Why Fujitsu
With Fujitsu, you get experience that counts. We understand your challenges and have developed best practices for the insurance industry that can drive revenue and time-to-success, while also reducing your overall costs. More than 15 of the world’s leading insurance carriers are already enjoying the high utilization and superior return on investment we deliver with our unique methodologies and expertise in both Cloud Computing and the insurance industry.

For example, we can build business intelligence (BI) into a Salesforce integration, ensuring you receive the right reports in the right format at the right time. Or we can add business process management (BPM) to Salesforce, allowing you to simplify and visualize all your business processes; furthermore, we can integrate the core functionality of Salesforce with pre-configured workflows and back-office applications to enhance these processes. We also offer value-add in the areas of enterprise resource planning (ERP), customer experience management (CEM) and field service.

Our resume includes:
- In business for 75 years, more than 30 years in North America
- World’s largest IT services provider, with approximately $46 Billion in revenue
- Over ten years experience as a strategic Salesforce.com Premier Consulting Partner, with more licenses implemented than any other partner
- Continuous, ongoing Salesforce.com certifications for administrators, consultants, developers and advanced developers
- Established leader in Software-as-a-Service (SaaS) consulting and systems integration, with a focus on business value and time-to-market
- Global footprint, with SaaS expertise in US, Canada, UK, Japan, Australia, Singapore, Malaysia, South Korea and Indonesia

About Fujitsu America
Fujitsu America, Inc., is a leading ICT solutions provider for organizations in the U.S., Canada and the Caribbean. Fujitsu enables clients to meet their business objectives through integrated offerings and solutions, including consulting, systems integration, managed services, outsourcing and cloud services for infrastructure, platforms and applications; data center and field services; and server, storage, software and mobile/tablet technologies. For more information, please visit: http://solutions.us.fujitsu.com and http://twitter.com/fujitsuamerica.

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Get closer to customers and partners, improve sales and service
Insurance carriers and brokers that have embraced cloud-based
CRM technology consistently close more sales and report vastly
improved retention and cross-sell rates. By leveraging next-
generation technology to improve and coordinate sales and service
touchpoints, they can concentrate on building relationships, gain
a better understanding of customers and business partners, and grow
their business more aggressively without having to worry whether
their technology will scale with their needs.

Challenges
- Most insurers are still grappling with multiple, aging legacy
tools that create complexity and information silos.
- Data is fragmented and difficult to access — there is no
consolidated view of the customer to facilitate coordinated
care or effective cross-selling.
- Disparate processes and systems drive inefficiency — workflows
are labor-intensive and lack transparency.
- Most insurers are trying to pull all their customers, brokers, and
3rd party services into one unified Community and platform but
lack the right solution.

How we can help
Fujitsu and Salesforce.com can play a key role in helping you optimize
the "high-touch" insurance processes by delivering information-rich Cloud
solutions that drive productivity, integrate easily with legacy core systems,
and provide a holistic view of all your customer and partner
relationships and interactions.

We understand the challenges the insurance industry is facing
today and have a record of success at some of the world's largest
carriers and brokers. We have applied what we've learned into
innovations and demonstrations that encompass all key process areas —
marketing and sales, underwriting and policy administration,
claims, and customer service.

Working with Fujitsu, you can accomplish your objectives in the
near term rather than committing to a multi-year initiative. Better yet, you can achieve these benefits without the capital
expenditure required with traditional software and hardware.

Benefits
- Develop new ideas by greatly increasing opportunities for data
sharing, use Chatter to collaborate between business units and channels.
- Provide a single view of all relevant customer and partner
information across business lines, sales and service
- Empower every employee with the information they need at
their fingertips, whether they are in the home office or out in the field.
- Automate processes and provide better management
information with customizable, real-time reports and dashboards.
- Reduce administrative workload through better data
collection, aggregation, and dissemination

How it works
For most Insurance companies, we can configure Salesforce.com
to a unified platform using a 'Community' to enhance operational
effectiveness across your business:

- Improve lead management
- Automate workflow hand-offs, document routing, and
  generation of policy documents, claims reports, etc.
- More effectively segment, target and engage prospects so that
  producers can quickly and efficiently turn leads into customers
- Increase retention rates by enhancing transparency, improving
  the service experience across channels, and better anticipate and
  react to customer and partner needs
- Identify customers at risk of non-renewal: provide one-click
  reports on in-force and expiring policies
- Automate First Notice of Loss and claims scoring to identify
  potential leakage and increase straight-through processing so
  you can concentrate on high-value, high-risk claims
- Improve rating, quoting, and binding processes to automate
  low-risk underwriting and focus on high-touch products and services

What we offer
Fujitsu addresses all the "high-touch" insurance processes through
Salesforce CRM and Force.com solutions:
- Marketing and Sales
  - Account and contact management
  - Household profiling
  - Agency management
  - Lead and opportunity management
  - Guided cross-sell and up-sell
  - Sales and marketing collateral
  - Public Website and Agent Micro-sites
- Underwriting and Policy Administration
  - Online Inquiries and Quoting
  - Rating, quoting and Binding
  - Underwriter access
  - Issuance and Policy Documents
  - Policy Servicing
  - Renewal Tracking
- Claims
  - First Notice of Loss
  - Claims Scorecard
  - Partner Assignment and Dispatch
  - Fraud Detection and Investigation
  - Estimation & Adjustment
  - Repair Settlement
  - Partner Performance Management
  - Litigation Management
- Customer Service
  - Knowledge Management
  - Multi-Channel (Customer Service, web, email, call center, chat)
  - Real-time Collaboration and escalation of issues
  - Integration of social media channels
  - Measure, monitor, and improve renewals
  - Universal queue/contact routing/computer-telephony integration (CTI)

- Call me back/online chat/voice response unit (VRU)
- Service kiosks at any location – DMV, retail locations, dealers,
  offices, collision shops, etc.
- Robust Knowledge Management functionality
- Automated emails and workflow assignments for agents,
  adjusters and managers
- Content development and sharing
- Chatter feeds and collaboration groups
- Analytics: By integrating analytics into business processes, you can
  enhance your ability to monitor and improve processes, and
  improve sales forecasting and tracking.
- Campaign effectiveness
- Pipeline reporting and forecasting
- Producer and agency performance
- At risk renewals
- Information Technology: You need a robust, scalable infrastructure
  that is designed for integration, while providing data security and
  confidentiality.
  - Integration
  - Reporting tools
  - Data enrichment
  - IT governance
  - Agile development
  - Auditability for compliance

Solutions in action
The sales and marketing teams of a leading property-casualty and
general insurance organization were spread across 10 business
units and relied on disparate systems to access account, broker
and policy information. This resulted in fragmented views of the
business as well as lack of contact with the customer.

Fujitsu created a solution that integrates their policy systems and
processes high volumes of data, while delivering the scalability
required to easily accommodate new products and business units
without needing extensive development. Built in less than eight
months, this custom Salesforce.com deployment was implemented
leveraging Fujitsu expertise in project management, business
process mapping, Salesforce.com configuration best practices,
customization, and data migration.

The result is a robust, transparent platform that can manage
relationships, pursue opportunities and report on the pipeline. The
organization now has a 360-degree view of accounts and brokers
that encompasses business units, regions, and products.

In addition, the Fujitsu solution creates transparency in campaign
and opportunity management processes, encouraging collaboration
between business units.