

“What we want from Fujitsu is for them to keep on providing us with wonderful solutions.”

Katsushi Takahashi – Information Systems Division, Maruzen Co. Ltd.



Customer's Challenge

Maruzen Co. Ltd. opened its first store in Yokohama, Japan in 1869, selling books as well as a range of imported fountain pens and typewriters. Now a leading company in Japan, Maruzen recently opened its largest retail outlet, the Marunouchi Store, which boasts an inventory of 1.8 million books.

However, in the face of growing competition from Internet book retailers, Maruzen wanted to strengthen its IT capabilities, including its web-based and sales management systems, so that it could attract a broader range of customers by offering a much wider range of products and publications. Mikio Suzuki, Director & Chief Information Officer, Maruzen, comments, *“Maruzen is perceived mainly as a specialized bookstore. We decided to renew our information systems in conjunction with the opening of the Marunouchi Store, in order to reach a broader range of customers.”*

A key element of Maruzen's strategy was the rebuilding of its e-Commerce site, Maruzen Internet Shopping (MIS), and close integration with the activities of its stores in order to reduce costs, improve customer service and support future operational flexibility.

Kazutoshi Baba, Information System Division General Manager, Maruzen, comments, *“The aim is to provide a completely open system using Linux, so that we can swiftly provide our customers with the kind of service they want in these rapidly changing times.”*

While Maruzen wanted to ensure that the system was developed cost-effectively, it also needed to be extremely reliable to avoid sales being lost through system failures. The project also needed to be completed within very short timescales to coincide with the opening of the Marunouchi Store. So, despite having previously undertaken all system developments in-house, Maruzen chose to contract out the application development, based around the CACHE database, and as well as the hardware and network integration.

However, it was difficult to predict the number of hits that the new web site would get. So, rather than paying to construct a large-scale system capable of dealing with high volumes of traffic, Maruzen chose to develop a small system that could easily and cost-effectively be expanded in the future to cope with an increase in user demand.

With these needs in mind, Maruzen selected Fujitsu to be their partner in constructing the overall system infrastructure for their hardware and networks.

SUMMARY OF KEY FACTS

Organisation

Maruzen Co. Ltd.
Maruzen internet shopping site:
<http://www.maruzen.co.jp/>

Service/s delivered

Established highly scalable Internet shopping site, quickly and cost-effectively, using TRIOLE templates and products

Key metrics

- 1.8 million books in stock in the Marunouchi Store

Benefits

- Increased business agility with 50% shorter system construction time
- Reduced operational complexity and costs, allowing a small scale start-up
- Greater flexibility to cope with periods of high demand or evolving customer needs
- Improved availability with no failures since the system went live
- Reduced risk due to extensive system pre-testing
- Long term ROI as new technical developments can be added progressively
- Enhanced customer service with a user-friendly interface and fast and accurate order processing 24 hours a day.

CASE STUDY
MARUZEN CO. LTD.

Fujitsu's Solution

In order to meet Maruzen's requirements, Fujitsu employed its TRIOLE methodology for system development, integration and continuous improvement, which quickly and cost-effectively delivers a high quality solution using pre-configured building blocks, based upon proven templates. For Maruzen, Fujitsu customised its Solaris Web application template and database templates for use with Linux.

Explaining the concept of TRIOLE, Katsushi Takahashi, Information Systems Division, Maruzen, says, *"Fujitsu has the know-how to construct a highly reliable main system with Linux and there are no problems in terms of costs or construction speed. We selected them as a partner who can provide a highly reliable solution in an open environment."*

Because verification of the TRIOLE template is completed in advance, test errors on site are eliminated, so that a highly reliable system can be constructed in an extremely short time. For example, database server clustering configuration and testing is standardised, enabling construction in approximately half the time that was required previously. With one side of the server infrastructure acting as a holding system, service can continue even if the main system goes down and customers continue using the service without being aware of any problems.

Mr. Takahashi adds, *"In a multi-vendor environment, Fujitsu has proceeded with the construction work without being hindered by 'barriers' existing between vendors."*

Maruzen's new e-Commerce system went live in February 2005 and has since continued operating without incident, despite handling around 2 million titles of both Japanese and Western books. The site is now much more user-friendly and provides customers with a significantly enhanced range of services, including the provision of stock availability information for books being reserved and simplified accounting procedures at the point of order.

With Maruzen now looking to strengthen its 'clicks & mortar' business still further, and pouring effort into constructing new systems, Mr. Takahashi says, *"What we want from Fujitsu is for them to keep on providing us with wonderful solutions."*

Benefits to our Customer

Fujitsu's TRIOLE methodology has enabled Maruzen to benefit from:

- **Increased business agility:** no system development activity is repeated and system construction time is reduced by 50% with database server clustering
- **Reduced TCO:** the use of standardised building blocks reduces operational complexity and costs, allowing a small scale start-up
- **Greater flexibility:** temporary building blocks can be used to cope with periods of high demand and the system can be easily updated or extended in line with evolving market and customer needs
- **Improved availability:** the system's highly reliable architecture means there has been no failure in its operations since it went live

- **Reduced risk:** all building blocks are extensively tested and proven to work effectively together
- **Long term ROI:** new technical developments, such as automation and virtualisation, can be added
- **Enhanced customer service:** the system is very user-friendly and orders can be processed accurately and speedily 24-7, 365 days a year.

Mr. Suzuki said, *"This site renewal represents an alignment of a virtual and a real store, and its strength lies in being able to speedily and accurately deliver products to customers. Going forward, by flexible coordination with the company's internal systems, we will continue drawing in the latest rich client technology, accepting the challenge of bringing a wider range of user-friendly services to our customers. We have further business expansion in our sights and will continue talking with Fujitsu about our system configuration."*

Our Approach

By combining "lean manufacturing" techniques with Fujitsu's renowned commitment to R&D and testing and knowledge of mission-critical systems, TRIOLE is a new way of building an IT infrastructure that dramatically improves return on investment, by providing much greater reliability, efficiency and adaptability. By using pre-tested configurations and solution stacks as re-usable building blocks, TRIOLE radically increases flexibility and reduces risk - all at a lower cost.

Like all TRIOLE components, the two building blocks used in the Maruzen solution are based on fully designed, built and tested TRIOLE templates. These consist of a complete infrastructure - hardware, software, networking, middleware and service management systems - and are exhaustively documented to ensure that they exactly match the intended design. The systems are then run within a proven Service Management Framework so that running and maintenance costs are as low as intended.

Our Expertise

With over 50 years experience of supporting the needs of global customers, Fujitsu has a proven track record in providing complex solutions that reduce cost, improve productivity and customer services and deliver a compelling return on investment.

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