

Punch Industry Co., Ltd.

Visualizing current ICT infrastructure levels and formulating a roadmap to achieve an optimal ICT system for supporting business globalization

Punch Industry Co., Ltd. is a company that manufactures and sells mold and die components. It moved early into China and is now the market share leader there. However, when the company planned to expand its bases of operation in Southeast Asia, with the aim of growing further, it ran into problems with the ICT infrastructure needed to support the expansion. Its existing ICT system, which had been in operation for over 10 years, had become complicated and fragmented, making it difficult to grasp how the system works as a whole. By adopting Fujitsu's MetaArc Grand Design Service, the company was able to take stock of its entire ICT infrastructure, form a clear picture of the new ICT infrastructure required to support its expected business needs, and successfully formulate a roadmap to building a new, optimal system.



Challenges

- Complicated, fragmented ICT infrastructure that was difficult to understand comprehensively
- Needs for improved ICT infrastructure to support business expansion
- Lack of clarity in ICT infrastructure standards at overseas bases

Results

- Clear and comprehensive grasp of current ICT infrastructure level through classification and standardization of each business task
- A clear picture of an optimal, "to be" ICT infrastructure and an established roadmap for realizing it
- Deployment of ICT infrastructure at overseas bases using standards based on the new, optimal system in Japan

Products and Services

MetaArc Grand Design Service

Aim

Grasping current ICT infrastructure as a whole and formulating a roadmap for building a new system

Reason

Fujitsu's ability to handle everything from creating a roadmap for a new ICT system to designing and building that system

Key point

Trust in Fujitsu

Urgent needs to solve problem of complicated and fragmented ICT infrastructure for business growth and globalization

Punch Industry Co., Ltd., is a company founded in 1975 that deals in the manufacture and sale of components for dies and molds. While in Japan it is ranked second in terms of market share, in China it is the market share leader, with a customer base of 8,000 companies.

In 2013 Punch Industry released a medium-term business plan, titled "Value Creation 15," identifying its three key business challenges to be "globalization,"

"expansion into new markets," and "switching to a high-profit business model."

However, the company recognized that its ICT systems were inadequate for achieving these objectives. Executive officer Hiroshi Fujisawa, who heads the Information Systems Office, explained the situation as follows.

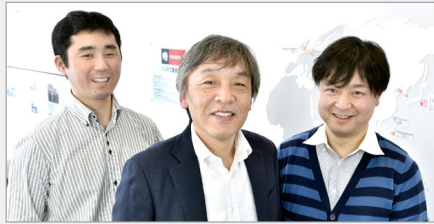
"At the time, the company had grown bigger, and the types of work we needed to do were changing. But our ICT system, which was more than 10 years old, had become bloated, complicated, and fragmented, which made it hard to figure out how the whole thing was working." (Mr. Fujisawa)

It was also necessary to review the company's entire

ICT infrastructure in Japan to promote faster globalization.

"Although we entered the Chinese market quite early, we were just starting to venture into Vietnam, Malaysia, and other Southeast Asian markets. Naturally, ICT systems were required in those countries, but first we had to review and improve our ICT system in Japan, to establish a common standard that can be applied to our global expansion." (Mr. Fujisawa)

Thus, the company set out on its investigation to objectively evaluate the current capabilities of its ICT system, clearly define the current "as is" system and the ideal "to be" system, and then formulate a roadmap to guide the transition.



(from left)
Jun Sakamura
 Assistant Manager, Information Systems Office, Punch Industry
Hiroshi Fujisawa
 Executive Officer, Head of Information Systems Office, Punch Industry
Jun Nakashima
 Manager, Information Systems Office (Kitakami), Punch Industry

Punch Industry Co., Ltd.	Corporate Overview
Head office:	Omori Bellport E-5F, 6-22-7 Minami-oi, Shinagawa-ku, Tokyo
Representative:	Masaaki Takeda (Representative Director, President, CEO)
Established:	March 29, 1975
No. of employees:	3,959 (consolidated, as of March 31, 2017)
Business activities:	Manufacture and sale of mold and die components
Web site:	https://www.punch.co.jp/

Fujitsu's MetaArc Grand Design Service, a good fit for a comprehensive ICT infrastructure review

When Punch Industry was examining ways to make a comprehensive review of its ICT infrastructure in Japan, Fujitsu's MetaArc Grand Design Service caught its attention. This service clearly defines the current reality and an ideal vision of ICT infrastructure, by classifying a company's business task systems from multiple view points and then methodically standardizing them according to infrastructure level, to formulate a roadmap for realizing such an ideal ICT system. Another outstanding feature of the service is Fujitsu's ability to consistently implement everything from system design to actual build-out.

After hearing an explanation of MetaArc Grand Design Service from Fujitsu, the company promptly decided to utilize the service.

"To begin, we wanted to make an inventory of our ICT systems to grasp our entire existing infrastructure. We also wanted to objectively understand the level of our ICT infrastructure compared with those of other companies. We decided that MetaArc would be effective in guiding us through the process." (Mr. Fujisawa)

Punch Industry utilized the MetaArc Grand Design Service for three months, from November 2013 to January 2014. Jun Nakashima, a manager in the Information Systems Office (Kitakami), explained the process as follows.

"In a number of sessions with a team of specialists from Fujitsu, we worked to assess the current state of our ICT systems, define an optimal system for our needs, and create a roadmap. To start the process, we spoke about what we wanted without considering costs at all. In response to our demand, the Fujitsu team made proposals to suit our company, and then we worked out the finer details through discussion." (Mr. Nakashima)

One good example is their data center relocation. Jun Sakamura, an assistant manager in the Information Systems Office, goes into more detail.

"We said that, leaving aside costs, the ideal would be to move a certain system to a data center with 24-hour/365-day maintenance and the capability to recover from a failure within an hour.

On that basis, the Fujitsu team came back to us with detailed, more realistic proposals. After repeated discussions like this, we found a compromise between our ideal and feasible." (Mr. Sakamura)

Defining current ICT capabilities and formulating a roadmap to an optimal "to be" solution

Like this, the company was able to form a clear and comprehensive picture of both its current ICT infrastructure ("As Is") and the ideal system for its needs ("To Be"). Further, four key requirements of the new system were identified, in order of importance.

1. Server installation environment/UNIX system migration and integration/Business continuity and disaster contingency planning
2. Information leak prevention
3. Network optimization
4. PC and smart device service

After formulating an implementation roadmap for each requirement, the work shifted to detailed system design and actual construction. Among all the tasks, the biggest and most time-consuming one was migration of the system to a data center.

"Up to that time, our servers were located inside our Kitakami plant, in the city of Kitakami in Iwate prefecture. For this reason, there was always a risk of a total system failure if anything happened to the plant. Now, with all our servers migrated to a Fujitsu data center, we don't have to worry." (Mr. Nakashima)

The success of the data center migration was due in large part to the MetaArc Grand Design Service utilized beforehand.

"The biggest benefit of the service was understanding the level of our ICT and getting a clear understanding of what we had to do. Another big plus was that we obtained solid evidence to explain our situation to senior management." (Mr. Nakashima)

Mr. Fujisawa explains how significant the use of the MetaArc service was for examining the ICT systems needed for overseas operations, too.

"Identifying the level of our ICT infrastructure in Japan made it much easier for us to estimate the ICT capabilities we needed at overseas bases." (Mr. Fujisawa)

MetaArc, a valuable service for ongoing, periodic checks of current and desired ICT capabilities

Punch Industry is now expanding its business even further, based on "Value Creation 2020," its new medium-term business plan, which focuses on four key themes—"establishing a 5-pole system for sales," "improving customer service," "promoting high-profit business and enhancing R&D," and "reforming work environments." Of course, improving and strengthening its ICT infrastructure, the work started with MetaArc Grand Design Service, is also vital for helping its expansion. So the effort continues.

Work to set up a common global infrastructure for the future has also started, for global integration of product masters, for example.

"Product masters are very important for our business. At the moment, the management methods vary from one region to another, so we have just started their integration. There are tens of millions of items, so this would be a long-term project looking ahead five to 10 years." (Mr. Fujisawa)

For Punch Industry, a company that is accelerating its overseas expansion and aiming to grow its business, MetaArc Grand Design Service served as a way to visualize its ICT and as a compass to plot the direction it needed to head for. Mr. Sakamura expresses the value of the service as follows.

"As time changes, technology also changes. The cloud is now the mainstream, but in the future even more convenient technologies might appear. Therefore, periodically using a service like MetaArc Grand Design Service can be very valuable for checking on where we are and where we want to be." (Mr. Sakamura)

By using MetaArc Grand Design Service followed by data center migration and new ICT systems build-out, Punch Industry has acquired a new platform for growth. There is no doubt that the company will make another big leap towards realizing the goals of its "Value Creation 2020" medium-term business plan.

The job titles, figures, proper nouns, etc. shown in this case study were as collected at the time of reporting (January 2018). Please note that content is subject to change without notice, for the purpose of improvement.

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