



## Microsoft Partner Program Partner Solution Case Study



**Partner:** Fujitsu Consulting  
**Web Site:** [www.fujitsu.com/us](http://www.fujitsu.com/us)  
**Partner Size:** 6,000  
**Country or Region:** North America  
**Industry:** Professional services

### Partner Profile

Fujitsu Consulting is the North American consulting arm of the U.S.\$40.6 billion Fujitsu group, providing a range of business IT consulting and integration services.

### Software and Services

- Microsoft Office 2007
- Microsoft Servers
  - Microsoft Windows Server 2003
  - Microsoft BizTalk Server 2006
  - Microsoft Exchange Server 2003
  - Microsoft SQL Server 2005
- Microsoft Windows Vista
- Microsoft Visual Studio 2005
- Technologies
  - Microsoft SharePoint Products and Technologies

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[www.microsoft.com/resources/casestudies](http://www.microsoft.com/resources/casestudies)

## Consulting Firm Doubles Growth of Microsoft-Related Services in 12 Months

**“Microsoft-related products and services have accounted for more than \$4 billion of the Fujitsu Limited service business over the past year; it’s our largest and fastest growing strategic relationship.”**

*Jay Lendl, Vice President, U.S. Microsoft Practice, Fujitsu Consulting*

*When the U.S. arm of Fujitsu Consulting wanted to expand revenues, it looked to other areas of its business, where Microsoft-related consulting had fueled tremendous growth. The U.S. practice boosted its Microsoft staffing to 600 consultants and broadened its Microsoft competencies. In just the past year, Microsoft-related services have accounted for more than U.S.\$4 billion, or approximately 10 percent, of the Fujitsu Limited revenue.*

### Business Needs

Fujitsu Consulting integrates the core expertise of Fujitsu companies and partners worldwide to deliver complete business solutions in the areas of IT governance, information management, mainframe migration, application outsourcing, and collaboration. Headquartered in Edison, New Jersey, Fujitsu Consulting has more than 30 offices in the United States, Canada, and India and employs 6,000 people.

Already an IBM and Lotus Notes partner, Fujitsu began its relationship with Microsoft in 2000, with the Canadian practice taking

the lead in North America by earning a Microsoft® Gold Certified Partner certification. As business IT consulting and integration began to plateau in the industry, Fujitsu management couldn't help notice that Microsoft-related products and services were powering the Canadian business to new highs. "In Canada, Microsoft consulting was one of the fastest growing parts of our business. We recognized that Microsoft presented our U.S. practice with the same opportunity for growth," explains Jay Lendl, Vice President, U.S. Microsoft Practice, Fujitsu Consulting.

At the same time, U.S. customers were asking for Microsoft technologies and investing in them on their own. "For a variety of reasons, companies were moving away from Lotus Notes in favor of the messaging and collaboration capabilities of Microsoft technologies. Microsoft was accomplishing good things in the market and becoming a significant enterprise player," Lendl says. "A lot of roads were leading to Microsoft."

## Solution

The Fujitsu Consulting management team decided that the best strategy for quickly ramping up its U.S. Microsoft business was through acquisitions. The company identified key solution providers with strong Microsoft relationships and brought them into the Fujitsu fold. One key asset was Born Information Services of Minneapolis, Minnesota, a longtime Microsoft Partner.

Within one year, Fujitsu Consulting had grown its Microsoft expertise in the United States from 100 Microsoft practitioners to more than 600, on top of its 650 Microsoft practitioners in Canada. The U.S. operation also became a Microsoft Gold Certified Partner and earned seven Microsoft competencies, focused primarily on mainframe modernization to Microsoft .NET, information worker technologies such as collaboration and business intelligence, and infrastructure modernization.

"Because of our history in the mainframe world, we are able to play a unique role in helping companies with mainframe migration," Lendl says. "We're betting a big part of our future on Intel architecture servers, Microsoft .NET, and the Windows® platform. We believe that .NET is enterprise-ready, and we're proving it at customer sites every day."

For example, Fujitsu Consulting helped a government agency replace a slow, aging mainframe-based communications application with a .NET and Microsoft BizTalk® Server-based solution that uses Web services to relay information. The new Microsoft-based solution provides faster exchange speeds, increased data security, and higher service levels.

In its Microsoft consultancy, Fujitsu Consulting engages across the full range of Microsoft information worker, server, and developer products, including the Windows Vista™ and Microsoft Windows Server™ 2003 operating systems, Microsoft SQL Server™ 2005, Microsoft Exchange Server 2003, Microsoft BizTalk Server 2006, Microsoft Office SharePoint® Portal Server 2003, the Microsoft Visual Studio® 2005 development system, and Microsoft Office 2007.

"We have had, and in some cases still have, other partnerships, but none provide the combination of scale, opportunity, and rich partner model and program that Microsoft does," Lendl says. "Even when we had a larger IBM services practice, we saw minimal IBM engagement. Microsoft provides us with our best and largest opportunities."

## Benefits

Fujitsu Consulting has enjoyed tremendous business growth by taking advantage of the benefits of the Microsoft Partner Program:

- **Tremendous business growth.** "Microsoft-related products and services have accounted for more than \$4 billion of the Fujitsu Limited service business over the past year; it's our largest and fastest growing strategic relationship," Lendl says. "Microsoft and Fujitsu Consulting have

complementary strengths, which helps us present a stronger competitive front."

- **Better market insight.** "Microsoft invests a lot to understand its markets. I can either pay for that research or I can leverage Microsoft's knowledge," Lendl says. "Microsoft's input on market activity as well as early notification of Microsoft product plans is a huge advantage for us. It helps us match our skills and goals to specific Microsoft efforts."
- **Dedicated strategic focus.** A key asset in the company's strategic planning is a dedicated Microsoft business-development manager. "This person is extremely valuable to us because they help us map Microsoft program elements to specific sales districts across the country and also ensure our technical readiness for strategic accounts," Lendl explains. "There would have to be three of me to do what this individual helps us accomplish."
- **Better success through local teamwork.** At the tactical level, Microsoft and Fujitsu Consulting work as a team to host joint events, plan account activities, and close deals faster. "We can do more together than we can separately, both in pooling our expertise and strengthening customer relationships," Lendl observes. "We can put together more comprehensive solutions for customers."
- **Better value for customers.** The global reach and scale of its capabilities, combined with its leading Microsoft expertise and close relationship with Microsoft, allow Fujitsu to offer customers better value. "By joining forces with Microsoft, we present a much stronger story and a much better value proposition to customers," Lendl says. "Our customers are the ultimate beneficiaries of our work together."