

# Case Study Belltech

»Fujitsu offers a comprehensive, end-to-end solution for retail that ticked all our boxes. They also provide outstanding training and a development environment that helps us understand the software and deploy it effectively for our customers.«

Ramón Echeverría Pequeño, Sales Manager, Belltech



### The customer

Belltech is a leading provider of IT and communications solutions in South America with operations in Argentina, Chile, Colombia, Uruguay, Brazil and Perú. The company has more than 1,000 customers in the region and annual revenues of US\$60 million. Belltech’s Retail division is focused on the design, implementation and support of advanced IT and store automation solutions.

### The challenge

When Belltech’s preferred partner for retail software was acquired, the relationship and nature of the product changed significantly. No longer happy with the support or the functionality of the software, the company wanted to find a new retail solution provider that could better meet its needs.

“After our existing provider was purchased, we had a lot of problems, particularly with poor support,” explains Ramón Echeverría Pequeño, Sales Manager, Belltech. “In order to give our own customers the best possible service, we needed a new retail platform with the necessary functionality and the flexibility to adapt to local requirements while integrating with existing technology.”

Belltech had been working with Fujitsu in its hardware division and was aware that it could offer a compelling retail software portfolio so decided to find out more. The company was not only interested in the software but training and support were also critical factors.

“We were already selling up to USD\$2m per year in Fujitsu hardware so the relationship was there and was proving very fruitful. That made it easy to open up discussions on the retail side of the business,” adds Echeverría. “We liked the product portfolio and were also convinced that Fujitsu could provide excellent support locally to get us up to speed quickly to meet customers’ critical deadlines.”

### The customer

Country: Chile  
Industry: Retail  
Founded: 1998  
Website: [www.belltech.la](http://www.belltech.la)



### The challenge

Belltech’s preferred retail software partner was acquired, leading to a lack of support. The company wanted to find a new retail solution provider that could better meet its needs.

### The solution

Belltech now offers Fujitsu’s Retail Suite, comprising Fujitsu GlobalSTORE and Fujitsu StoreCENTER, as well as Fujitsu EPOS devices to numerous customers accounting for thousands of sales points across Chile.

### The benefit

- Fujitsu provides exceptional training and a development environment that enables Belltech to get the most out of the software and hardware
- With outstanding uptime, support is rarely needed but when it is, Fujitsu offers immediate resolution to any issues so Belltech customers don't miss out on sales
- Sold over 1,000 FUJITSU TeamPoS 3000 and 7000 Retail POS controllers

### Products and services

- Fujitsu GlobalSTORE
- Fujitsu StoreCENTER
- Fujitsu TeamPoS POS controllers

### The solution

At the heart of the retail software offering is Fujitsu GlobalSTORE, a fully-featured, customizable POS, cash management and back office system that's built to deliver a seamless customer experience across applications, devices and channels.

This combines with Fujitsu StoreCENTER, a centralized store management solution that provides the tools for real-time movement of data. Both applications are part of the wider Fujitsu Retail Solution portfolio and benefit from the company's 40 years' experience in this sector, powering 82,000 stores in 52 countries.

"Fujitsu offers a comprehensive, end-to-end solution for retail that ticked all our boxes," says Echeverría. "They also provide outstanding training and a development environment that helps us understand the software and deploy it effectively for our customers."

Belltech has already rolled out Fujitsu GlobalSTORE to clothing retailer, Fashion's Park, which has 450 EPOS devices across 44 stores throughout Chile.

### The benefit

The number one benefit of partnering with Fujitsu has been the attention provided and the consistency of the team. This has enabled Echeverría and his team to build strong relationships with their Fujitsu counterparts and really understand the capabilities of the software.

"The Fujitsu team speaks our language – literally – and they always say yes. They'll fly specialists in from outside Chile," continues Echeverría. "The same engineer spends two weeks here three times a year, which maintains consistency, while I often spend time at Fujitsu's Foothill Ranch facility and at the booth at the National Retail Federation trade show."

It is this close collaboration that has helped Belltech incorporate the advantages of the Fujitsu Retail Suite and convey its benefits to its customers. "Being able to use the latest development environment provided by Fujitsu and Microsoft has enabled us to easily integrate the Fujitsu solutions with our own to provide a comprehensive offering to our customers," Echeverría stresses.

"Although we had worked with Fujitsu on enterprise hardware, only recently have we started offering its POS solutions to customers. It was a natural progression following our success with the retail software," comments Echeverría. "We think it is the best in the business with outstanding uptime and what really makes a difference is that Fujitsu assisted us in our lab and gives us the hands-on training we need."

### Conclusion

Belltech is convinced that its relationship with Fujitsu will have a significant impact on the region in the coming years and together they will continue to increase their share of the retail solution market. Besides their recent success with Fujitsu Retail Suite, Belltech has also sold over 1,000 FUJITSU TeamPoS 3000 and 7000 Retail POS controllers.

"Fujitsu works towards the future, looking for long term investments rather than a quick buck," concludes Echeverría. "And we know that we can call the company any time and get an immediate response and a speedy resolution to any issues."

**"Belltech only works with the best solutions available. Fujitsu fits that category from both a hardware and retail software perspective."**

Ramón Echeverría Pequeño, Sales Manager, Belltech

### Contact

FUJITSU  
Address: Avenida Vitacura 2670,  
Piso 15 - Las Condes  
Santiago, Chile, 7550098  
Phone: + 56 02 2820 4330  
E-mail: customerinfo.point@ts.fujitsu.com  
Website: www.fujitsu.com/cl/  
2015-10-13

© 2015 Fujitsu and the Fujitsu logo are trademarks or registered trademarks of Fujitsu Limited in Japan and other countries. PRIMEFLEX is a registered trademark in Europe and other countries. Other company, product and service names may be trademarks or registered trademarks of their respective owners. Technical data subject to modification and delivery subject to availability. Any liability that the data and illustrations are complete, actual or correct is excluded. Designations may be trademarks and/or copyrights of the respective manufacturer, the use of which by third parties for their own purposes may infringe the rights of such owner.