

Case Study Cutter

»Fujitsu provides a responsive, agile service combined with market leading technology. Its partner support is of the highest quality and a real enabler for us to do more business more effectively in multiple global territories«

Mike Trevor, Global Business Development Director, Cutter



The customer

Founded in 2005, Cutter is one of the leading suppliers of virtualised desktop computing solutions. Headquartered in the UK but working across EMEA, it delivers Virtualised Desktop Infrastructure (VDI) expertise to both customers and other technology companies. Cutter has established a reputation as a market leader in the design, deployment and support of virtualised desktop solutions by engaging with the leading technology vendors that supply each part of its desktop solutions.

The challenge

Cutter is a small but fiercely ambitious company that operates across Europe, the Middle East and Africa. It works with multiple vendors to deliver its leading edge VDI solutions for customers, however, not all vendors provide the support and collaboration it needs.

“We can use the best technology in world but if the service that underpins it is not of the highest standard then it counts for nothing,” explains Mike Trevor, Global Business Development Director, Cutter. “We wanted to find a technology partner with local and global scope who could help connect us to opportunities wherever they might arise with the appropriate support.”

Historically, Fujitsu had not been in Cutter’s portfolio for servers, storage or client devices but, following a number of projects in Oman, Trevor and his team became increasingly exposed to the broad range of technology and support offered by the company. This proved to be a turning point in Cutter’s approach to global business development.

“We’re vendor agnostic in that we’ll use the best technology for the job in hand, however, during our project in the Middle East, we saw a lot of Fujitsu kit from the desktop to the data centre,” adds Trevor. “We explored it and asked a few questions of our local partner there and were impressed. So the first thing we did on getting back to the UK was arrange a meeting to see whether Fujitsu could help us fulfil other customer demands.”

The solution

While many vendors sell commoditised equipment with minimal value-add, Trevor was immediately attracted by Fujitsu’s proactive and collaborative approach. It stood out from the inflexible relationships the company had become accustomed to.

The customer

Country: United Kingdom
Industry: Technical Services
Founded: 2009
Employees: 11
Website: www.cutterproject.co.uk



The challenge

As a small, eleven-man company, Cutter was looking to find a strategic technology partner that would provide ongoing, added-value support as well as desktop to data centre solutions.

The solution

Following a project in the Middle East, Cutter became familiar with both Fujitsu’s technology and its approach to service. Together, the two companies now deliver VDI solutions across EMEA.

The benefit

- Simpler processes to register opportunities, obtain pricing and design the best performing, most competitive solutions for customers
- New opportunities in multiple markets thanks to Fujitsu's global reach and local presence
- Level of service and support ensures Cutter has peace of mind within a truly collaborative relationship
- Over 30,000 virtual desktops worldwide now managed by Cutter with many underpinned by Fujitsu technology
- Fujitsu's comprehensive portfolio means its technology can form part of a blended or a single vendor solution

Products and services

- FUJITSU Server PRIMERGY
- FUJITSU Storage ETERNUS
- FUJITSU client devices
- FUJITSU vShape

"Fujitsu understood our business instantly and took an engineering-led focus rather than simply trying to sell us kit. It also demonstrated that it could provide added levels of support and introduce us to other partners – and thus potential clients – around the world," continues Trevor. "Fujitsu hardware is a perfect fit for our VDI solutions so forming a collaborative relationship was a natural next step."

As part of the growing partnership, Fujitsu connected Trevor and his team with Fujitsu's storage specialists, based in Germany. This helped Cutter fine tune how its IP operated on Fujitsu platforms and is further evidence of Fujitsu's willingness to go beyond the call of typical vendor protocol. The company now increasingly utilises Fujitsu hardware from the desktop to the data centre.

The benefit

In addition to the high performing hardware, the structure and processes Fujitsu has in place makes it simple for Cutter to register opportunities, obtain pricing and make changes in accordance with the evolution of potential business. Equally importantly, the colleagues in the Fujitsu partner team are aligned with Cutter as a business and focused on providing the best service possible.

"It is a genuine, flexible and mutually beneficial partnership that gives both parties a strategic advantage. What amazes us is that this global, blue-chip technology giant would take such a committed approach to an eleven man company like ourselves," says Trevor. "Fujitsu provides a responsive, agile service combined with market leading technology. Its partner support is of the highest quality and a real enabler for us to do more business more effectively in multiple global territories."

Cutter is now managing over 30,000 virtualised desktops globally and collaborates with Fujitsu on new projects every month. From high schools in Northampton, UK, to universities in the Middle East.

Cutter and Fujitsu are transforming the desktop experience with a combination of server, storage and client technology and VDI software. The ability to work with a single vendor for all technology requirements also gives customers the advantage of having one point of contact in the event of any issues.

"We can and do work with multiple vendors but the benefit of having 'one throat to choke' if things go wrong is very attractive for some potential customers. Also Fujitsu's pricing is competitive across the board so it often makes sense to wrap it all in one package," comments Trevor. "Furthermore, Fujitsu opens doors for us across the continent and beyond. It has introduced us to local resellers across the Middle East and we are in the process of developing new relationships across Europe and the Levant - all of whom can benefit from our specialist expertise. They don't need to home-grow their VDI expertise, by using us it's low risk for them, they get access to the very best VDI skills and we get access to global markets. It's the ultimate win-win."

Conclusion

Fujitsu and Cutter now provide dynamic VDI solutions with the scope and support to be deployed anywhere in the world. With ambitious plans for expansion, Cutter is confident that Fujitsu will play a key role in its growth. As opportunities arise in new markets, the first step in seizing the advantage is to call Fujitsu.

"We have potential customers in the Nordic region so I've reached out to Fujitsu's people on the ground there," concludes Trevor. "Within days I'm connected to a wide range of local distributors and partners. That is the key to growing quickly and proactively."

"We demand more from vendors than just the technology. Fujitsu has the ecosystem and enthusiasm to ensure we can form a successful strategic partnership that delivers benefits to us and our customers."

Mike Trevor, Global Business Development Director, Cutter

Contact

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