Fujitsu ISV Newsletter

ISV Newsletter | Issue 2 – September 2012

ISV User Group Event 3 at Fujitsu UK HQ

Over 35 ISVs attended the third ISV user group event which included presentations from *Nicky Parry* & *Lucy Dawson* from **Branch Consulting** , *David McClellan* (CEO) from **Tickethour** and *Thomas Jorgensen* (CEO) from **Encap**. These events are designed to promote open discussion and give you first hand experience of what it's like on-boarding to the Fujitsu Business Solution Store (BSS) service. We always ask a variety of ISVs to present to provide you with a range of knowledge and keep the presentations relevant and practical. We also use these sessions to update you on Fujitsu and our own progression in the market.

At the event we interviewed **Branch Consulting**, who specialise in making hi-tech ventures and start-ups successful who explained how to:

- Develop strategy quickly
- Optimise your distribution channels mix and segment accordingly
- Create risk-reward deals for the client (**Branch** work this way with their clients wherever possible)
- Improve the Sales process – for example, most start-ups are good at delivering products, but are weak at finding the opportunity in the first place and closing the deal; it is rare to find someone good at both.

David McClellan from **Tickethour**, spoke about their ticket service provider business where transactions and therefore scalability are a major issue. SaaS is a major benefit to them as their focus is on festivals, sports, arts and visitor attractions.

Their clients include Hull KR, Castleford Tigers, Crawley Town, Greek Football (FA, Panathinaikos, PAOK, AEK), Disney on Ice and Greek Basketball. *David* mentioned that Fujitsu has supported **Tickethour** on a recent bid presentation. The appeal of the ISV programme was centred round low investment and start up costs, access to skills and resources, Fujitsu's strong brand association and its service catalogue.

Encap offers highly secure solutions to financial services organisations. *Thomas Jorgensen* spoke about how branches are decreasing, so the need to be able to identify customers is increasing, but authentication solutions have been low security and cumbersome. Encap technology can turn the mobile phone into a secure credential, making it easy to operate for existing solutions. Encap provide 2 factor authentication, electronic signatures and digital information distribution. As there is no hardware it does not require a SIM card. In the Nordic community, Encap is the biggest banking service provider and systems integrator; it plans to target UK&I next. Thomas commented: "Fujitsu are open and not afraid to take risk, we have a transparent relationship and Fujitsu are they are very good at giving market feedback . Fujitsu are a large company working with us and Encap don't have all the processes in place – this means we have a lot of work to be done and there is flexibility on both sides. We are excited to work with Fujitsu."

Our next event is on 10th October in our Baker Street offices.

Contact Peter.Barrett@uk.fujitsu.com for more information.

Case studies

In this newsletter we profile **Tickethour** and **Satalia** and how they are working with Fujitsu to expand their business potential. Contact Peter Barrett if you want to be profiled for our next newsletter.

Background

Tickethour was established in 2005 by three senior figures from the Athens 2004 Olympic Organising Committee. It was their responsibility to sell the 5.5 million tickets for the Games. Having made a success of that task, they wanted to use the experience they had gained in a new venture: Tickethour. Since then, the company has rapidly grown to become the largest ticketing company in Greece and has gone on to open operations in Cyprus and the Middle East.

The Challenge

Tickethour was establishing its UK operation and needed a partner to host its ticketing application. Due to the nature of its business, the platform had to be secure, scalable and reliable – without requiring significant capital outlay.

The Solution

Tickethour partnered with Fujitsu whose Cloud service offered a flexible platform on a pay-per-use basis, while ensuring optimum security and availability. Read the rest of the case study online or visit www.tickethour.com.

Background

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. Satalia's 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.

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.

Read the rest of the case study online or visit www.satalia.com.

> *"Working with Fujitsu has been a pleasure. The team understands our needs, our business and our technology and has been instrumental in establishing Tickethour in the UK market."* – David McClellan, CEO, Tickethour

> *"Thanks to Fujitsu we have a solid foundation on which to build, and the perfect partnership for future growth and success".* – David Hulme, CEO, Satalia

Fujitsu's Business Solution Store – the facts

Fujitsu's Business Solution Store (BSS) transforms traditional on-premise software applications to a cloud based Software as a Service (SaaS) offering that customers can consume through an innovative 'app store' marketplace. End customers can use this marketplace to find best-of-breed services that meet their business needs and subscribe to these on a utility basis. Fujitsu's BSS manages the complexity of subscription, provisioning and billing processes and provides comprehensive reporting facilities so that all users have an accurate and timely view on the services that are being consumed.

Business Solution Store features:

- A new Channel to Market - Fujitsu or ISV branded
- Easy and rapid launch of services
- Full lifetime management of customer subscriptions
- Tenant provisioning
- Tailored price plans for ISV's software and customised offers to specific markets or customers
- Choice of payment collection methods
- Comprehensive reporting for Software Vendors
- Self service reporting for end customers
- 24x7 service desk for support of BSS
- 99.95% SLA meets the uptime needs of most business workloads
- Hosted in Tier III rated, "Gold" certified datacenter

FAQs:

Q. Why should we choose Fujitsu? Our cloud platform is built on the very best technology, expertise and insight. We know that the cloud is core to your future evolution – and we know that delivery via the cloud is a compelling option for your customers.

Q. How fast can we get on board? You can count on being operational within a matter of days depending on the complexity of the services you're offering. Our joining process is designed to get you up and running without delay.

Q. How much does it cost and are there any up-front charges? There is no registration fee or upfront charges for Fujitsu's global cloud service. Our offering is self service so you can build the configuration to meet your client requirements and flex it up and down to meet demand.
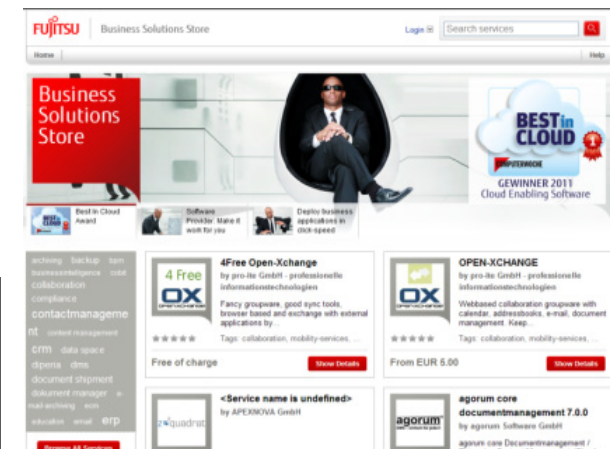
Q. How secure and reliable are your systems? Fujitsu's global cloud platform is designed to provide enterprise-class security and reliability in a pay-as-you-go platform. It's run to meet the ISO27001 standard.

Read our ISV brochure which has more information on our programme.

Want to join our Fujitsu ISV Programme?
Contact:
Steve.Powell@uk.fujitsu.com

Understanding cloud computing

It's the subject of much hype, but what opportunities and benefits does the new model offer businesses? Through this pay-as-you-go cloud model, organisations can reallocate IT costs from capital expenditure to operating expenditure and achieve greater cost transparency; flex their IT capability to meet changing business demands; and so improve their agility and competitiveness.

What cloud means to business

Cloud will transform the way IT is delivered and will ultimately help reshaping business. By working with Fujitsu you will be able to offer enterprise organisations and their users the ability to access applications at any time, any place, anywhere.

Industry focus

Retail and Retail Banking provide the best examples of how cloud computing can make an organisation more agile. The **financial sector** will keep changing as customer needs evolve and regulation develops. They need to restructure capital and reduce their cost pace. Organisations need to become better aligned to their customers, defend their existing business and extend into new markets. At the same time, they have to comply with changing regulations.

The **retail sector** faces challenges from every direction, with multi-channel capabilities, new technologies and increased competition from online merchants demanding considered – but rapid – responses. Retailers need to increase differentiation and innovation to meet changing customer demands whilst recognising the continued squeeze on customer spending.

> **Want to find out more?**
> **Read our** White Book of Cloud
> **Web:** http://www.fujitsu.com/uk/services/application-services/isv/
> **Visit our cloud pages on** FT.com

Coming up – News & Events

Business Solutions Store

In September we'll be introducing our Business Solutions Store to the market and inviting our customers to take a look at the ISVs we already have on board. Fujitsu is committed to the ISV market and will be raising awareness of the organisations with whom we are currently working.

We'll also be sending out research surveys across our customer base to identify what type of ISVs they'd like to see in our Business Solutions Store. Respondents will be entered into a prize draw to win a Fujitsu Stylistic M352 and we'll be donating £5 to our charity of the year Shelter for follow-up calls made to prospective customers.

Following this research we'll be inviting selected ISVs to sign-up to our Business Solutions Store.
Sign-up now! If you want to find out more about the Business Solutions Store and how we can offer you a new, low cost channel to market please contact Steve.Powell@uk.fujitsu.com.

Our next event

On 10th October we'll be hosting our **4th ISV event** in our Baker Street offices. Come and join us for the opportunity to hear from ISVs we are working with and network with other SMEs.

Places are limited so **reserve your place** by emailing Peter.Barrett@uk.fujitsu.com. Our next newsletter will be released shortly after our October event.

Keeping up to date

For all of our latest news and announcements, follow us on Twitter @Fujitsu_uk or visit our website http://fujitsu.com/uk.