FUJITSU

Case Study
SHARP Electronics (Europe) GmbH

»With Fujitsu End User Services, we were able to reduce our software portfolio from 7,000 to 200 applications. And users are really pleased with the straightforward, standardized processes within the Service Desk.«

Michael Schramm, IT Systems & Security Manager, SHARP Electronics (Europe) GmbH

The customer

Country: Germany
Industry: Electronics
Founded: 1968
Employees: 50,647
Website: www.sharp.eu

The challenge

Not a single standardized process within the Service Desk, no uniform level of support provided, and complicated software portfolio of client applications.

The solution

Consistent End User Services, Managed Mobile and Service Desk for all of Sharp's locations in Europe. Central and standardized client management from a single source and a multilingual service desk as a single point of contact.

The customer

Sharp is one of the world's leading innovative developers and manufacturers of LCD technology and electronic components for opto, infrared and flash memory electronics. The firm's product spectrum ranges from consumer electronics (in particular LCD TVs and audio systems) and white goods (such as microwaves), through digital information systems (such as multifunction devices) and cell phones, to solar modules. It also develops core digital technologies and components for electronic products that form part of Sharp's key areas of expertise.

Since being founded in Hamburg in 1968, SHARP Electronics (Europe) GmbH has continually expanded its business activities. Over the past five decades, its European network has grown to 21 locations, comprising 16 sales branches, two productions sites, two research and development labs and a financing company. Sharp is guided by the principle of honesty and creativity, in line with its set objective of improving quality of life for people through state-of-the-art technology.

The challenge

"Our software portfolio was enormous," says Michael Schramm, explaining the initial situation in Client Services at Sharp Electronics Europe. More than 7,000 software applications and derivatives were in use at the firm's roughly 20 locations across Europe. "There were no uniform standards," according to Schramm, the IT Systems & Security Manager at Sharp Electronics. The support structures varied, often greatly, between locations and in many cases services had to be sourced locally for the Service Desk. The level of support was simply inconsistent.

"This meant that employees in one country had plenty of support for any IT problems they had, whereas in another country this was not the case," reports Michael Schramm. The idea was therefore to centralize support and standardize the software portfolio. "For every area of application, there should be just one piece of software and a consistent level of service in providing the relevant support," says Schramm.

The benefit

- High degree of standardization
- Uniform SLAs
- IT service management based on ITIL
- Reduced complexity in the client software portfolio
- Rapid rollout of the new software
- Employee productivity increased
- Burden reduced for IT department
- Flexible pricing model
- Reduced operating costs

Products and services

- FUJITSU End User Services
- FUJITSU Workplace Services Classic
- FUJITSU Managed Mobile
- FUJITSU Service Desk
- Citrix XenMobile
- Microsoft System Center 2012 R2 Configuration Manager

The solution

The management team at Sharp opted to outsource the operation and monitoring of the entire client infrastructure, including the Service Desk, to Fujitsu. With its End User Services, the global IT provider offers all-encompassing services that are standardized to ITIL, for uniform IT workstation management. The benefits brought by these services lie in the reduction, high level of transparency and calculability of operating costs, as well as the increased availability of the client environment. Fujitsu has taken on the complete life cycle management of IT infrastructure for workstations, as part of the End User Services that it offers. This includes standardized, integrated concepts for administration – from hardware installation, through portfolio and configuration management and software updates, to remote security services for all clients. Costs are billed on a price per seat basis, which has produced higher cost transparency and flexibility.

With Fujitsu assuming the End User Services, users at Sharp also get to enjoy new hardware. Each employee has a desktop PC as well as a notebook with a 13" or 15" display to choose from. The clients are configured at Fujitsu and set up on site at Sharp ready for operation. Rollout and workstation maintenance are managed and overseen by the Global Program Management Office (GPMO) in Brussels. And all user queries from Sharp Electronics in Europe are received by the Fujitsu Service Desk in Łodz, Poland, and processed in line with the SLAs. Service Desk staff can communicate in eleven different languages, including English, German, French, Spanish, Italian, Swedish and Russian.

Thanks to the positive experiences with End User Services and the high acceptance rate, Sharp is now also using Managed Mobile by Fujitsu. The service is currently used at Sharp by more than 1,100 smart devices of various manufacturers and different operating systems, 15% of them being tablets. This means Fujitsu takes care of the administration of business applications on employees' smart devices. Managed Mobile is a modular, cloud-based service that ensures the secure operation of mobile devices. All corporate information and applications used by the sales teams or field technicians can be opened on a smartphone or tablet; they are strictly separated from personal applications and data by stringent security policies, protecting them against misuse of data. Access to emails and the intranet is just as secure for users on their mobile devices as at their office workstation.

The benefit

Michael Schramm is delighted that Fujitsu services have made work easier. "Thanks to the End User Services, we have a practically all-round carefree package," says the IT specialist. This has taken a load off the IT department, which can now dedicate more time to other tasks rather than looking after client management.

The days of software overload are over. Instead of 7,000 software systems in operation, there are now just 200. All 2,000 users therefore work with the same standardized programs, both in the office and on the go. "We have always striven towards a centralized approach," explains Schramm. "But with such multiplicity in our software landscape, we were only able to achieve this to a limited extent." Thanks to the new completely centralized management using the Microsoft System Center Configuration Manager (SCCM) infrastructure, new software can be deployed quickly and efficiently on all end devices at every branch in Europe. "This means we can roll out programs developed in-house on the devices of all 2,000 end users within a very short period of time," says Schramm.

End users too are reaping the rewards of the new structure. "Users are really pleased with the straightforward, standardized processes within the Service Desk," Schramm reports. "Thanks to the consistent level of support, all user IT problems are handled with the same level of care." This makes for higher satisfaction and has made employees more productive overall. End users are also delighted that they can access their applications using their smartphone. "Employees have lobbied passionately to be involved in the Managed Mobile program," Schramm says. Within three months, 1,000 users had already been included. At the same time, the existing BlackBerry platform was discontinued. "All in all, the process ran very quickly," believes Schramm. "Fujitsu helped us immensely."

Conclusion

When it comes to any standardization, Fujitsu's End User Services also offer enough room for flexibility. This was yet another reason that Michael Schramm chose Fujitsu.

"We need processes to be standard, but they cannot be set in stone," Schramm maintains, since there also need to be exceptions. He believes a clearly defined portfolio must have the room to be able to move freely. "With Fujitsu we noticed early in the tendering phase that we were on the same page. There was a high degree of synchronization between us."

Michael Schramm, IT Systems & Security Manager, SHARP Electronics (Europe) GmbH

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2015-04-21