shift-left", improved First Time Fix (FTF) and reduced Average Elapsed Time (AET)
- Delivering reduced costs, greater service availability and enhanced user experience

Consistent Global Service

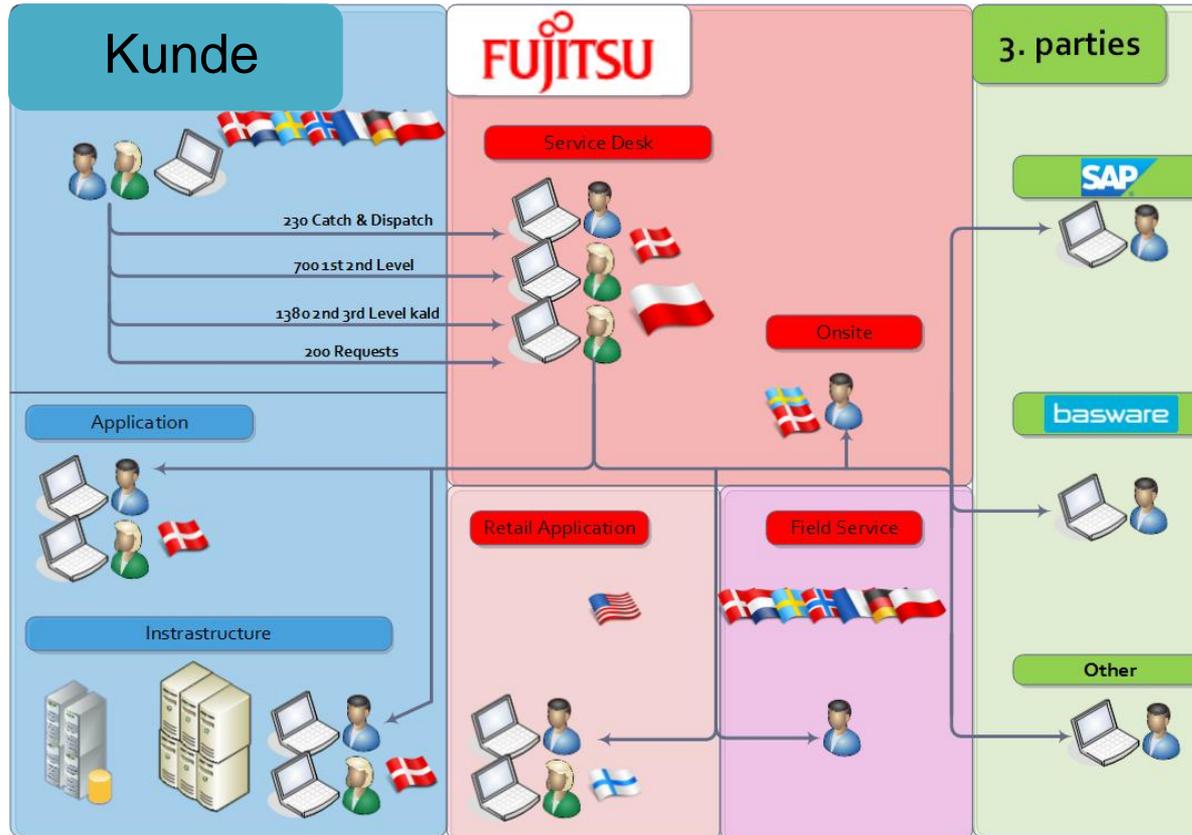


- Global network of desks delivering service in 31 languages
- Underpinned by TRIOLE for Services as the global standard platform
- Globally delivering ISO/IEC 20000 aligned processes

Delivery Model - one integrated service



Service Model Example

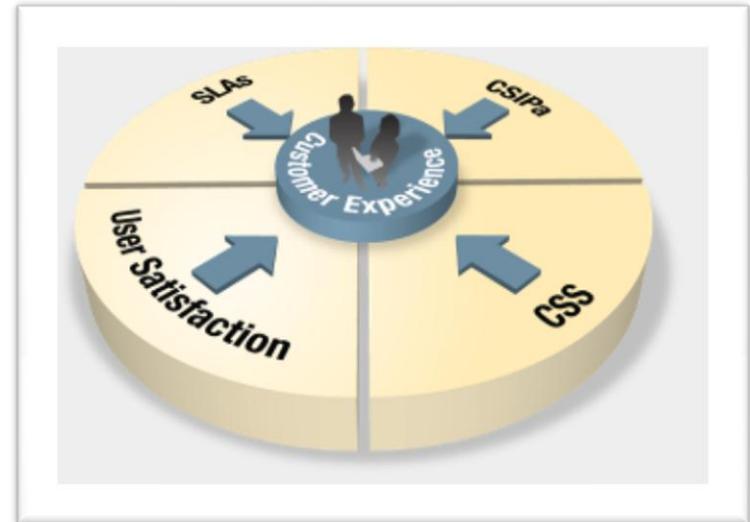


Compelling User Experience

The Fujitsu philosophy is to ensure that users of our Service experience a high level of satisfaction and a good experience thereby positively influencing their perception and general attitude to IT within your business

So this means not just aiming to meet contractual SLA but:

- Treating customer feedback like gold – mined via mechanisms such as User Satisfaction surveys and Senior Exec surveys
- Focussing on the **Service** element of the Desk not acting as a Call Centre.
- Enabling more issues to be fixed at first point of contact be that to the desk or through a self help portal

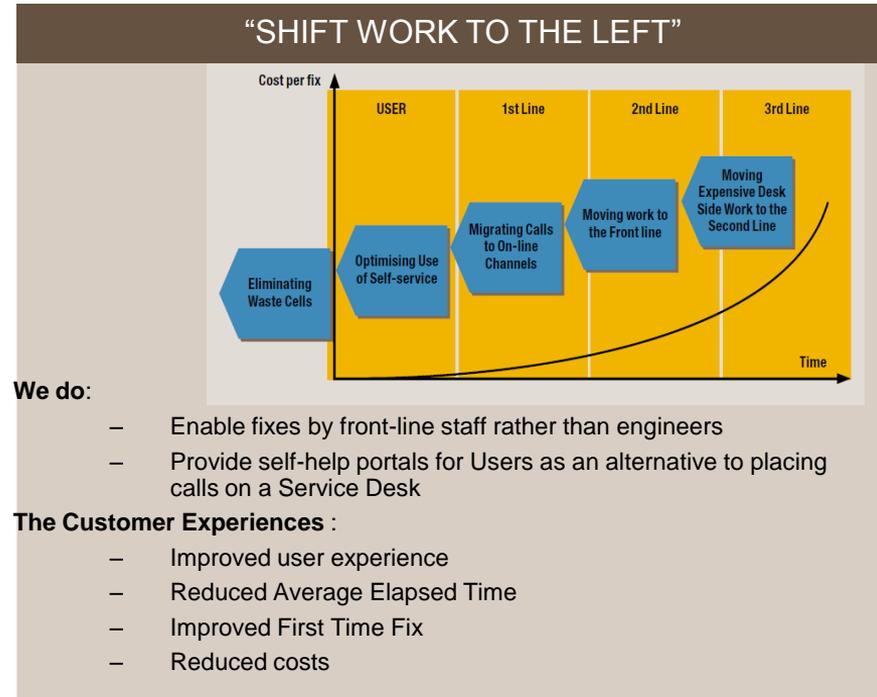


Measuring what matters to you

Continuously improving how we work

Sense and Respond is our implementation of Lean in a service environment - embedding a continuous improvement mindset across our organisation

- Drives clear focus on:
 - Understanding what matters to our customers
 - Empowering our people to continually find ways to improve the Customer Experience
- Pioneered in Service Desks:
 - Our people, our processes, tools and methodologies – all are key to driving continuous improvement
 - Systematic approach to eliminating waste in the operation permanently
 - Continuous improvement becomes an every day occurrence

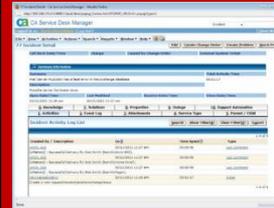


Our Service Desk speak Danish

Shared Service Desk

MS support, Field service support and Product related support

- Headcount : 9
- Capacity : 15 seats
- Incidents Handled : 40,000+ per year
- Hours of Operation : 08:00 x 18.00
 - OoH supported by GDC
- Languages Supported : Danish, English



Service Request

Incident

Standard Changes

Problem

Knowledge Management

Service Control, escalations, SLA monitoring and reporting.

- Local contact point with a global reach: a single point of contact for all incidents, problems and requests from your users.
- Multi-channel capability: from phone, email, web and portal.
- High quality agents: well educated and fully trained personnel focus on delivering the highest service standards
- Management of third-party support providers: for incidents and requests plus performance reporting
- A standardized, high performance Service Management platform: following ITIL guidelines.
- Commitment to continuous service improvement: to keep the service in tune with business priorities.

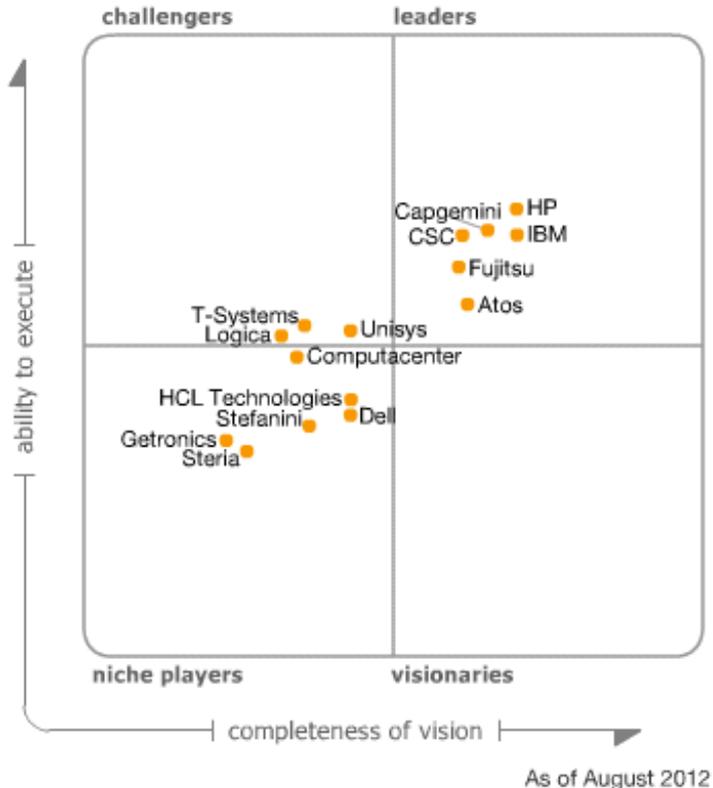
Our Service Desk Centers speak 31 languages



Our customers come from all over the world.



Fujitsu in Gartner's Magic Quadrants



Magic Quadrant for Help Desk Outsourcing, Europe

Source: Gartner Magic Quadrant for Help Desk Outsourcing, Europe, by Gianluca Tramacere, Claudio Da Rold and Frank Ridder (29 August 2012)

Magic Quadrant Disclaimer

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The benefits of our approach

Lower Costs

- Improving the Return on Investment (ROI) of IT services

Service Quality

- Improving user productivity and satisfaction levels

Enhanced Business Value

- Business outcome approach to service delivery

Business Alignment

- Ensuring IT services are in line with changing business requirements

Delivering consistent and predictable IT services globally



Nordic Customer Portfolio

Manufacturing	Finance	Public Sector	Retail	Communications

Danish Customer Portfolio

Retail og transport	Finance	Telco	Local Government
Utilities	Manufacturing	Services	Central Government

* Customer references are subject to approval by Fujitsu

Summary – Making Value Real



Global Direction:
Making It Real

“There is no doubt that Fujitsu is committed to delivering a really good service and it wants it to be Number One, which is fantastic. Fujitsu’s real strength resides in its people and their can-do attitude. Nothing is too much. They are keen to impress and live and breathe by that.”

Mr. Martin Taylor, Head of IT Service Delivery, Mitchells & Butlers

Capability Growth:
Globally Available
Regionally Focused

“Fujitsu differentiates from other vendors, because of how the service desk is positioned and because of the methodology applied. People who work there know that, and are empowered to suggest ideas for improvements that can be brought to the customer – that resonates with us very well. Although [Service Desk] is a basic IT service, it sets forth how the IT function is perceived within an organisation.”

Mr. Marcus Claessen, CTO and Head of Operations, Electrolux

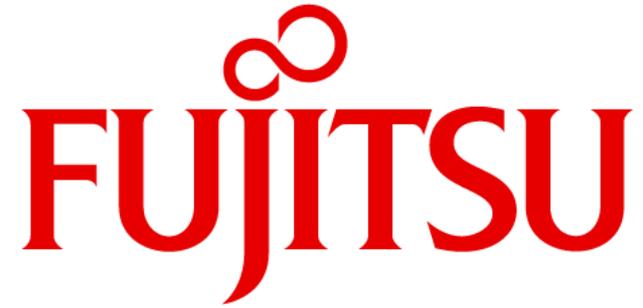
Investment in Innovation:
Driving Growth & Value

Customer Centric:
Delivering Customer Value

“We chose Fujitsu for its in-depth knowledge of helpdesk services in general as well as its specific experience in managing the KLM Netherlands desk. Having a single operator and contract for the helpdesk services in France and the Netherlands enables us to work as a single team. We are truly satisfied with the quality of the ‘one desk, 2 locations, 3 languages’ proposal, which offers a global approach (a virtual desk), and we are confident that Fujitsu is extremely competent in this area.”

Mr. Pierre Dalaine, Manager of the Technical Helpdesk Department , Air France-KLM



The logo features a red infinity symbol positioned above the word "FUJITSU". The word "FUJITSU" is rendered in a bold, red, serif typeface. The infinity symbol is a simple, continuous loop.

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