"Fujitsu's performance, fantastic planning, the Hypercare and speed of response to issues has really helped. The infrastructure, network, workplace and security support Fujitsu provided for Black Friday and Peak was great, as always."

Retail representative

Reducing costs through service automation

At a glance
Country: United Kingdom
Industry: Retail

Challenge
Following its acquisition by a bigger retailer and with a growing focus on online sales, this company wanted to update its IT operation, which has been supported by Fujitsu since 2014. It needed to become more agile and flexible to enable broader digital transformation.

Solution
Fujitsu provides end-to-end delivery of multiple services, including Service Desk and engineering support as well as security, desktop, servers and storage operations; managing, controlling and protecting the production environment to ensure their availability.

Benefit
■ Flexible service accommodates changing business demands
■ Single point of accountability
■ Cost savings through automation and asset optimisation
■ Transparency of costs through pay-as-you-go model
■ Repeatable operational processes enable service as a commodity approach
■ Reduces carbon footprint

shaping tomorrow with you

FUJITSU

Customer

This British retailer operates through physical shops and online, with over 845 retail shops, 29 million annual shop customers and nearly a billion online visitors per year, making it one of the largest high street retailers in the United Kingdom.

Products and Services

- FUJITSU IT Service Management
- FUJITSU Operations Management
- FUJITSU Remote Infrastructure Management (RIM)
- FUJITSU Data Center Operations
- FUJITSU IBM Operations
- FUJITSU Service Desk
- FUJITSU Field Engineering

Introducing IT agility

In recent years, the retail industry has changed enormously, with customers migrating away from the high street to online shopping. As one of the UK's biggest high street retailers, this company was faced with these changes in consumer behaviour and so implemented a digital strategy that would emphasise its online offering.

Both its digital and bricks and mortar lines of business depend on a reliable, flexible and cost-effective IT infrastructure. Since 2014, Fujitsu has provided end-to-end IT infrastructure Service Management for the company, however, the changing focus of the business towards digital – as well as its acquisition by another major retailer – required a transformation in how this service was delivered and supported.

The company wanted to become more agile in how it provided IT across the company while enabling broader digital transformation. This encompassed every aspect of the business – from servers and storage to POS and user devices. This would help it respond more quickly in a competitive market and overcome some of the challenges common to the retail space. Moreover, all non-food sales within the new parent company's own branded stores now fall within the acquiree's balance sheet, meaning a much higher level of integration between disparate systems was required.

360° IT service support

To meet these demands, Fujitsu provides end-to-end delivery of multiple services, including Service Desk and engineering support as well as security, desktop, servers and storage operations; managing, controlling and protecting the production environment to ensure their availability. It also provides ITIL-based processes, procedures and tools that are used by all IT suppliers for incidents, changes and releases related to the production environment.

These services are mainly supported by two Fujitsu Global Delivery Centers (GDC); the Kazan GDC handles infrastructure operations and the Lodz GDC is responsible for Service Desk, Service Control and ITIL process management. Fujitsu has also created a tool that demonstrates the avoided carbon emissions achieved through eliminating onsite visits, due to incidents being solved by GDC Service Desks remotely. The tool takes into account both hardware and software problems that customers experience, which are solved by either FUJITSU Service Desk or Onsite Engineering Services.

The Service Desk team servicing this particular customer at the Lodz GDC receives an average of 21,000 tickets monthly. These tickets range from a variety of software and applications related incidents such as store servers, kiosk and many more.

Not forgetting the vast hardware related incidents that flow through the desk from IT equipment including desktops, printers, barcode scanners and tills. The Service Desk team through its highly rated Service Desk experience and skillsets resolve an average 600 HW related tickets per month which accounts to 60% and 550 SW related tickets which averages around 85% of total tickets.

In total, Fujitsu manages 850 stores, 4,000 business users, 2,000 contact centre employees and 750 distribution employees with 8,200 end-user devices, 5,500 POS devices, 2,500 RIM servers, Fujitsu ETERNUS storage and 3,500 switches.

Furthermore, a dedicated 'Connect IT' desk in the company headquarters eliminates queueing for desktop services. Loan laptops, first time fix and hardware swap out or fix are all available, along with e-learning and self-help guides. Two thirds of incidents are resolved at the Connect IT hub, with 91% fixed within 30 minutes.

Reduced costs, improved service

The company now enjoys more cost-effective IT support through using third party economies of scale, automation where appropriate and optimising asset utilisation as well as a flexible service which accommodates changing business requirements. These changes might be on an estate, regional or store basis, driven by seasonality, and by planned or emergency situations.

There is a single point of accountability for the delivery of infrastructure and service management with highly repeatable 'manufacturing style' operational processes to respond quickly to scaling demands. These processes are based on a comprehensive service catalogue with defined and agreed SLAs and OLAs incorporating ITIL operational excellence where appropriate. Fujitsu also enables transparency of cost of services and delivers an effective cost management model for the company to 'pay for what it uses'.

Moreover, by resolving incidents via the GDCs rather than onsite visits, it has reduced CO_2 emissions by 5,600kg in just six months.

Fujitsu has delivered an IT service management platform that combines robust performance with flexibility and efficiency. Its proactivity through an innovation approach, combined with its retail industry expertise, make it the perfect partner for this retailer as it prepares for the next stage in its evolution.

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