

Unified Workspace without Desk Phones



Fujitsu Italy realizes savings and higher productivity with world's first total Cisco Mobile Collaboration deployment

EXECUTIVE SUMMARY

Customer Name: Fujitsu

Industry: Service provider

Location: Italy

Number of Employees: 250

Challenge

- Develop more efficient and effective working environment
- Improve ICT while lowering costs
- Relocate Milan operation providing an opportunity to innovate

Solution

- Cisco Collaboration Architecture, creating unified workspace and replacing desk telephony with Cisco Jabber on PCs, laptops, tablets, and smartphones
- Cisco Wi-Fi and AnyConnect VPN for secure remote mobile access

Results

- Greater interaction, improved decision-making, higher productivity
- Year-one savings of up to €80,000, plus recurring savings on calls
- Best practice office blueprint and attractive new offer for customers

Challenge

Fujitsu is the leading Japanese ICT company, offering a full range of technology products, solutions, and services. With about 170,000 people in more than 100 countries, it uses its experience and the power of ICT to shape the future of society with its customers.

Nowhere is this more evident than in Italy, where the company is redefining the way people work with a best practice blueprint for the office of tomorrow. This pioneering initiative was triggered by the need to relocate its Milan operation into new premises.

CIO Fujitsu Italy, Luca Guidotti, says: "To encourage interaction and communication, we wanted open spaces with small meeting areas where people could hold quick meetings and conference calls. Collaboration technology was essential to this vision. We needed to reduce the number of devices on the desk and give people one tool, equipped with more functionality and fast, single-reach capability."

One year on and Fujitsu's new Milan office is the talk of the company and its customers. And it's easy to see why. Entering the office, one's greeted by a simple, yet highly efficient office layout. Also you immediately notice something unusual. Something refreshing and liberating.

There are no desk phones. Analog or IP. Not one, anywhere.

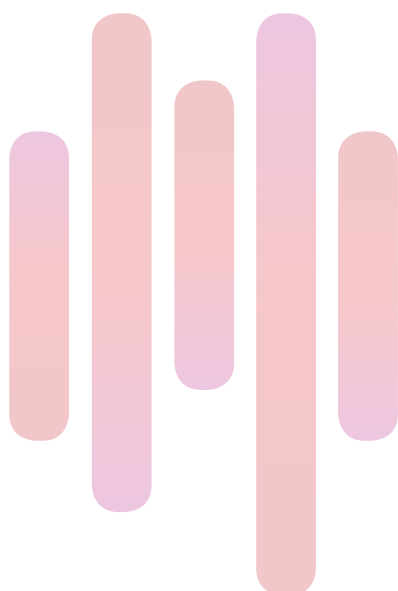
Solution

This transformation is founded on Cisco Jabber™. Powered by Cisco® Unified Communications Manager call control, Jabber allows people to work in a more efficient and effective manner, using features such as soft phones.



“We saved €50-60K on cabling and another €20K by not having a PBX system. And that does not include the recurring savings on calls running over our network.”

Mario Ortolano
Network and Security Consultant
Fujitsu Italy



“Phone calls never go unattended. Jabber ensures access to mobile and fixed numbers so you can always be contacted by colleagues and customers.”

Luca Guidotti
CIO
Fujitsu Italy

“We looked at various options, but Cisco Jabber was the most powerful and the simplest and easiest to integrate with our infrastructure,” says the company’s network and security consultant, Mario Ortolano. This decision was also influenced by the Cisco end-to-end architectural approach, which Ortolano says mirrors Fujitsu’s mantra of providing consistent service through “one network, one policy, one management.”

The solution has been deployed to 180 users in Milan and will soon be extended to another 70 at the company’s Rome office. Depending on their job role and needs, employees are supplied with a smartphone based on Android and a Fujitsu PC, tablet, or laptop. Using Cisco Jabber, they can quickly contact colleagues, and communicate using their preferred method.

Voice, video, and data travel over a highly secure LAN and wireless LAN infrastructure, built on Cisco Catalyst® 4500 Series Switches, Cisco 2900 Series Integrated Services Routers, and Cisco Aironet® 3600 Series Access Points. Cisco ASA 5500 Series Firewalls and Cisco IPS 4500 Series Sensors that keep information safe and intruders out, ensuring optimal protection of Fujitsu PRIMERGY RX200 servers.

Results

Asked to describe how Cisco Jabber has made a difference, Guidotti says simply: “Continuous mobility and reachability.” What he says next is even more revealing: “Phone calls never go unattended. Jabber ensures access to mobile and fixed numbers so you can always be contacted by colleagues and customers. Also by using AnyConnect over free Wi-Fi hotspots these communications are free of charge.”

What about the softer HR and cultural aspects of the project? “Our experience with Cisco Jabber was very good,” says Guidotti. “The solution is easy to use and required minimal user training. Plus you can introduce add-ons and go at your own pace.”

Fujitsu reports rapid payback on its investment. “We saved €50-60K on cabling and another €20K by not having a PBX system,” says Ortolano. “And that does not include the recurring savings on calls running over our network.” Routine IT jobs are simpler to manage. For example, moves, adds, and changes are completed centrally in a fraction of the time that it used to take with traditional PBX-based telephony.

Ideally suited to the healthcare, retail, and banking and insurance sectors, Fujitsu has started to share its own experience. Customers have provided enthusiastic feedback and the company is currently developing specific offers for the market.

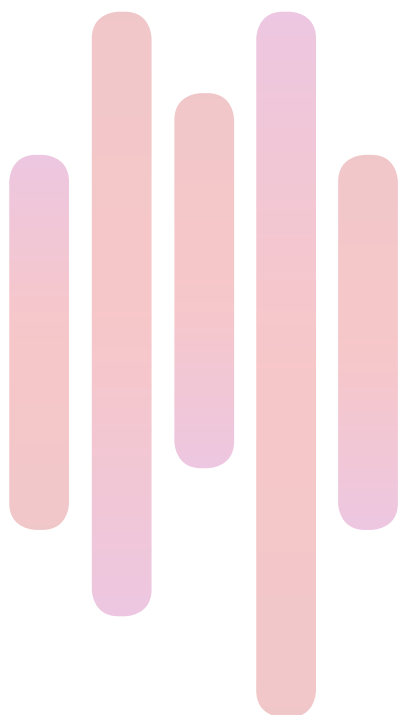
Next Steps

Other potential projects include improving insight into and control of mobility through the introduction of the Cisco Identity Services Engine.

For More Information

To learn more about the Cisco architectures and solutions featured in this case study, go to: www.cisco.com/go/collaboration

For more information on Fujitsu, please see www.fujitsu.com



Product List

Collaboration

- Cisco Jabber 9.1 for Android
- Cisco Jabber for Windows
- Cisco Presence
- Cisco Unified Communications Manager

Server

- Fujitsu PRIMERGY RX 200

Routing and Switching

- Cisco Catalyst 4500 Series Switches
- Cisco 2900 Series Integrated Services Routers
- Cisco Catalyst 2960 Series Switches

Wireless

- Cisco Aironet 3600 Series Access Points
- Cisco 5500 Series Wireless Controllers

Security

- Cisco ASA 5500 Series Firewalls
- Cisco IPS 4500 Series Sensors



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