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Trude Bakkebø
IT Infrastructure and Operations Director
Intrum

Intrum asked Fujitsu to consolidate disparate IT systems into one outsourced solution, including data center services, end user services, hybrid cloud solutions, and security.

At a glance

Country: Sweden
Industry: Financial Services
Founded: 1923
Website: intrum.com

Challenge

Following the merger of Intrum Justitia and Lindorff to form Intrum, the new company was faced with two separate IT infrastructures. It needed a cost-effective way to consolidate IT services in a secure and timely manner.

Solution

Intrum turned to long-term Lindorff partner, Fujitsu, to provide end-to-end outsourcing services, covering data center, end user, help desk, and security services. The company is now in the process of rolling out these new consolidated services to 8,500 users in 24 European countries.

Benefit

- Social Command Center enables user self-service to help solve issues quickly, boosting productivity
- IT-as-a-Service model ensures predictable, transparent costs
- New users and entire acquisitions can be on-boarded quicker
- Cloud services enable faster time to market for new products
- IT is more reliable, efficient, and agile

Customer

Intrum offers a complete range of services covering its clients' entire credit management chain – from credit optimization, factoring and payment services to collection services and overdue receivables. Through credit optimization, it helps clients assess their potential customers' payment capacity. Following the transaction, payment services come into use, with billing and accounts receivable. Following the recent merger with Lindorff, the company now has more than 100,000 customers in 24 countries.

Products and Services

- FUJITSU Data Center Management
- FUJITSU Social Command Center
- FUJITSU Security Services
- FUJITSU Hybrid IT and Cloud Services
- FUJITSU End User Services

Managing a massive merger

Intrum was formed in June 2017 when Intrum Justitia and Lindorff merged, creating Europe's market leader in credit management services. This led to necessary rethinking of the overall IT infrastructure, with a view to streamlining, modernizing, and consolidating IT services.

"During 2017, we did a considerable amount of work looking at the similarities and differences within our two bodies. Whereas Intrum managed all its IT services in-house and in-country, we had already been using Fujitsu as our trusted IT outsourcing partner for five years," explains Trude Bakkebø, IT Infrastructure and Operations Director, Intrum. "Initially, we reviewed the market but quickly decided that going with an unknown vendor would be high risk. Moreover, an open RFP would take at least a year to ensure due diligence, which we couldn't afford."

With years of stable operations with Fujitsu under its belt, it represented the safest option and the most experienced in terms of deliverables. Continuing with two separate infrastructures was neither efficient, secure, or cost-effective, therefore Intrum looked at rolling out Fujitsu data center and service desk services, as well as hybrid and cloud technology to the entire company.

"Based on the outputs of our assessments, Fujitsu was clearly the best choice, giving us one standardized, industrialized platform for the whole company," adds Bakkebø. "Furthermore, we hoped this approach would enable the speedy and secure on-boarding of new acquisitions and mergers in the future."

Pan-European data center consolidation

Fujitsu is now responsible for every aspect of data and end user services for 8,500 users in 24 European countries; this includes the 4,500 employees that came on-board following the merger. This has involved significant data center consolidation across the continent: 1,200 Finnish servers from Lindorff as well as 1,200 in Intrum Justitia's Dutch data center and local data centers in Spain, the UK, and Poland have all been consolidated into two Fujitsu sites in Finland and Germany.

"Fujitsu not only handles our data center requirements, it also pre-images our devices, manages security and networks, and provides a next-generation help desk, known as the Social Command Center (SCC)," continues Bakkebø. "These services are provided on a combination of fixed and unit charges, making it for the large part a pay-as-you-go model, which ensures prices are predictable."



The SCC identifies potential problems and their underlying cause before they become an issue and disrupt business processes. This is a 'sense and respond' approach, where Fujitsu takes what it learns from end-user feedback, and uses this to make continuous service desk support improvements. 24/7/365 personalized user centric support services are powered by virtual assistants, AI and cognitive learning and delivered through a single point of contact.

"This is a seven-year contract and the migration is complex and lengthy. We are only four months into what should be an 18-month journey, however, already thousands of employees have been on-boarded and the data center consolidation should be complete in five months," says Bakkebø. "By introducing hybrid cloud solutions, such as AWS, and transitioning to Office 365, Fujitsu is enabling us to become more agile to meet these ambitious targets."

Agile, cost-effective and flexible

Intrum is already noticing benefits, particularly with the SCC, which is enabling self-service through a single support portal for tasks such as automated password reset. Fujitsu is also removing costs from operations by taking responsibility for much of the infrastructure.

"We need to be able to drive customer services cost-effectively and Fujitsu supports that through transparent, predictable pricing, and speeding our time to market for new services by using agile cloud-based technology," comments Bakkebø.

Although it is relatively early stages in this ambitious merger, Intrum has been impressed by Fujitsu's collaborative approach to innovation, which has enabled all parties to bring skills and experience to the table.

"We have moved from a traditional vendor-customer model to a true partnership. Fujitsu is proactive in guiding us in the right direction and allows us to tap into its global resources as and when necessary," remarks Bakkebø. "We have a long way to go, however we can resolve the many challenges through trust and collaboration."

With Intrum predicting year on year growth of ten percent, both organic and through acquisitions, it is essential it has a robust, scalable and responsive IT backbone. Fujitsu is providing that through its range of outsourced services.

"IT operations is not part of our core business, so it makes sense to outsource it to the professionals," concludes Bakkebø. "Fujitsu frees me up to act more strategically and makes our users more productive through self-service."

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