

Satalia partners with Fujitsu to deliver its optimisation on demand service via the Cloud

» Thanks to Fujitsu we have a solid foundation on which to build, and the perfect partnership for future growth and success «

Daniel Hulme, CEO, Satalia



The Customer

Spun out of a PhD research project at University College London (UCL) in 2008, Satalia aims to change the way businesses approach optimisation problems. With its unique business model and technology, the company saves money by reducing customers' compute demand, while improving the efficiency of complex processes. Its core competence is the ability to solve difficult optimisation problems via a unique technology built upon decades of research. This technology can solve these problems faster and better than current methods across multiple industries, ranging from Pharmaceuticals to Logistics and Finance to Defence.

The Challenge

At the heart of Satalia's proposition is 'optimisation as a service'. It uses a 'solve engine' to quickly find the best algorithm to solve a particular problem presented by a piece of software. This proves to be much more efficient than using the internal algorithms originally built into the software.

"If you have a piece of software that is dependent on an algorithm, it's more than likely that there will be a better, newer, faster algorithm that can do the same task," explains Daniel Hulme, CEO, Satalia. *"We can replace those dated internal algorithms with our automated algorithmic brain in the cloud. Customers can submit a problem; our device examines it and identifies the best and quickest way to solve it."*

The business has been operating in earnest since 2010, following the time Hulme spent in Harvard, Stanford and MIT examining how university start-ups can be made successful. One critical factor that came up again and again was: find the right partner.

"So many start-ups spend too much time scraping around without credibility or a value proposition that reflects a business need. It's a classic Catch-22 scenario: to gain credibility, you need customers but you can't attract customers without credibility," continues Hulme. *"That's why finding the right partner is vital to the process. It can help put you in front of the right potential customers and lend credibility to your unproven ideas."*

At a networking event in London, Hulme and his team came across Fujitsu's Cloud computing specialists and both teams realised there was an immediate synergy. For Satalia, it offered the opportunity to harness Fujitsu's stable and secure global Cloud service while tapping into its established customer base. For Fujitsu, there was the potential to take Satalia's technology and offer it as a value-added business solution.

THE CUSTOMER

Country: United Kingdom
Industry: Information Technology
Founded: 2008
Employees: 5
Website: www.satalia.com



THE CHALLENGE

As a recent start-up, Satalia needed to partner with the right company that would help enable its service provision while giving it credibility and opening doors to potential customers

THE SOLUTION

Satalia partnered with Fujitsu, using its Cloud platform to deliver its optimisation on demand service. Fujitsu also introduced Satalia to many potential customers

THE BENEFITS

- Satalia can take advantage of Fujitsu's agile and flexible Cloud platform, coupled with an hourly pricing model that enables the company to provide its solution on a solid, secure enterprise platform which scales as business grows
- Thanks to Fujitsu's ISV programme, Satalia can tap into an effective 50-man strong sales force, via Fujitsu, who then sell the service to existing customers
- Fujitsu can guarantee that data remains hosted in the UK – a critical consideration for many customers in both the public and private sectors

"As a new company, being able to scale quickly without upfront investment is important and Fujitsu's Cloud allows us to do exactly that," adds Hulme. "The partnership also gives us access to local and international sales teams and their customers."

The Solution

It was incredibly simple to get the solution up and running on the Cloud platform but what was more interesting is the business model that the two parties agreed upon. Rather than paying on a per-usage basis, as part of the new Business Solutions Store, Fujitsu is taking a commission of revenue. This gives both companies a vested interest in making the venture successful.

"We're offering it through Fujitsu's new business solutions store and Fujitsu will handle log-in and billing procedures. This process of integrating our technology with the Fujitsu infrastructure took only two weeks," comments Hulme. "Fujitsu really understands how start-ups work, what we need and where our pain points are. That makes working with them a great experience."

The Benefit

With the solution still in the pilot phase, it is too early to point to business won. What is obvious is the impact that partnering with Fujitsu is already having on Satalia.

"One of the great things is the security and flexibility it offers. A lot of potential customers, particularly in the finance industry, will insist that data is hosted specifically in the UK. Thanks to Fujitsu we can guarantee that whereas if we were working with another Cloud provider that wouldn't always be the case," says Hulme. "Combine that security with the scalability, reliability and flexibility of the Cloud platform and you have a bullet-proof infrastructure primed for rapid growth. And it costs us nothing in upfront investment!"

Fujitsu's sales teams are also playing a key role in bringing the business to life. Over the past six months, Hulme has met over 30 Fujitsu executives to explain the concept and how to sell it: *"Essentially, we now have a 50-strong sales force who are having conversations with potential customers. That's something as a start-up we could never afford."*

The company is also exploring new ways of doing business and staying at the leading edge of optimisation. It is introducing an Open Innovation Platform whereby academics and experts can upload their own algorithms which, if they are subsequently used to solve a problem, generate a royalty payment. There is also the potential to shrink-wrap a single algorithm that is proving particularly useful, wrap software around it and sell it as a stand-alone product.

"Each industry has thousands of these types of problems and we can help companies solve them faster and more efficiently," concludes Hulme. "Thanks to Fujitsu we have a solid foundation on which to build and the perfect partnership for future growth and success."

Contact

FUJITSU
Address: 22 Baker Street, London, W1U 3BW
Phone: +44 (0) 870 242 7998
E-mail: askfujitsu@UK.fujitsu.com
Website: www.fujitsu.com/UK
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