

Fujitsu – Case Study

“As an international organisation, we have to share a lot of information across locations and time zones. Telephone and eMail are often not adequate since we need to jointly work on and share information, to discuss relevant issues. Using Virtue Meeting Centre we now make faster decisions, we’ve increased our productivity, and have achieved tremendous cost savings – while reducing the time spent out of office. And it feels as if we are in constant touch now, as if we were working in the same location.”

Uwe Zeithammer, VP Marketing and Services, Fujitsu EST

Background

Fujitsu, together with Fujitsu Software Group is headquartered in Kawasaki, Japan. The Fujitsu Software Group has subsidiaries and offices in Munich, Germany, San José in California, in Dublin, Ireland, and Sydney, Australia.

Fujitsu Software Group is a part of Fujitsu Limited, which is a global company, headquartered in Tokyo, Japan. It was established in 1935, and for the fiscal year ended 31 March 2004, reported consolidated revenues of €37 billion. Fujitsu is a supplier of computer and telecommunications hardware and software, IT services, and systems solutions, with over 170,000 employees worldwide.

The company’s research and development investment is 7.4% of revenue. Fujitsu Software Group delivers one of the broadest lines of application infrastructure software products, including the Interstage® Suite and NetCOBOL®. In the year ended 31 March 2003 it achieved revenue of €1.2 billion, and it builds on Fujitsu’s international scope and expertise in developing and providing information technology solutions. It has more than 4,000 software developers located across all subsidiaries around the world. Coordinating and enabling smooth communication of all development projects is one of Fujitsu Software’s main challenges, and one of the greatest areas of opportunity to achieve significant cost savings.

Productive Communications Across Continents

Fujitsu Enabling Software Technologies (Fujitsu EST) is a subsidiary located in Munich. Fujitsu EST is responsible for development and marketing of some products of the Interstage® Suite, such as Enabler, Interstage Content Integrator, and Interstage Portal.

Fujitsu

Third largest IT company in the world with revenues of €37 billion for the fiscal year ended March 31, 2004. Fujitsu employs more than 170,000 people and is a leading provider of customer-focused information technology and communications solutions for the global marketplace

Industry

Information Technology

Location

Worldwide

Business Challenges

- Product planning process with involved parties spread over several locations
- Coordination of development projects between Europe and Asia
- Product-related communication to world-wide marketing and sales organisation
- Preparation and execution of research projects with external technology partners

Solution

- Virtue Meeting Centre as real-time communication (and collaboration) solution
- Available on various platforms, in different languages, with no need for lengthy training

Benefits

- Reduced the cost and need for travel
- Reduced time out of office
- Increased productivity through faster coordination of time-critical processes
- Allows inclusion of rare expert resources from across the organisation
- Increased quality and avoidance of misunderstandings due to enhanced communication.

Fujitsu EST needs to closely work with employees at other locations, including Japan, India, United States and Ireland. Development projects have to be discussed and managed across these locations. Marketing and sales information has to be communicated to many colleagues spread over various continents. Research projects with partners have to be prepared, managed, and effectively executed.

Fujitsu EST needed to increase its productivity, by both increasing process cycles and incurring cost savings through reduced travel. To achieve these goals Fujitsu EST needed a communication solution that gave its employees the ability to collaborate without the need for travel. Today, new product versions can be presented early on to other colleagues and feedback can be incorporated early in the process, when changes can be implemented inexpensively. Sales and marketing information is not just distributed by eMail, but can be presented online in interactive sessions where feedback is received in a structured and timely manner. And travel has been reduced, freeing up time for more productive tasks, while reducing costs and employee stress.

About Virtue Communications

Virtue Communications is a leading corporate communications solution provider in Europe and Asia Pacific. Headquartered in London with offices in Frankfurt, Munich, Zurich, Stockholm, Madrid and Sydney, Virtue Communications helps companies reach customers, partners, employees and shareholders by enabling them to create communications content easily and cost effectively. As an experienced provider, Virtue Communications has been supplying leading companies with key solutions enabling them to reach their target audience regardless of their worldwide location. Virtue distinguishes itself through its' technological innovation and keen understanding of its clients' needs.