

Delivering business  
outcomes in the  
Telecommunications  
industry

FUJITSU



shaping tomorrow with you

# Tackling the challenges of the Communications market

The Communications market is a rapidly evolving, highly competitive arena in which to do business with technological products, services and operations providing the backbone of current processes and future directions. The expansion of high capacity bandwidth, device technologies, embedded sensors, creative channels to market and true multimedia consumer demand are just some of the challenges which lie ahead.

Fujitsu's decades of experience as a communications technology expert can support you through these challenges allowing you to develop ahead of the curve and face the future with a technological partner who understands your needs.

Communications Service Providers are faced with a fundamental change in business model. A combination of competition, regulation and advancement in technology means that to survive and grow CSPs must look to new markets whilst retaining and growing traditional revenues. Fujitsu believes that the key to doing this lies in overcoming the following three challenges:

## **Challenge One: The need to exploit new business opportunities**

With saturated voice service markets, finding ways to develop new market opportunities is firmly on executives' agendas. Such a step, however, requires new operational capabilities and also depends on the technological landscape – Fujitsu can provide the right technology, infrastructure, skills and resources to make this happen.

*See page 3.*

## **Challenge Two: Building brand affinity and strengthening customer relationships**

The problem of customer churn is a day-to-day reality in the industry and while aided by the introduction of new devices, there is a need for a longer term solution. More often than not, it's left to customer services and marketing teams to cut down customer attrition rates. Technology however, has an increasingly significant role to play through the introduction of new consumer applications and the convergence of key CRM applications.

*See page 4.*

## **Challenge Three: Improving the customer experience**

According to the UK Institute of Customer Service, the telecoms sector managed an overall customer satisfaction score of just 72.2\* – significantly less than the overall average of 75.6\*. As devices, applications and tariffs become increasingly complicated, the need to succeed in this initiative belongs to everyone, extending from board level to front line service delivery.

*\*UK Customer Satisfaction Index, July 2010. See page 5.*

## **Answering your challenges rapidly**

Fujitsu has the knowledge and experience to support this market transformation, working in all areas of the Telecoms value chain. We are renowned for our technology leadership in the telecommunications arena. Since we started life as a communications company over 75 years ago, we've combined a collaborative approach with a spirit of innovation, keeping us firmly at the leading edge of telecoms. This has given us a long history of providing successful business outcomes to our customers.



# Seize new opportunities

We appreciate the challenges of operating in such a highly competitive market and realise that the best way to expand is to stay ahead of the technology curve, providing new and exciting market offerings for customers as well as expanding your own internal capabilities.

Fujitsu has decades of experience in providing innovative, market changing solutions which have allowed our customers to expand across the globe, providing new and improved services for consumers and providers alike.

Fujitsu aims to fuel the developments which will change the direction of mobile communication over the next few years. The following are just a few of the imminent developments which Fujitsu can facilitate:

- **Contactless payments** – Mobile and contactless payment services which enable customers to make person-to-person payments locally or across the world
- **Mobile health** – Propositions for the global healthcare market such as remote diagnosis and monitoring, based on our extensive experience and expertise
- **Machine 2 Machine (M2M)** – Allowing you to exploit the benefits of cross-device communications through our unique IP in the M2M space
- **Long Term Evolution (LTE)** – Our existing products for mobile or computer based LTE communications are ready to be incorporated into your infrastructure and offerings
- **Network Optimisation** – Advanced software and algorithms allow us to provide real time automated network optimisation to remove signal blackspots
- **Technological Roadmaps** – Our consulting expertise allows you to concisely and coherently lay out your plans for the future direction of your technical development

As well as these offerings which can extend the services that you provide to your customers, we have a history of providing business services which can improve your operations and infrastructure:

- **Joint Ventures** - With our Japanese heritage and unique understanding of the Asian telecom market, we are well positioned and able to partner with your organisation, de-risking your investment and producing shared benefits
- **Infrastructure-as-a-Service (IaaS)** - We have a well established provision of flexible hosting services, allowing the rapid deployment of websites and applications in a matter of hours in response to new business demands
- **Software-as-a-Service (SaaS)** - Fujitsu is highly experienced in helping operators maximise the value of SaaS technology, such as Service-Now.com, to rapidly bring online new capabilities, accelerating deployment and time-to-value
- **Research and Development** - We have always been heavily involved in the development of new technologies, spending more on R&D than any other IT company in the world. Of particular note are the evolution of network technologies including HSDPA+, WiMAX and LTE, and new connecting devices supporting machine-to-machine deployments
- **Scope and Scale** - NTT DoCoMo, the predominant mobile operator in Japan, relies on its relationship with Fujitsu to deliver its IP network to over 50 million customers annually

## Seizing MVNO opportunities with Fujitsu

O2 wanted to create opportunities for growth in the saturated Irish market, and decided to create a new channel to market by establishing Ireland's first Mobile Virtual Network Operator (MVNO) with Tesco Mobile. Fujitsu designed, built and managed all the infrastructure and applications required to operate the mobile telecoms business, apart from the radio area network which is provided by O2 themselves. We now provide a reliable and standardised Mobile Virtual Network Enabler (MVNE) platform which can allow you to easily prepare for the provision of MVNO opportunities on your network.

# Keep your customers close

While the extended use of high performance devices such as tablets and smartphones has helped to reduce customer churn, we appreciate the ongoing struggle of communications providers in retaining customer relationships and loyalty. There are numerous offerings which Fujitsu can provide to aid you in this challenging task:

- **Customer Insight Experience Platform (CIEP)** – Lets you adopt a Service Oriented Architecture to enable the rapid deployment of new business services to customers
- **Customer Center Loyalty Product** – Supports the effective delivery of cross channel loyalty and customer engagement programmes – for example, enabling customers to use their mobile device to collect and redeem offers
- **Mobile Applications** – We can provide application development services to plan and deliver new ways to engage and support the needs of your customers
- **Automated Process Delivery** – Our unique technology automatically visualises an operator's current business process workflows – understanding where efficiency issues lie that may impact on customer service levels
- **True Media Service** – A ready to use solution which allows you to roll out a subscription media streaming service to your customers

## Japanese heritage and experience

Fujitsu is a leading provider of consumer communications technology in Japan - arguably the most advanced mobile society. This understanding informs our investments in cross-channel architectures and solutions – with a focus on where the digital channels meet the real world – and how they can be leveraged to improve customer engagement and loyalty.





# Captivating your customers

As well as increasing customer retention, Fujitsu can aid you in improving the all important first engagement with potential customers, expanding your customer base. But with margins so tight, how can you deliver a service experience that is consistent and engaging across multiple channels - from the store to the call centre, from the web to mobile and social networks - and still keep your operational costs firmly in check?

- **Business Consulting** – Our experts can help build your capabilities and improve performance, with a full understanding of how you can leverage technology to improve the customer experience and deliver bottom line benefits
- **Multi Channel Enablement** – We can work with you to design a seamless joined-up experience across multiple channels
- **In-store experience** – Our retail consulting offerings can help you transform your in-store experience with the smart use of technologies such as mobile PoS, queue management and digital media solutions. You'll also be able to support greater self-service, through interactive kiosks and vending machines
- **Retail Managed Services** – Our portfolio, including Service Desk and Engineering Services, means your IT reaches the highest possible levels of availability so that your stores can always trade effectively. Our continuous service improvements also make sure that our performance is ever increasing
- **Business Intelligence Solutions** – With the help of our partnerships, we can help you to use their data more effectively to understand your customers better and be able to target them with new and increasingly relevant and tailored offerings

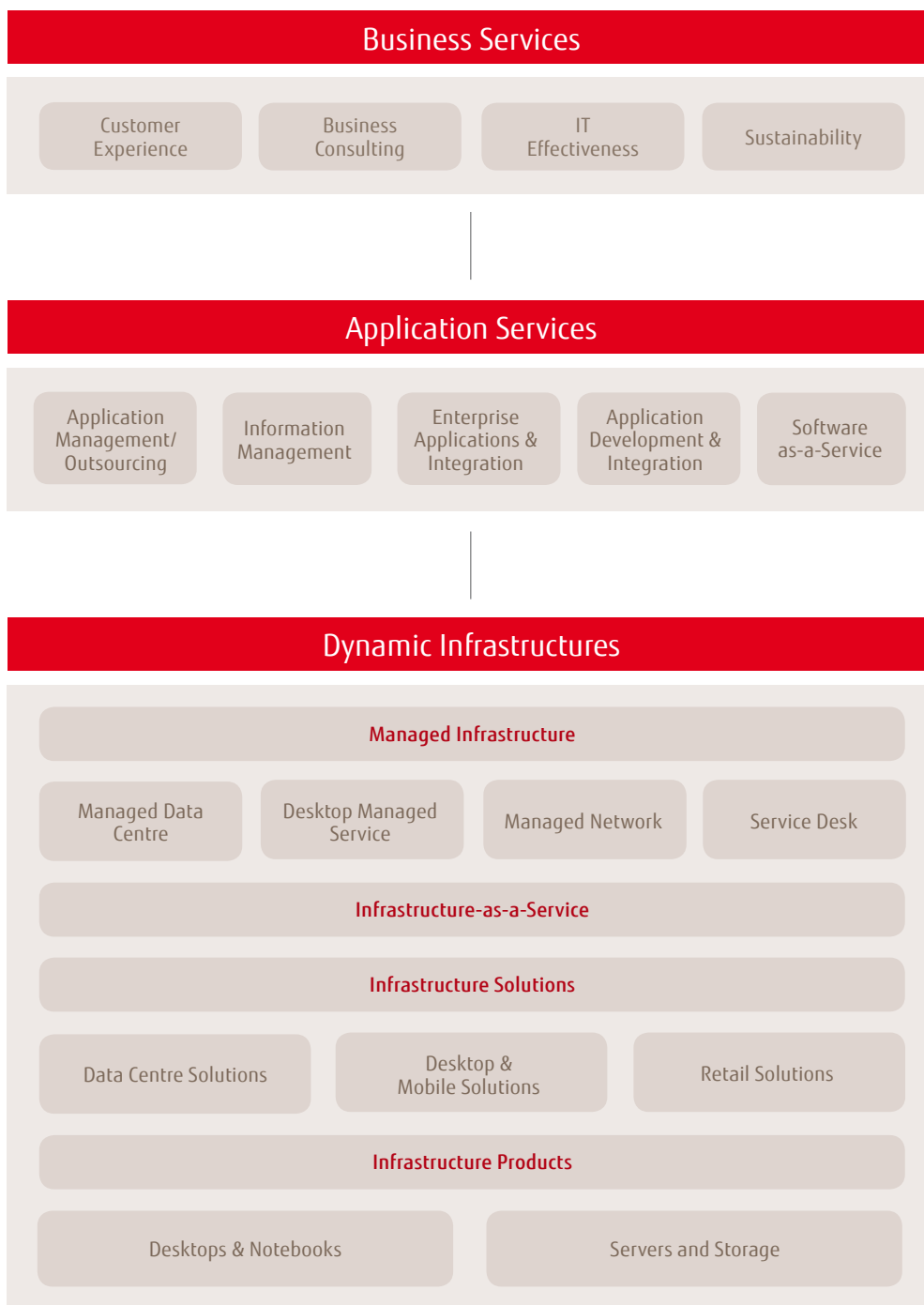


## Captivate customers with Fujitsu

Working with one of the world's leading telecommunications companies, Fujitsu transformed their customer experience through implementing the Q-MATIC Queue Management solution. This led to winning the World Retail Awards' 'Best use of Technology' and the European Retail Solutions Awards' 'Most Innovative Use of In-Store Technology'.

# Fujitsu's full portfolio

Whether it's a physical, virtual or skills-based requirement, Fujitsu has been innovating for more than 75 years in the communications sector, and we have developed a comprehensive portfolio of services which can support any programme of change.



## Business Services

We understand the importance of managing people and process change, as well as technology, to deliver successful outcomes. We will work with you to agree your objectives and design the necessary programmes of work.

## Application Services

We help our customers to deploy or upgrade business applications quickly, securely, efficiently and inexpensively to create real business value.

## Dynamic Infrastructures

Fujitsu has expertise in delivering full integration across the infrastructure stack, from desktops to data centres.

# What our customers say

Fujitsu has years of experience in working with telecommunications companies on delivering successful outcomes, including some of the industry's leading organisations. We believe that our combination of skills, expertise, experience and collaborative culture has had a significant effect on their business. They agree with us.

'...an IT partner we can fully trust. Fujitsu... delivers support going far beyond our expectations.'

Jose Ruivo, Director Production Platforms and Services Installation, Delivery and Support, Portugal Telecom Inovacao

'Fujitsu designed, built and managed the network to our exact requirements...on time and on budget.'

Tony Regan, Wholesale Business Development Manager, Telefonica O2 Ireland

'...other vendors couldn't give us the comprehensive support system that Fujitsu offers.'

Ryuichi Suzuki, Deputy Senior General Manager, Application System Development department, Nifty Corporation

## Let's shape tomorrow with you

We believe that we can help you to address the challenges your company faces, and we would welcome the opportunity to discuss how we can help. Please contact me, Duncan Stewart, on +44 (0) 7867 825 290 or email [duncan.stewart@uk.fujitsu.com](mailto:duncan.stewart@uk.fujitsu.com)

Contact us on:  
Tel: +44 (0) 870 242 7998  
Email: [askfujitsu@uk.fujitsu.com](mailto:askfujitsu@uk.fujitsu.com)  
Web: [uk.fujitsu.com](http://uk.fujitsu.com)

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