



DELIVERING FIELD SERVICE EXCELLENCE IN FAST-PACED RETAIL ENVIRONMENTS

Case Study for Fujitsu Transaction Solutions, Inc.

► BACKGROUND

Fujitsu Transaction Solutions, Inc. (www.fujitsu.com), a wholly owned subsidiary of Fujitsu Limited, provides services and solutions to retail companies that help reduce costs and facilitate consumer interactions to improve profitability. Fujitsu's Pervasive Retailing™ approach enables retailers to minimize time, cost and risk of creating interoperability between disparate applications and devices that support a multitude of consumer touch points. Offerings include point-of-sale store technology, U-Scan self-checkout systems, self-ordering systems, software and multi-vendor lifecycle services.

Field services serve a critical component of how Fujitsu supports its customers, which include Chevron Corporation, Hallmark, H-E-B, Kroger, Nordstrom, Payless ShoeSource, and PetSmart. These well-known brands rely on Fujitsu to provide exceptional system uptime to ensure that the flow of transactions with end-customers is without interruption.

► CHALLENGE

Fujitsu Transaction Solutions must adhere to demanding, four hour service level agreements (SLAs) with its customers. To meet this requirement, Fujitsu decided to adopt an outsourced model to strategically stock service parts inventory. Initially, the company selected a large transportation provider to manage outbound service parts logistics and storage, in addition to inventory management. The primary reason for this decision was to leverage the transportation infrastructure of this provider across North America. However, as that engagement began, Fujitsu quickly realized that a more in depth level of visibility into its inventory was necessary. It sought a partner that could provide specialized insight into service parts assets.

Fujitsu needed a company that could help them deliver superior customer service, adhering to strict SLAs, while providing its management team with vital information to support inventory investments. As a technology company, Fujitsu has a keen awareness of the complexities in creating platforms that work across multiple environments. They required a partner that could provide flexible technology solutions that could integrate with their own system. Choice Logistics was able to meet and surpass these demands.

CUSTOMER QUOTE

"We have been extremely impressed with Choice and their ability to provide on-demand visibility into the status of our inventory assets," said Patrick Telin, director of managed services logistics, Fujitsu Transaction Solutions. "As an added value, they have delivered all of the reporting tools that we've requested. All of this information offers meaningful insight that allows us to be more operationally strategic."

"Choice makes a direct impact on our capacity to deliver high quality customer service," said Telin. "The main obstacle in managed services is the ability to deploy parts with high velocity to field services engineers as soon as a customer request is received. Choice takes the headache out of this process and makes our job easier."

Patrick Telin

*Director of Managed
Services Logistics*

Fujitsu Transaction Solutions

FUJITSU

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▶ SOLUTION

Once selected, the Choice Logistics team worked with Fujitsu to strategically place inventory across the continental United States, in addition to Hawaii. Based on Fujitsu's requirements, Choice identified the ideal stocking locations, leveraging a network of hundreds of strategic stocking locations (SSLs) and three North American distribution centers (DCs).

The Choice IT Services team also worked in collaboration with Fujitsu to develop a custom EDI data exchange platform that would easily integrate with Fujitsu's existing inventory management system.

▶ RESULTS / BENEFITS

Fujitsu service parts are now located in more than 35 SSLs in the United States. These locations give them the ability to deliver on its SLAs to each of its customers that require managed services.

One of the benefits of the Fujitsu most appreciates is the data Choice's proprietary service parts logistics system provides. Fujitsu can now instantly access information regarding its inventory levels and usage, which translates to actionable information that helps reduce inventory costs on an ongoing basis.



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