

Case Study

Topaz

» Fujitsu has proven itself to be a proactive, professional and responsible partner that ensures our business runs smoothly, allowing me to focus on strategic projects rather than day-to-day operations and fire-fighting «

Ciaran O'Reilly, Retail Systems Manager, Topaz



THE CUSTOMER

Country: Ireland
 Industry: Retail
 Founded: 2005
 Employees: 1,300
 Website: www.topaz.ie



THE CHALLENGE

Topaz wanted to find a partner with the reach and experience to handle incident resolution across its 330 sites while also managing issue resolution for other third party suppliers.

THE SOLUTION

Fujitsu provides a central service desk function that handles all incidents across 120 CoCo sites as well as any incidents relating to banking and fuel cards at 220 DoDo sites. This includes routing calls to other Topaz service providers and managing these calls to resolution.

THE BENEFIT

- Fujitsu provides a single point of contact for all issues at CoCo sites, making incident resolution simple
- Urgent incidents are resolved within four hours by phone if possible; otherwise onsite engineers are available within 24 hours – anywhere in the country
- Eighty per cent of incidents are successfully resolved by phone
- By analysing underlying trends and factors, Fujitsu has reduced the number of incidents per site, minimising down time
- Quarterly reports routinely score the Fujitsu service over eight out of ten on key areas including value, innovation, service and business understanding

The customer

Topaz is Ireland's largest fuel and convenience brand, with over 330 stations across the country, and it is growing every year. The company is committed to change for the better, where standards in service, convenience and quality, alongside its responsibility to the environment, are paramount.

Within three years of its establishment, Topaz acquired the Irish retail and commercial fuels businesses of Shell and Statoil. It has spent €50 million on an investment and expansion programme, creating 400 new jobs, all with the goal of making Topaz the largest fuel and convenience retailer in the country.

The challenge

Managing the 120 company-owned, company-operated (CoCo) sites is a challenge in itself. Back in 2003, when there were 30 sites operating under the Statoil brand, the company decided to look for a technology partner that could handle the management and maintenance of all retail IT services. It was critical that this partner had the geographical reach to provide onsite engineers even in remote and rural areas. It was also vital that the partner could scale up as Topaz grew.

"We wanted someone to run a service desk for all the IT in every CoCo store, from printers to PoS devices to servers and networking. We were finding it too costly and time-consuming to do this in-house," explains Ciaran O'Reilly, Retail Systems Manager, Topaz. *"We looked at a number of suppliers but it was Fujitsu who impressed with its scope and experience."*

Another factor to be included was the management of the banking terminals in the dealer-owned, dealer-operated (DoDo) locations. There are currently 220 of these sites across Ireland, each run under a franchise model. In addition, Topaz needed one partner that could also be responsible for incidents arising outside of the IT space, such as problems with fuel pumps.

"We wanted to have one number to call for every occasion to make life simple," adds O'Reilly. *"With Fujitsu, the Topaz team channels non-IT problems to the relevant third parties, giving us one single point of contact."*

The solution

Fujitsu provides a central service desk function that handles all incidents across the 120 CoCo sites as well as any incidents relating to banking and fuel cards at the 220 DoDo sites. This includes 1st, 2nd and 3rd level support, routing calls to other Topaz service providers and managing these calls to resolution.

Topaz is provided with daily, weekly and monthly MIS data facilitating the early identification of any trends and early adoption of the necessary activities to address them, thus minimising downtime and maximising uptime for the end-user. The Service Desk operates from Monday to Sunday during the hours of 6am to midnight. Typically, the service desk receives 1,000 calls per month.

"Fujitsu has a very structured approach to dealing with calls, including monthly and quarterly reviews. There is a culture of continuous improvement which means we gather data and analyse the underlying causes of incidents," continues O'Reilly. *"This helps us reduce the overall number of issues. Even though we have grown rapidly as a company, the number of incidents per site has seen a steady decline thanks to Fujitsu."*

Fujitsu is not only responsible for the service desk function. As the relationship with Topaz has deepened, Fujitsu has been asked to contribute in other areas. This has included the upgrade and replacement of Verifone terminals to the DoDo sites and the installation of 20 PRIMERGY servers at the head office.

"This is a collaborative effort and Fujitsu has demonstrated it can add value across the business," says O'Reilly. *"We are currently rolling out a new loyalty scheme which requires an upgrade to the PoS terminals in the CoCo locations. Fujitsu is responsible for the fast and effective execution of this project."*

The benefit

The impact that Fujitsu's service desk makes to the business can be assessed through the quarterly reports that are generated. These score Fujitsu's performance across ten key areas including value, innovation, service and business understanding. The most recent report sees scores of over eight out of ten in every area with an overall score of 8.8.

"Fujitsu goes to great lengths to exceed our expectations and has put in place a robust reporting system that captures its performance," comments O'Reilly. *"The consistently high scores are a reflection of the premium service the company provides."*

Fujitsu also guarantees rapid resolution of every incident, particularly if it is affecting a site's ability to trade. In these cases, Fujitsu aims to resolve incidents within four hours by phone or to have engineer onsite within 24 hours.

"We can't afford for our petrol stations to suffer any downtime so we have built-in resilience in the form of extra tills but it is still vital to resolve incidents quickly – Fujitsu gives us that peace of mind. The company has proven itself to be a proactive, professional and responsible partner that helps our business run smoothly, allowing me to focus on strategic projects rather than fire-fighting."

About Fujitsu

Fujitsu is the leading Japanese information and communication technology (ICT) company offering a full range of technology products, solutions and services. Over 170,000 Fujitsu people support customers in more than 100 countries. We use our experience and the power of ICT to shape the future of society with our customers. Fujitsu Limited (TSE:6702) reported consolidated revenues of 4.5 trillion yen (US\$54 billion) for the fiscal year ended March 31, 2012. For more information, please see www.fujitsu.com

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2013-04-04

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