



“Fujitsu allows us to more effectively drive the sale of software and manage licenses and subscriptions in a way that allows us to extend that functional capability to our channel partners.”

Dennis Amorosano  
Senior Vice President and General Manager  
Canon Information & Imaging Solutions

## Canon turns to FUJITSU GLOVIA® OM - enabling order and subscription management for it and hundreds of channel partners.

### At a glance

Country: USA  
Industry: Technology  
Founded: 1937  
Website: [usa.canon.com](http://usa.canon.com)  
Parent company: Canon USA, Inc.

### Challenge

Canon and its channel partners were manually managing delivery, license activation, and service subscriptions, which was both time-consuming and expensive. It wanted to automate associated processes to allow users to manage subscriptions more flexibly and effectively.

### Solution

Fujitsu built a Salesforce®-powered marketplace using its FUJITSU GLOVIA OM cloud solution. This self-service portal enables users to access service catalogs, license management, invoicing, and reporting, and all seamlessly integrated with Canon's billing system.

### Benefit

- Increased efficiency and productivity among Canon dealers and channel partners through use of self-service, automated portal
- Complete subscription lifecycle visibility and the elimination of manual order entries
- Increase in customer renewal thanks to automated renewal process
- Improved program flexibility through ability to drive bundles while automatically allocating program costs/discounts to appropriate product lines

## Customer

Canon U.S.A., Inc., is a leading provider of consumer, business-to-business, and industrial digital imaging solutions to the United States and to Latin America and the Caribbean markets. With approximately \$29 billion in global revenue, its parent company, Canon Inc., ranks third overall in U.S. patents granted in 2016. Canon U.S.A. is committed to the highest level of customer satisfaction and loyalty, providing 100 percent U.S.-based service and support for all of the products it distributes in the United States. Canon U.S.A. is dedicated to its Kyosei philosophy of social and environmental responsibility. In 2014, the Canon Americas Headquarters secured LEED® Gold certification, a recognition for the design, construction, operations and maintenance of high-performance green buildings.

## Products and services

- FUJITSU GLOVIA OM
- FUJITSU Software-as-a-Service

## Streamlining software and service

Canon, in common with many hardware manufacturers, has started to incorporate embedded software as a fundamental element of its devices. However, managing that software, and more importantly the licensing and software subscriptions, was proving a challenge.

“Like many companies that have grown out of a traditional hardware manufacturing focus, we began to make the transition to software technology as part of our product portfolio, either on a standalone or embedded basis,” explains Dennis Amorosano, Senior Vice President & General Manager, Canon Information & Imaging Solutions. “We found ourselves at a crossroads in terms of how could we then build the systems necessary to transact that business more effectively.”

The market in software delivery has changed dramatically as software moves from on-premise to cloud, as well as to annualized subscription models, so Canon found itself in a scenario where it needed to adopt its business to meet the capabilities of its existing billing systems.

“Our business is evolving and becoming much more software and services focused in terms of the content that we are providing to customers, yet our legacy transactional systems are really good at shipping the tangible products that we’ve become well known for,” adds Amorosano.

Canon needed to find a scalable platform for the delivery of unique cloud services through multiple sales channels, as well as to streamline service provider operations and provide channel partners and customers with a unified service experience. It wanted to transact business in the subscription-based economy and allow users to manage their subscriptions more effectively and flexibly.

## Digital transformation of channel subscriptions

Canon has been a long-term Fujitsu partner, which has managed its Salesforce platform for its office technology dealers. In the past, this was a manual process, taking considerable time and effort to maintain and track thousands of subscriptions.

“Working collaboratively with Fujitsu, we were actually able to look at the nature of our existing business model and the type of transformation we were looking to drive, particularly in relation to software,” says Amorosano. “With Fujitsu’s assistance, we implemented FUJITSU GLOVIA OM order management technology on top of Salesforce, and in doing so

brought a new level of functional capabilities to the table that helped us transform our transactional model.”

FUJITSU GLOVIA OM manufacturing ERP provides powerful enterprise resource planning, oversight, and control of the entire production and business management process. GLOVIA OM, as deployed here, focuses on supply chain management, order management, inventory management, and service management.

“Fujitsu built a business services platform that allows us to more effectively drive the sale of software, and manage licenses and subscriptions in a way that allows us to extend that functional capability to our channel partners,” comments Amorosano.

## Automated, self-service software management

By taking this approach, Canon has been able to extend the advantages of its business infrastructure to its channel partners, helping them transform the way in which software is delivered and monitored.

“From a business model perspective, we’ve been able to create a much more effective way of bringing software technology to market,” remarks Amorosano. “The Fujitsu-designed platform has given us a tremendous amount of flexibility in terms of the types of models that we can employ. For example, we can use different models for different types of software depending on the target markets we want to reach.” The entire subscription lifecycle is now managed by the Fujitsu-designed Salesforce platform, from order to confirmation to invoicing and expiration. For smaller channel partners that might not be able to afford costly ERP investments, it provides an end-to-end, user-friendly, low-cost automated portal that leads to improved productivity.

In terms of managing the business overall, the infrastructure Fujitsu has put in place gives Canon a tremendous amount of information that can be used to manage the business, as opposed to just being a transactional vehicle, as was the case with the legacy ERP systems.

“We are continuing to work with Fujitsu to give customers the ability to view detailed information related to the specific subscription and services they are sourcing from Canon,” concludes Amorosano. “The experience we’ve had with Fujitsu and its technology built on our Salesforce platform has put us in a position to take advantage of that transformation and also gives us the flexibility to make future changes as the market place continues to evolve.”

## FUJITSU

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