

“Fujitsu’s new mobile solution is enabling us to provide our customers with a first-class service... It also saves me well over an hour a day.”

Pertti Mäkitalo, Sales Director, Manufacturing and Services, Fujitsu Services Finland



Customer’s Challenge

Fujitsu Services Finland is a leading provider of advanced IT services and product solutions, with annual net sales of approximately 300 million euros. The company employs 1,800 people in Finland. As one of its key capabilities is helping other organisations to mobilise their workforce and data, Fujitsu realised that the productivity of its own workforce could be improved by providing them with real-time access to e-mail and appointment scheduling.

“While our staff were already equipped with mobile communication systems they involved a lot of manual work collecting e-mails,” says Taija Engman, Director, Offering Development, Fujitsu Services Finland, “which meant that they weren’t really used that often. So, we wanted to develop a new solution that was easy to use and which would automatically synchronise data with the e-mail and calendar of our office system.”

Fujitsu Solution

Following an evaluation of several Personal Information Management (PIM) systems, Fujitsu chose to deploy Nokia Communicator Smartphones, SEVEN’s Always-On Mail Enterprise Edition and Personal Information Management (PIM) software and a comprehensive range of training, helpdesk and support services.

“It was clear that SEVEN was very much ahead of the competition, as it could be deployed in a true service mode on a variety of devices, so Fujitsu was able to come out with a complete service well ahead of the competition. Deploying it within our own business also meant that we could thoroughly evaluate its effectiveness and gain a practical insight into how it could be best used to support the needs of our customers,” explains Taija Engman.

The application software makes it simple and affordable to access corporate and personal data using a mobile phone. It provides secure, real-time access to email and PIM data. All information is delivered in real-time and all activities such as writing or composing a message are reflected simultaneously in the user’s account, so everything remains fully synchronised. Using the solution Fujitsu has also been able to improve its time management by enabling appointments to be remotely booked or created, so that staff can manage their day to day activities without having to return to the office.

SUMMARY OF KEY FACTS

Organisation

Fujitsu Finland

Service/s delivered

Mobile solution using SEVEN’s push-based email and PIM software to provide an ‘always on’ connection for corporate email and calendar.

Key Metrics

- 1,800 people in Finland

Benefits

- Improved customer responsiveness
- Time and cost savings
- Greater return on investment
- Increased productivity
- Simple to use
- Rapid deployment
- Greater security of information
- Minimal downtime
- Future proofed investment

CASE STUDY FUJITSU FINLAND

At the heart of Fujitsu's deployment is its Trim concept for improved IT and mobile skills development. Trim is part of our Patja service model, whereby Fujitsu Finland assumes responsibility of the customers' entire IT infrastructure and processes. As such, Trim focuses on tailoring work methods and applications to each user's needs and their role in the organisation, and then ensuring that they get the right training and skills development to do their job.

Taija Engman continues, "All new users have a training session with a Trim specialist to learn about the basic functionality of the phone, which actually saves you time and money by avoiding problems and increasing productivity. It's also part of our life-cycle management approach - we provide everything, from the device, access to the services, training, helpdesk support, right down to replacing broken or lost phones, all for a fixed price. As a result, the solution can be implemented very quickly, so that you immediately start benefiting from the greater responsiveness and time saving. And it's also guaranteed to work!"

The new mobile solution is already proving its worth as Pertti Mäkitalo, Sales Director, Manufacturing and Services, Fujitsu Services Finland, confirms, "Fujitsu's new mobile solution is enabling us to provide our customers with a first-class service. Our people can now be reached at any time, and can respond quickly to e-mail and calendar requests, without the risk of overlapping appointments. It also means that you can prepare and organise yourself better so that you are more productive during the day and don't have to work as much at home or in the evenings."

Benefits to our Customer

The mobile solution developed by Fujitsu is enabling it to realise a number of key benefits:

- Improved customer responsiveness – can rapidly respond to e-mails and book appointments, improving the speed and quality of information flows
- Time and cost savings - cuts out unnecessary manual data synchronisation, administration and dial-ins as well as unnecessary travel and office space
- Greater return on investment - leverages existing investments in devices, mobile operator services and IT administration processes
- Increased productivity - streamlines communication and time management with anytime, anywhere real-time access
- Simple to use - robust and easy to use hardware and software interface and push synchronisation of data
- Rapid deployment - avoids costly and complex developments, so it can be quickly and easily deployed across entire organisations or workgroups
- Greater security of information - using encryption, user authentication and anti-virus software
- Minimal downtime – can quickly resolve any issues through the Helpdesk, including the provision of a replacement phone if required
- Future proofed investment – can integrate additional back-end systems and new technologies.

Taija Engman adds, "The mobile solution gives you the ability to work when and where you need to, so that you can avoid unnecessary travel and make better use of any spare time during the day. Effectively, it increases productivity and puts you in control of how you work."

"It's now so natural to use I wonder how I managed before this," agrees Pertti Mäkitalo. "It has certainly changed my working habits for the better and I'd say it also saves me well over an hour a day. And that is just the start – I'm now looking forward to the time when we can access all of our corporate systems on the move, because we now have the platform to do that"

Our Approach

Run centrally from Fujitsu's data centre, the mobile solution utilises a push-based mechanism for delivery to and from handhelds, so that when an email is received by a user's SEVEN enabled mailbox on the Microsoft Exchange Server the SEVEN Server redirects a copy of the message to the user's handheld via the Internet and GPRS network, and vice versa.

Security of information transfer across the Internet is achieved through the use of 128 bit, end-to-end, AES encryption, and any email messages or calendar synchronisation traffic sent or received by the handheld device is encrypted prior to transmission by the device's private key.

Our Expertise

In 30 years of designing, implementing and managing complex business systems, Fujitsu has amassed a wealth of experience in developing mobile workplace solutions that reduce costs, improve productivity and customer services and deliver a compelling return on investment.

Fujitsu's mobile services for the Mobile Professional and Mobile Field Force have been developed according to the TRIOLE and Sense & Respond approaches. Based on reuse and design for service, TRIOLE means that Fujitsu provides reliable, robust and repeatable solutions that can be deployed quickly and cost-effectively. The Sense & Respond approach enables Fujitsu to deliver continual service improvements, in real-time, at the client interface.

A mobile service from Fujitsu offers a full-spectrum managed service, delivered securely and in real-time. It is device and network independent, easy to use, and offered at a predictable monthly charge.

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