

“By equipping our people with a BlackBerry mobile solution we ensured that they are constantly in touch and able to provide the highest level of service.”

David Courtney, Chief Executive Officer, Fujitsu Services



Customer's Challenge

Fujitsu Services is one of the leading IT services companies in Europe, Middle East and Africa. It has an annual turnover of £1.99 billion, (€2.86 billion) employs 15,200 people and operates in over 20 countries. One of Fujitsu's core service offerings is the provision of services to mobilise an organisation's workforce and data. However, Fujitsu recognised that it needed to evaluate how its own communication and management could be improved through the deployment of a mobile solution.

“In common with most organisations, many of our people are mobile, from our account teams, engineers and consultants to our senior management team,” says Clive Wiggett, Chief Information Officer, Fujitsu Services. *“Our experience in the mobile arena, which includes our own mobile engineers ‘being connected’ for five years, has enabled us to look at a variety of potential mobile solutions that fit each group's needs and identify the right tools for the job. As a result, 60% of our workforce is now reaping the benefits of mobile and remote working.”*

Fujitsu Solution

Fujitsu evaluated a range of handheld devices, but the results of the trial showed that for our particular requirement where users needed to respond quickly to customer requirements or internal workflow scenarios the most effective business and security solution was based around BlackBerry wireless technology, which provides an ‘always on’ connection for corporate email and calendar.

The BlackBerry solution integrates seamlessly with Microsoft's Exchange, Office and Outlook applications, to provide secure, wireless access to email and corporate data. Using BlackBerry's Calendar Synchronisation and Email redirection users can receive and send email and calendar updates in real-time when they are on the road in the UK or in countries where roaming is supported.

The BlackBerry system also has Email Reconciliation, so that emails on the handheld are seamlessly mirrored on the Exchange mailbox, Remote Address Lookup, which provides access to the corporate global address list, Mobile Data Services, offering access to local corporate network services and the Internet, and Attachment Rendering, enabling the conversion of email attachments into plain text for reading on the handheld. In addition, the handhelds can be used as a standard phone and SMS device, using BlackBerry's GSM services.

SUMMARY OF KEY FACTS

Organisation

Fujitsu Services

Service/s delivered

Mobile solution using BlackBerry wireless technology to provide an ‘always on’ connection for corporate email and calendar through Vodafone's GPRS network.

Key Metrics

- 15,200 employees in over 20 countries

Benefits

- Improved customer responsiveness
- Time and cost savings
- Greater return on investment
- Increased productivity
- More reliable, always-on communication
- Simple to use
- Rapid deployment
- Greater security of information
- Future proofed investment

CASE STUDY FUJITSU SERVICES

The BlackBerry solution was initially piloted over a two month period with Fujitsu's senior executive management. The results showed a positive response to the use of BlackBerry as a mobile device for email, calendar, contacts and tasks.

Clive Wiggett says, *"The BlackBerry trial confirmed that the service would benefit users who have a mobile role, do a lot of travelling or have downtime in their days and need to be responsive to customers or workflow. As a result, Fujitsu has since rolled-out the solution across other parts of the organisation in a three-phase deployment, starting with senior managers, account managers and sales managers, for whom responsiveness and mobility are key. Having proved the benefits, our focus now is on identifying which other key roles will benefit from an expanded roll-out."*

Benefits to our Customer

The BlackBerry solution developed by Fujitsu is enabling it to realise a number of key benefits:

- Improved customer responsiveness – can rapidly respond to e-mails and book appointments, improving the speed and quality of information flows. The trial showed that the mobile solution met the requirements for real time mail and calendar access 98% of the time
- Time and cost savings - cuts out unnecessary manual data synchronisation, administration and dial-ins as well as unnecessary travel and office space
- Greater return on investment - leverages existing investments in devices, mobile operator services and IT administration processes
- Increased productivity - streamlines communication and time management with anytime, anywhere real-time access. The trial identified an average productivity gain of 32 minutes per user per day – a saving of over 120 hours or at least £4,600 a year, which is far beyond the costs of the services
- More reliable, always-on communication - compared to dial-in or ISDN networks. The solution was shown to be available 24x7 in more than 95% of required geographic locations, both in the UK and mainland Europe
- Simple to use - the trial participants agreed that the solution was intuitive and easy to use thanks to the familiar interface and push synchronisation of data. They also said that they required only a minimal level of support to use the system
- Rapid deployment – requires no centralised set-up, as the user enables the device to allow the central provisioning of security policy and access to the service
- Greater security of information - using seamless data encryption, user authentication and remotely enforced security policies
- Future proofed investment – can be used to integrate additional back-end systems to streamline processes and workflows.

David Courtley, Chief Executive Officer, Fujitsu Services, comments, *"As a service company our clients expect us to be responsive, so by equipping our people with a BlackBerry mobile solution we ensured that they are constantly in touch and able to provide the highest level of service, which provides a very positive message about our ongoing commitment to satisfying our clients' needs."*

Our Approach

The BlackBerry-based mobile infrastructure designed by Fujitsu was carried out in line with guidance issued by the key Government security bodies, and several large central government departments are currently trialling BlackBerry implementations based on the same design. Specifically, the BlackBerry Enterprise Servers were set-up in a secure, firewall-protected environment, giving access to both the corporate network as well as the Internet.

The system utilises a push based mechanism for delivery to and from handhelds, so that when an email is received by a user's BlackBerry enabled mailbox on the Microsoft Exchange Server the BlackBerry Enterprise Server redirects a copy of the message to the user's handheld via the Internet and GPRS network, and vice versa.

Security of information transfer across the Internet is achieved through the use of 3DES encryption, and any email messages or calendar synchronisation traffic sent or received by the handheld device is encrypted prior to transmission by the device's private key.

Our Expertise

In 30 years of designing, implementing and managing complex business systems, Fujitsu has amassed a wealth of experience in developing mobile workplace solutions that reduce costs, improve productivity and customer services and deliver a compelling return on investment.

Fujitsu's mobile services for the Mobile Professional and Mobile Field Force have been developed according to the TRIOLE and Sense and Respond® approaches. Based on reuse and design for service, TRIOLE means that Fujitsu provides reliable, robust and repeatable solutions that can be deployed quickly and cost-effectively. The Sense and Respond approach enables Fujitsu to deliver continual service improvements, in real-time, at the client interface.

Fujitsu offers a full-spectrum managed mobile service, delivered securely and in real-time. It is device and network independent, easy to use, and offered at a predictable monthly charge.

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