

Cisco solution helps Fujitsu deliver innovative customer services and promises £1.5m annual saving

EXECUTIVE SUMMARY
CUSTOMER NAME · Fujitsu Services Limited
INDUSTRY · IT Services
COMPANY SIZE · Enterprise
BUSINESS CHALLENGE · Reduce cost of managing and maintaining multi-nation wide telephony systems · Introduce new and innovative services to customers · Replace multi-vendor, aging networking equipment
NETWORK SOLUTION · Cisco Unified Communications across 100 locations in Europe, Middle East and Africa
BUSINESS VALUE · Provides a platform for introducing innovative services to customers · Currently saves over £300,000 a year and expected to save £1.5m a year on telephony management and maintenance costs alone · Reduces resources needed to deploy IP telephony to new locations by one fifth · Improves flexibility and mobility of staff

Fujitsu Services Limited, one of the world’s top three IT services companies, is using Cisco Unified Communications to help provide its customers with innovative communications solutions as well as saving the company an expected £1.5m every year.

Customers seeking service innovation

Fujitsu Services Limited is one of the top three IT services companies in the world and the number two in the UK, providing IT outsourcing and systems integration services. The company has its headquarters in London with 100 locations and 22,000 staff across the Europe, Middle East and Africa. Customers include central government organisations like HM Revenue and Customs, the Department of Trade and Industry and the Home Office, the Post Office, Lloyds TSB, the AA and Centrica.

Fujitsu Services Limited had two separate networks for voice and data communication and had multi-vendor equipment much of which needed replacing. Fujitsu Services Limited, itself, was looking to make its communication systems more efficient and cost effective and the company’s customers were also starting to ask for more modern and efficient communication systems.

Stuart Ebdon, head of vendor strategy and supply at Fujitsu Services Limited, says, “We had two options. One was to invest an awful lot of money into a traditional

voice system with additional functionality, like being able to move around desks and log in at different desks, or to go for another platform that combined voice and data on to one network and provided all the same flexibility as well as other benefits.”

Cisco solution hits the right note

Fujitsu Services Limited is a Cisco Gold Certified Partner and was already using Cisco foundation network technologies to build its core network infrastructure. When the company started the project to create its new converged voice and data system, it looked at a number of different solution providers to compare capabilities, but decided to use Cisco. Ebdon says, “The Cisco solution hit the right price for us and was right for our business environment. Also we already had quite a lot of Cisco skills within the organisation for the core network which could be easily extended to the telephony system.”



Fujitsu Services Limited has deployed a Cisco Unified Communications system based on a Cisco core network infrastructure comprising a Wide Area Network (WAN) and Local Area Networks (LANs) at individual offices. Currently, the Cisco Unified Communications system comprises of around 3,500 Cisco Unified IP phones across seven UK sites. This could extend to include Fujitsu Services Limited employees across continental Europe, the Middle East and Africa, and include home workers who will be able to use their personal work numbers either in the office or at home. Mobile workers will also have the capability to take their office number with them and to make and receive calls anywhere, using the Cisco IP Communicator softphone application on a laptop computer.

Cisco: a proven showpiece for Fujitsu customers

The Cisco Unified Communications system has proven to be both an asset to internal operations and a showpiece for Fujitsu Services Limited customers planning to deploy similar solutions. Having a proven and effective Cisco Unified Communications system to demonstrate to customers is helping Fujitsu Services Limited sell the solution. Ebdon says, “The Cisco solution we’re using



ourselves certainly helps to prove the concept when it comes to talking to customers about Unified Communication solutions.”

The flexibility of the Cisco solution is helping Fujitsu Services Limited staff work more efficiently and is saving the company money. Simple, yet effective features like extension mobility enable staff to move around an office, between different offices and remain contactable wherever they are located. A lot of Fujitsu Services Limited’s business relies on staff being mobile, with the ability to meet customers and work either on site or from home.

Ebdon says, “The biggest area of saving is on telephone system management and the flexibility of adds, moves, changes with the Cisco-based voice-over-IP system. If we want to make a change the user just unplugs the handset, then plugs it in again and logs on - it makes life so much better. This is probably saving us about £300,000 a year on the current estate compared to using a traditional phone system. And once the Cisco technology is deployed across Fujitsu Services Limited’s offices in Europe, the Middle East and Africa, we would expect savings of around £1.5 million each year.”

There are further cost savings of around £40,000 a year across the seven sites where the Cisco Unified Communications system is currently deployed because both voice and data goes over a single network, reducing the need for two separate networks.

Fujitsu Services Limited estimates that it could also save as much as £500,000 a year through Voice-over-IP systems by enabling home workers to use their office telephone number while at home.

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Stuart Ebdon, Head of Vendor Strategy and Supply, Fujitsu Services Limited

Ebdon adds that deploying the Cisco Unified Communications system to another office location or new site is quick because there is little more needed than the setting up core network which would be deployed anyway. There is no need to have a separate PBX for each new location. This is saving Fujitsu Services Limited around one man-month for every time the company rolls out Cisco Unified Communications to a new location.

The Cisco Unified Communications System also provides greater call management flexibility. Fujitsu Services Limited can now choose to receive all calls into a central point and route them out to various departments or route calls directly to a specific location. This is particularly useful in case of any failures because calls can be re-routed via a different location using the Cisco network. Previously, creating this kind of flexible redundancy would have meant building a series of complex and alternative connections.

Some of the additional features of the Cisco Unified Communications system include the ability to integrate it with desktop calendar, contact and email systems so that users can simply click on a contact name and the handset automatically starts to dial the number. Fujitsu Services Limited expects this to start to deliver improved productivity as communications between staff and customers becomes more efficient.

Cisco Unified Communications makes life so much better



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