

Case Study

BP

» By implementing an automated portal, Fujitsu slashed the number of inbound calls and from then we saw a steady decline in calls as Fujitsu identified common incidents and eradicated them «

Jon Wensley, IT Vendor Manager, BP



THE CUSTOMER

Country: UK
 Industry: Energy
 Founded: 1909
 Employees: 79,700
 Website: www.bp.com



THE CHALLENGE

BP wanted a unified approach to IT service across Europe, Australia and New Zealand in order to increase user satisfaction, control costs and improve incident resolution times.

THE SOLUTION

Fujitsu established a consolidated service desk to provide support to over 15,000 users in 30 countries in 14 languages. It also took responsibility for the management of software upgrades, the network and the data centre environments.

THE BENEFIT

- An automated, multi-lingual portal enabled users to address 50 per cent of issues without operator intervention
- The number of calls to the service desk was reduced from over 30,000 to fewer than 7,000 per month. This equates to \$40m in savings for BP over five years
- Ninety five per cent of incidents are resolved within agreed timeframes

The customer

BP is a British multinational oil and gas company headquartered in London. It is the third-largest energy company and fourth-largest company in the world measured by 2011 revenues. The company has a market capitalisation of approximately \$232 billion, annual revenues of \$284 billion, and profit of over \$17.3 billion per annum. Today it has over 97,600 employees and produces nearly 2.4 million barrels of crude oil and 8.1 billion cubic feet of natural gas every day. It operates over 24,100 service stations worldwide.

The challenge

Supporting over 15,000 users in 30 countries across Europe, Australia and New Zealand is a daunting challenge in itself. Prior to 2006, BP was providing technical support in an entirely unmanaged manner with each country responsible for its own service desk capability. This led to spiralling costs and unsatisfactory incident resolution rates.

The company decided it needed a unified approach to its service desk and field services in order to control costs and reduce downtime. As a result, it invited a number of vendors to propose a solution that would meet its requirements.

"We have a reputation for seeking the best possible value," explains Jon Wensley, IT Vendor Manager, BP. "The key criteria for us in finding the right partner were cost and the ability to reach multiple countries in local languages. Fujitsu met those criteria and were awarded the contract."

Together Fujitsu and BP set to creating a unified service desk that would deliver support in 14 languages across 30 countries. The contract also incorporated network managed services, data centre management and software support.

The solution

Under this approach, Fujitsu managed call reception and logging, first time resolution of desktop hardware and software issues, password resets, change management, and asset management. It provided multiple channels for contacting the Help Desk, including voice, e-mail, fax and web-chat. It also had the capability to undertake remote desktop take-over, maintain knowledge bases, manage escalations and manage third parties.

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Fourteen languages were supported by the Global Delivery Centres in Lisbon and Kazan among them Danish, Dutch, English, French, German, Italian, Polish, Portuguese, Spanish, Swedish, Czech, Greek and Russian. Australia and New Zealand are supported from Melbourne. The central call management and knowledge base systems were hosted in the UK and used by all the desk agents regardless of location.

At the heart of the service is Sense and Respond. This is Fujitsu's unique approach to service that eliminates wasted effort and cost. Instead of simply working to IT objectives, Fujitsu operatives give priority to the customer's business objectives. Rather than simply fixing IT problems, staff are empowered to find and fix the causes of those problems, so that they don't happen again. In practice, Sense and Respond makes users happier and more productive, at lower cost.

"Sense and Respond is the real value-add, enabling us to meet user requirements and increase user satisfaction," adds Wensley. "Fujitsu consistently goes above and beyond the call of duty to hit service level agreements and improve user contentment."

Fujitsu also manages software releases for desktops and servers. In addition, Fujitsu provided BP Shipping with support for BP's on-board IT environment. This includes the creation of the Ship Operating Environment (an operating system and application integration), installation of IT systems on new ships and upgrades of ships during their refurbishment in key locations globally.

The benefit

The service initially responded to 31,119 calls a month. A Sense and Respond intervention identified an immediate opportunity to reduce these calls by 50 per cent by implementing an automated service, via a portal that manages change, called IT Service Request (ITSR). When this went live, the ticket volume was reduced to 15,701. Since then Fujitsu incrementally improved the service to the point where BP was placing 6,778 calls a month, a 78% reduction, equivalent to a saving of \$40m.

"The service was flexible, responsive and smart. By implementing an automated portal, Fujitsu slashed the number of inbound calls and from then we saw a steady decline in calls as Fujitsu identified common incidents and eradicated them," comments Wensley. "Around 95 per cent of incidents are resolved within the agreed timeframe which is an impressive figure."

Despite the fact that another vendor has taken on responsibility for the service desk, Fujitsu continues to provide desk-side and field service support. It was also recently engaged by BP to roll out its Windows 7 build, known as Voyager, to 15,500 users across 41 countries over 24 months. This demonstrates the ongoing commitment BP has to working with Fujitsu.

"The relationship as a whole is excellent so we're having a continual conversation about new opportunities where we can work together. The Fujitsu team is keen, understands our business and delivers quality results. We're sure Fujitsu will remain a critical partner for BP as we evolve as a business."

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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