

Fujitsu (UK) harness F1 Consultancy's logistical and IT expertise to improve access to information and services



Changes initiated by the F1 project team resulted in significant improvements to Fujitsu's customer service.

Fujitsu (UK) tasked F1 Consultancy Limited with the relocation of the Fujitsu Siemens Computers event loan pool in 2009 to an offsite secure F1 warehouse.

F1 were also contracted to manage all aspects of the pool including storage, distribution and configuration, along with the provision of future onsite support for premier UK events.

The ability to develop an enhanced online inventory service giving Fujitsu employees, and their managers, access to stock and customer information, helped F1 to secure the contract.

Background

Fujitsu in the United Kingdom is a leading provider of IT systems, services, and products, employing 14,000 people with an annual return of two billion pounds. Fujitsu (UK) is part of the global Fujitsu Group, delivering IT-based business solutions to customers in 70 countries through a workforce of 175,000 employees.

Lacking both the technical resource and suitable space for facilitating its marketing loan pool, Fujitsu (UK) utilised F1 Consultancy's logistical expertise and resources to manage, store, distribute and configure the Fujitsu Siemens Computers event loan pool, and also provide continued onsite support for the larger premier UK events.

Several business drivers were involved in the development and commissioning of this project by Fujitsu, including brand status and customer relationship management. As a leading provider in the UK of IT systems, services and products it was imperative that Fujitsu's reputation for excellence be supported across the whole business.



Our customized solution was designed to suit the overall requirements of Fujitsu (UK), supporting its reputation for excellence and ensuring a smooth delivery of services on behalf of the client.

The main pressure for change was that Fujitsu required a rapid response to loan requests from customers, which was not possible using the existing infrastructure. Plus Fujitsu wanted a system in place that allowed the marketing team to individually view stock items in real time to accurately manage booking requests from clients. In addition, the physical location and ongoing management of such a large pool of Fujitsu Siemens Computers had to be addressed.

Objectives

F1 Consultancy's challenge was made up of three parts. Firstly, to physically relocate the entire marketing loan pool stock to F1 Consultancy's bonded warehouse. Secondly, F1 had to ensure the smooth transition of services following the relocation of the marketing loan pool and make the entire inventory available online to the managers at Fujitsu. And thirdly, before dispatch it was essential that F1 Consultants configure the equipment as per Fujitsu's requirements, ensuring all the latest drivers and security updates were installed.

Solution

At the start of the project F1 Consultancy had a solid understanding of Fujitsu's requirements based on their pre-existing working relationship. This prior knowledge helped F1 Consultants to plan and prepare, as well as improve overall performance and delivery times.

Fujitsu's requirement to have a fully functional online inventory of its marketing loan stock and a system in place to manage the delivery and returns process formed core components of F1 Consultancy's implementation plan. F1 developed an integrated strategy to align Fujitsu's immediate storage and database requirements with the longer term objectives of ongoing management, distribution and onsite support.

During the delivery phase of the project F1 Consultancy:

- Relocated all of Fujitsu's marketing loan stock to F1 Consultancy's secure warehouse
- Made the entire inventory available online to the Fujitsu management team
- Managed the delivery and returns for any loan requests
- Configured and updated all PCs regularly
- Performed visual inspections on any returns, and reported back any physical defects or missing components.



Importantly, F1 Consultancy's team of developers created a web portal designed to advance and improve Fujitsu's customer service. The new portal let Fujitsu's marketing team view stock availability of individual items in real time. This facility enabled staff to manage booking requests from clients with complete accuracy, thereby speeding up process and delivery times.

In addition, Fujitsu employees were able to book requests for equipment online together, as well as compile customized reports. Fujitsu managers could then view trends on popularity of individual items and utilize this information to generate future business plans, targets and objectives.

Critical success factors for F1 included:

- Dealing with short turn around times
- Improving access to stock information in real time format
- Managing the logistics involved with such a large movement of stock to an off-site warehouse

In order to ensure consistency and a high standard of excellence, F1 consultants - before dispatch - ensured that all the latest drivers and security updates were installed in the PCs. The equipment was also visually inspected for any defects before being cleaned and prepared.

Furthermore, towards the end of a loan period, a member of the F1 logistics team would notify the user and agree a collection date. Once returned to F1, the Fujitsu equipment was held at an inspection location and examined for any damage or missing items before being returned to Fujitsu's marketing pool and made available for the next project.

F1 Consultancy helped Fujitsu (UK) to deliver to its clients an improved and rapid loan request service, which had not been previously possible using Fujitsu's marketing team alone. The new storage site also provides a secure and easily accessible facility for Fujitsu employees, and this has significantly improved performance and response rates.

Michelle Bullen, at Fujitsu Siemens Computers, was delighted with the service F1 Consultancy provided. She said;

"F1 Consultancy provides an invaluable service with regards to the management of the Fujitsu Siemens Computers event loan pool. They manage all aspects of the pool including, storage, distribution and configuration and also provide onsite support for the larger premier UK events as and where required. Fujitsu Siemens Computers would not be able to support the amount of 3rd party events that we currently do without the involvement of F1 Consultancy."

