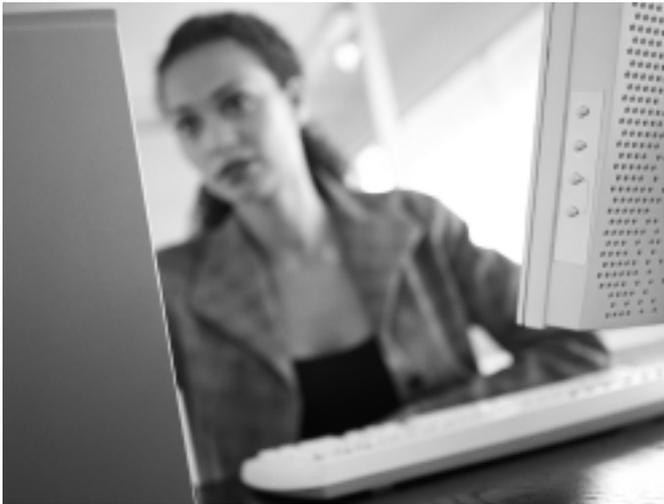


“There was absolutely no need for Fujitsu to make any of the service improvements that it did... But Sense and Respond is a real value adding service.”

Paul Reynolds – Director ICT Services, Department for Business Innovation & Skills



SUMMARY OF KEY FACTS

Organisation

Department for Business Innovation & Skills (BIS)

Services delivered

Deployment of Fujitsu’s Sense and Respond approach to find and fix the causes of IT problems, in order to improve business performance and efficiency

Key metrics

- 27 office locations
- 5,500 desktop PCs
- 7,500 user accounts

Benefits

- **Improve efficiency** – calls relating to traditional issues have been reduced dramatically, saving time and resources
- **Enhance staff satisfaction** – users are now experiencing fewer IT problems and less downtime
- **Increase productivity** – staff can spend much more time on value-adding activities
- **Address key issues** – support resources are free to deal with more complex issues that have longer-term benefits
- **Improve system availability** – the IT infrastructure is much more stable and available
- **Focus on core business** – departmental resources can be concentrated on core business activities, rather than managing IT systems

Challenge

The Department for Business Innovation & Skills (BIS) is the UK government department responsible for building Britain’s future economic strengths by creating a regulatory environment that encourages enterprise, skilled people, innovation, and world-class science and research.

In 1998 BIS, formerly known as the Department of Trade & Industry (DTI) and subsequently Department for Business, Enterprise & Regulatory Reform (BERR), awarded Fujitsu a 10 year contract, subsequently extended to 2014, under which Fujitsu took ownership of the Department’s existing IT assets and related services and responsibility for the majority of future IT investments.

Paul Reynolds, Director ICT Services, BIS, says, *“Our business imperative is to improve IT, because if we can do that it will improve the business as a whole in terms of performance and efficiency. So, when Fujitsu first started talking to us about Sense and Respond and how it could be used to identify and address many of the IT-related problems experienced by our users, it seemed an effective way to increase the productivity of the Department.”*

Solution

Sense and Respond is Fujitsu’s unique approach to service that eliminates wasted effort and cost. Instead of simply working to IT objectives, Fujitsu staff give priority to the customer’s business objectives. Instead of 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.

Having initially undertaken an analysis of calls made to the Department’s IT helpdesk, Fujitsu identified a number of previously unknown issues. *“For example,”* explains Paul Reynolds, *“we were surprised that staff in remote offices seemed to be experiencing more difficulties with their printers, even though we have more staff in London. But having highlighted the issues we realised that this was because there was no support available at remote sites, so their only recourse was to call the helpdesk. As a result, Fujitsu has focused more engineering support to monitor the printer performance and upgrade needs of remote offices and there are now significantly fewer calls. In fact, it’s been so successful, that Fujitsu is planning to provide similar support in our London offices.”*

Fujitsu’s Sense and Respond analysis of the helpdesk call logs also showed that 25% of user problems were related to “How do I...” type questions and 12% of calls were asking for help with Microsoft Outlook. *“We had assumed that most*

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service calls were because the IT systems were not delivering what they were supposed to,” comments Paul Reynolds, “but Fujitsu’s analysis showed that people were actually having trouble because their basic IT skills were not as high as we thought. We didn’t want to undertake a major training programme because of the high associated cost, so a key development has been an ‘Outlook Survival Guide’, which provides answers to the Top 10 issues commonly faced by users.”

Fujitsu also implemented a variety of other mechanisms to address users needs, including a Drop-in Centre where staff could ask questions and be shown solutions, improvements to the BIS’ intranet, and the provision of ‘Floor Walkers’ to provide immediate advice and guidance. Paul Reynolds continues, “The insight that we have gained from Sense and Respond about how our staff use IT is also having a longer-term pay-back as we are now designing all new systems to be a lot more user friendly, so that less training is required, and communicating much more proactively with staff so that they know what to expect.”

Another initiative has been a change to ‘hot swapping’ faulty desktop PCs, rather than waiting for spare parts, in order to deliver tighter service levels and reduce user frustration. “Hot swapping has certainly improved response time for faults and there are a lot fewer complaints from users,” confirms Paul Reynolds.

“However, an interesting phenomenon of using Sense and Respond is that while calls relating to traditional problems have reduced significantly, overall call volumes haven’t actually dropped. This is because there has always been a latent set of issues that needed to be addressed and these are now coming out of the woodwork, because people believe that they will actually get fixed. For example, we had ongoing problems with our e-mail gateways, but these have now been replaced and it has solved a whole bunch of problems. The knock-on effect for the Department of solving these types of long-standing issues is considerable, but we just wouldn’t have had the time or resources to do it without Sense and Respond.”

Sense and Respond has also helped the Department to determine the requirements for the recent Technology Refresh project, by identifying where the most benefit would be achieved first. Paul Reynolds adds, “Sense and Respond enables you to focus on the issues that are most important by providing the data to formulate decisions in a more coherent fashion.”

Benefits

The use of Fujitsu’s Sense and Respond approach has enabled the BIS to:

- **Improve efficiency** – calls relating to traditional issues, such as how to use Outlook, have been reduced dramatically, saving time and resources
- **Enhance staff satisfaction** – users are now experiencing fewer IT problems and less downtime
- **Increase productivity** – as each helpdesk call was taking an average of 15 minutes to resolve, staff can spend much more time on value-adding activities
- **Address key issues** – support resources are free to deal with more complex issues that have a larger and more longer-term beneficial effect when resolved

- **Improve system availability** – the IT infrastructure is much more stable and available
- **Focus on core business** – departmental resources can be concentrated on core business activities, rather than managing IT systems.

Paul Reynolds says, “Sense and Respond is not about short term cost savings, but about long-term efficiency. For example, no-one can afford helpdesk calls to escalate, because that makes users unhappy and the Department inefficient, so we have to address the underlying issues and that’s what Sense and Respond does. As a result, we have some of the best system availability statistics in government, which is important, because of the BIS’ role in leading the way and setting the standard in the use of technology.”

Approach

Sense and Respond is an integral part of the way that Fujitsu works in partnership with its customers and fundamentally works on the principal of the 80:20 rule ie. that 20% of all problems take up 80% of your support resources, so if you can identify and fix persistent problems it will result in significant improvements in efficiency and productivity for both organisations.

By using a variety of tools to analyse the length taken to resolve problems and process mapping to identify where the root causes of these problem occur, Fujitsu can focus resources on tackling the issues that take up most time and which can be most easily fixed so that they are permanently resolved.

“In effect, Fujitsu proactively identifies the problems and we then add the necessary imperative based on the impact on the business, so that we can achieve our goals faster and more efficiently,” explains Paul Reynolds. “As a result, there is now a recognition within BIS that Sense and Respond is something that we have to keep doing in order to achieve our ongoing business needs. And there’s a genuine drive to do that, because we don’t want to slip back. Instead we want to keep moving forward and using Sense and Respond to improve the service for our users even more.”

Expertise

Fujitsu has been delivering consistently high levels of service to the public sector and businesses around the world for more than 30 years. Its support services, procedures and infrastructure are constantly being refined to meet the evolving needs of customers, and ensure that they can be delivered effectively and economically.

Paul Reynolds says, “Fujitsu is proactive in meeting our needs, because it has a good understanding of them. There was absolutely no need for Fujitsu to make any of the service improvements that it did – it could just have ignored the issues. But Sense and Respond is a real value adding service for both organisations – we make more effective use of our systems and staff, while Fujitsu has to use less resources to support our needs.”

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