



How Fujitsu Services deployed the best service management solution for the European IT market.



Industry:

IT Services

The Challenge:

Replace the limited functionality and high run costs of an old service management solution with more efficient and functional new technology.

The Solution:

With Astea Alliance's capability to deliver service according to ITIL (IT Infrastructure Library) processes, Fujitsu Services follows its vision for greater competitive differentiation and customer satisfaction.

Business Areas:

Integrated contract management
Field service
Logistics
Repair depot

Number of Users:

100 to 500 users

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– Albert de Groot, Service Manager

“Superior customer service differentiates us from competitors,” says Andrew Jarman, managing director of Fujitsu Services Netherlands, a European subsidiary of the global IT company, Fujitsu Limited. “Deploying the right software on our own systems enables us to offer services according to ITIL processes and to manage contracts and incidents more efficiently.”

Fujitsu Services designs, builds and manages IT infrastructure for organizations from various sectors and specific business solutions for the logistic and retail markets. The Dutch subsidiary, Fujitsu Services B.V., based in Maarsse, employs more than 850 IT specialists. While searching for software to upgrade to its own internal systems, the company embraced the objectives of ITIL (IT Infrastructure Library) processes for the benefits to both customers and its own service organization. After evaluating the field of enterprise software providers, Fujitsu Services narrowed its search to Astea International Inc., and its 25-year track record in delivering service management solutions.

Customer Benefits Business Driver



By moving to ITIL processes, Fujitsu Services could further demonstrate to customers the quality of its service delivery. A system that could provide an audit trail of services delivered, with documented procedures, would reaffirm to customers the value of contract fulfillment and return on investment. The company would also be better equipped to fulfill its mission of providing IT services that raise customers' performance while controlling their costs for IT management

Service Organization Business Driver

ITIL concepts parallel those of other software industry movements to integrate systems, eliminate manual procedures and collapse discrete business processes into a more comprehensive, connected and efficient form of enterprise automation. For Fujitsu Services, the benefits would include:

- Faster access to information
- Easier management of service level agreements
- More productive use of employee skill sets and experience
- Better communications from the office to field employees and customers
- Faster incident response times
- Lower operating costs

According to Service Manager Albert de Groot, "Our service management system had been in place for a number of years. From the perspectives of both functionality and run costs, we needed to upgrade to the newer technology available today."

The core product [Astea Alliance] alone recouped the company's investment within 12 months.

Service Solutions Experience Favored Astea

Fujitsu Services conducted a yearlong evaluation period. Competing vendors were compared by mapping business needs to advertised software capabilities. Astea was ultimately selected for its long history as a global provider of service management solutions and low implementation costs.

"Astea has a solid background in automating field service processes and could really understand the world in which we work," says Mr. de Groot. "We developed a relationship with the Astea team during the vendor evaluations. They spent considerable time with us exchanging ideas on a best solution for our business. The other finalist had a background in CRM. Also, the CRM vendor's solution would have been much more expensive to implement."

Instant Return On Investment

Once deploying only the core functionality of Astea Alliance, Fujitsu Services' operating costs dropped substantially. The core product alone recouped the company's investment within 12 months. The company's vision and predicted benefits of adopting ITIL processes shifted into reality.

"Looking at the market, field engineering is about low cost and efficiency, which Astea Alliance is able to address well," says Mr. de Groot. "We have been able to put into place a total service process. We have improved coordination and real-time visibility into our management of contracts, call escalation, field operations and logistics. Astea Alliance has helped to enhance our service offerings and value to customers." At Exel, Astea Alliance integrates and automates call and inventory management and operates with keyword search capabilities for rapid access to data.

With Astea Alliance, Fujitsu Services gained a view of their warehouse from the service management system. This enabled the company to expand its service offerings and market opportunities. As a result, the company has and taken on business previously beyond reach with its old system.

"We view the Astea software not only as a best fit solution for how we want to deliver service today," says Mr. Jarman, "but also as a catalyst for continually refining our business processes and increasing customer value. Mobile connectivity for field employees and customer portal access particularly interests us. The Astea self-service functionality offers new ways to do business, more options for customers, and further improvements in operating costs that can be passed on to customers."

Business Growth:

- With Astea Alliance, Fujitsu gained a view of their warehouse from the service management system. Allowing them to expand their service offerings and market opportunities.
- The Astea self-service functionality offers new ways to do business, gives more options to customers, and further improvements on operating costs.

Improved Customer Satisfaction:

- The benefits of the time and money saved by using this software are being passed on to the customers.
- The customers are being valued more by the employees of the company because they have the resources to help them more easily.

Reduced Operating Costs:

- After first deploying the core system of Alliance, operating costs decreased substantially.

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– Andrew Jarman, Managing Director Fujitsu Services in the Netherlands



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