

CASE STUDY

UK chain of opticians relies on end-to-end services from Fujitsu

Global managed services support Specsavers' international expansion

“We need to be able to react quickly if the opportunity arises to develop a new market and open new stores. Managed services from Fujitsu ensure rapid, efficient and flexible support in meeting this goal.”

Mark Beard, UK Project Office Manager, Specsavers



The challenge

Implementation of a standardised, centrally controlled service model to ensure reliable, rapid and efficient support of local store IT infrastructures

Delivery of these services throughout the lifecycle of the products used by the customer

Global availability and flexible setup of the services when new markets are developed

The solution

Commissioning Fujitsu to provide end-to-end managed services and thus support the IT infrastructures at Specsavers' stores around the world.

Rapid delivery of IT infrastructures and guarantee of reliable onsite support in outfitting and operating stores in newly developed countries

Central control and monitoring of all global managed service activities for Specsavers by Fujitsu UK

Since being established more than 20 years ago, Specsavers has developed into the United Kingdom's leading chain of opticians. With sales of £879 million (around 1.07 billion euros), Specsavers is a dynamic, rapidly-growing company that has been voted the UK's "Most Trusted Optician", for the seventh time in a row in the annual Readers Digest survey. In recent years, the company's growth plans have focused on international expansion.

More Information: <http://www.specsavers.co.uk>

Solution components

- Infrastructure Services: End-to-end managed services-from procurement to support
- Maintenance of the systems over their entire lifecycle
- When systems are replaced, Fujitsu ensures that they are de-installed and disposed of properly

Customer benefits

- Specsavers secures its global growth strategy with managed services that are available worldwide, and can rely on rapid provision of the IT support it needs to help it tap new markets.
- Costs are kept down
- The data centre with better server utilisation can be ensured, greater flexibility achieved and the resources required for system management reduced.

The project

Specsavers manages its IT landscape with a relatively small IT team. In view of this, the company decided to look for a managed services solution that would address the hardware and service requirements of its stores in such different countries as Australia and Norway without requiring it to provide extra resources of its own. Specsavers found the right partner for this solution in Fujitsu. The company delivers standardised, end-to-end managed services for supporting the IT at Specsavers' stores throughout the world.

Specsavers' business concept differs for each market. "That naturally entails a whole host of special challenges", says Mark Beard, UK Project Office Manager at Specsavers. "In some markets our stores are wholly-owned subsidiaries, in others they are run as joint ventures, and in still others the focus is on franchising concepts. At the end of the day, that means our service partner Fujitsu has an agreement with 600 different stores." But that's not the end of it. "We are about to embark on an extensive store rollout", says Mark Beard. "By the end of 2008, we will have opened around 150 additional stores throughout Europe and 150 to 200 more in Australia. This expansion is naturally accompanied by a number of challenges – for us and Fujitsu alike."

Infrastructure Services from Fujitsu offer Specsavers precisely the end-to-end managed services concept the company wanted to cover the entire lifecycle of the stores' IT infrastructure. That starts with hardware procurement, for which a customised online ordering portal is used. As soon as the hardware for a store arrives, it is physically installed, configured and examined at a testing station at the staging centre.

A record of success

From the point of view of Specsavers, global flexibility is a major factor that enables Fujitsu to contribute to the company's international growth. "When we have the chance to advance into a new market, we have to be able to move quickly", adds Mark Beard. "The managed services we get from Fujitsu give us rapid, efficient and flexible support to do just that." One recent proof of this comes from Finland, where a number of new stores had to be integrated in the existing premises of a franchise partner. "Fujitsu had just two months in which to set up the IT services", recalls Mark Beard. "As always, this project was accomplished within a short space of time while simultaneously meeting the very high standards that were set for the project."

Contact

Fujitsu (FTS) Ltd.
Marketing Communications
Email: ukmarketing@ts.fujitsu.com
Phone: +44 (0) 1344 475000

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