

Overview of Service/Solution

FUJITSU Enterprise Application Customer Relationship Management System

Customer Relationship Management System is a CRM solution that flexibly gathers and shares a wide range of information, and in this way supports our customers' business across all areas, from customer service and marketing to customer management and information gathering across multiple sites.



Customer Relationship Management System

- Customer Benefits
- What is Customer Relationship Management System?
- Why Fujitsu ?
- Case Study
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- System Requirements

Customer Benefits

Flexibility

You can choose between a Cloud model or an on-premise model, depending on your needs.

Freedom when Prototyping

The system operation can be tested out and any issues can be resolved in advance, allowing for streamlined installation.

Easy Customization

You can easily change the screen layouts yourself to flexibly accommodate any changes in your business operations.

Assurance

Because the solution is composed of Fujitsu Group products, we can provide you with speedy technical support. With the Cloud model, there is no need for servers or special software. Fujitsu will operate the system for you.

What is Customer Relationship Management System?

Customer Relationship Management System allows for the easy gathering and sharing of various information. The standard inquiries and business negotiations management features promote prompt and on-target customer service, ensuring greater customer satisfaction. Additionally, by creating your own original screen layouts, it is easy to manage the information you wish to gather and share.

Inquiry management

- Receipt of inquiries
- Retrieval and tabulation
- Escalation and notification
- FAQ search



Sales opportunity management

- Input of sales opportunities
- Progress management
- Operable from mobile devices



Versatile information management platform

- Gathering and tabulating a variety of information that used to be done manually can be systematized in a short period of time.
- No need for programming. The process of changing the screen layouts is easy, allowing you to flexibly respond to changes in business operations.
- Can manage multiple operations and business expansion.

"Do-it-yourself" customization flexibly supports customers' businesses

Why Fujitsu ?

Over 350 customers have chosen Fujitsu for their CRM solution, which has resulted in a broad track record and more than 60 business templates that extensively accommodate customer needs across a variety of industries and that can be speedily deployed.

Fujitsu possesses extensive knowledge gained through a wealth of experience in the CRM field.

Fujitsu can flexibly respond to meet its customers' needs by offering Cloud and on-premise models.

Case Study

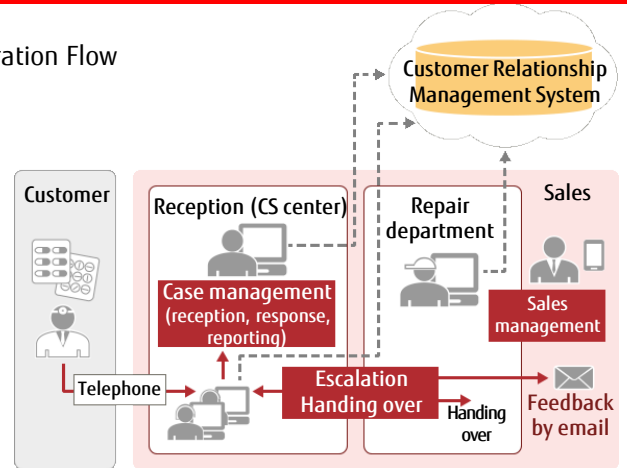
Case 1: Cloud Model

Business category: Manufacturing (medical equipment)
 Used for: Call center inquiry management
 Number of licenses used: 15
 Deployment time: 3 months

Reasons for choosing Customer Relationship Management System

- Had experience in installing CRM systems in the pharmaceutical industry
- Can keep installation costs low and start easily.

Operation Flow



Before and After Customer Relationship Management System Deployment

Before	After
<ul style="list-style-type: none"> • Needed multiple entries for reception charts and creating reports. 	<ul style="list-style-type: none"> • Data in Customer Relationship Management System is exported in CSV format and used to eliminate the need for multiple entries.
<ul style="list-style-type: none"> • Each member of staff was burdened with many tasks and there was an urgent need for operational efficiency. 	<ul style="list-style-type: none"> • Desired information can be searched for instantaneously, allowing for prompt response when dealing with customers.
<ul style="list-style-type: none"> • When away from office, sales reps were unable to check the details of inquiries in advance. 	<ul style="list-style-type: none"> • Information can be checked from mobile devices, allowing for problem-free customer service activities.

Case 2: On-Premise Model

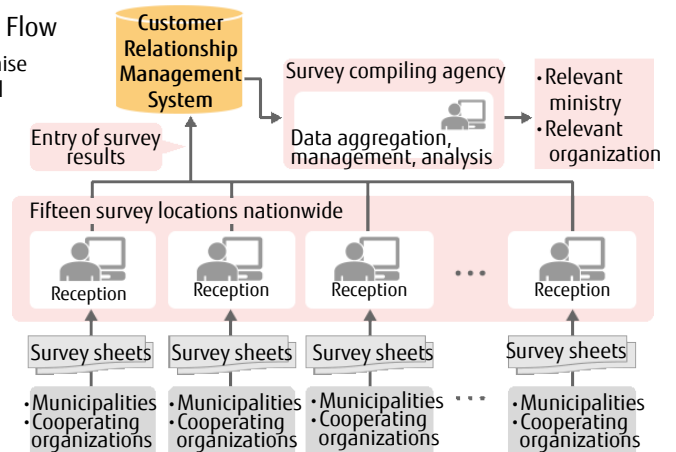
Business category: Government office
 Used for: National survey data management
 System-building time: 3 months

Reason for choosing Customer Relationship Management System

- Could be installed quickly
- Can respond flexibly according to survey content.
- Can assure a high level of security.

Operation Flow

On-Premise Model



Before and After Customer Relationship Management System Deployment

Before	After
<ul style="list-style-type: none"> • As requirements were still being discussed until just before the launch, there was not enough time for building a system. 	<ul style="list-style-type: none"> • Could build the system while deliberations on the requirements were ongoing and was able to complete it in a short time (about 3 months).
<ul style="list-style-type: none"> • Needed to safely manage the vast amount of data gathered from around Japan. 	<ul style="list-style-type: none"> • Built a system that is secure and has high availability.
<ul style="list-style-type: none"> • Survey content is optimized as needed, and it was necessary to respond flexibly to such changes. 	<ul style="list-style-type: none"> • Through the user-customizable functionality, survey contents can be changed in a flexible manner.

Examples of Possible Operations by Business Category

Categories Business	Inquiries Management	Inspection	Ledger Work	Other
Distribution Services	Customer support	FC equipment management	Member management	Questionnaire & Equipment information management
Manufacturing	Maintenance services helpdesk	Product quality inspection	Trade show visitors & Real estate properties management	Manufacturing process checking
National and Municipal Governments	Contact for public comments	Roads and bridges inspection	Senior monitoring Vacant property management	Postage stamps & Cultural properties management
Civil Engineering and Construction	Maintenance service helpdesk	Property inspection	Heavy machinery management	Equipment management
Healthcare	Patient inquiry helpdesk	Hospital room television inspection	Milk formula chart & Prescribed diet management	Lost-and-found items & Persons-on-duty management
Education	Parental guardian consultation helpdesk	Fire extinguisher inspection	Management of students at cram schools	Questionnaire & Cultural properties management
Finance	Insurance advice helpdesk	Damaged items inspection	Report on banknote numbers	Stock management of paper forms
Common items	Business negotiations management, customers list, goods management, equipment management, IT help desk, disaster prevention information management, checking employees are carrying their ID cards, travel expense applications, work hours management, daily report management, file management			

System Requirements

Cloud Model

● **Personal computer**

- Internet connection environment
 - OS: Windows Vista, Windows 7, Windows 8.1, Windows 10
 - Web browser: Internet Explorer 7 / 8 / 9 / 10 / 11 for Windows
Google Chrome for Windows
- Note: Excludes the Internet Explorer 11 Modern UI app.

● **Smartphone/tablet**

- Apple : iOS 6/7
 - Android: Android 2.3/3.2/4/4.2
(For Android OS 4.0 or later, we only support Chrome for Android)
- Note: Depending on the model, some features of Customer Relationship Management System cannot be used.

On-Premise Model

● **Server**

- CPU: Intel® Xeon processor Dual Core or later
- Memory: 8 GB or more
- OS: Microsoft® Windows Server® 2008R2
Microsoft® Windows Server® 2012
Microsoft® Windows Server® 2012R2

● **Client**

- CPU: Intel® Core2 Duo or later
- Memory: 1 GB or more
- OS: Windows Vista, Windows 7, Windows 8, Windows 8.1
- Web browser: Internet Explorer 7/8/9/10/11

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