



Overview

Business Objectives

Fujitsu PC Australia wanted to engage in some aggressive branding and business development activities in order to solidify its position as Australia's leading, high-end/top-quality computer wholesaler. To do so, Fujitsu needed to ensure that its resale and distribution networks were backed by professional systems to receive and fulfil orders. They wanted a system that could showcase price and product details, record leads, pass on opportunities to distributors, and track overall sales. And, they wanted it quickly!

Solution Platforms / Technologies

Microsoft Dynamics CRM (Hosted in Private Cloud)

Benefits

- Automation reduced sales administration tasks & freed up human resources for other activities.
- Smoother, more streamlined operations and, 24/7 access to product details and pricing contributed to enhanced sales capability.
- Detailed analytics gave Fujitsu management higher visibility into their sales pipeline & an insight into distributor/reseller performance.

“ *Managing Leads, Sales and Distribution has never been easier... Immediate implementation produced immediate results* ”

Fujitsu PC Australia is responsible for driving the business development, marketing and sales campaigns behind Fujitsu's, predominately Japanese-made, laptops, desktops and tablet computers.

Acting as the Australian promotional engine for its multinational parent company, Fujitsu PC Australia developed and supported a wholesale and resale network in order to market and sell its products across the country.

As a: focal point of contact, brand manager, sales and support facilitator, Fujitsu PC Australia aims to be an information source and opportunity opener for its computer distributors and resellers.

To meet its objectives, Fujitsu PC Australia must establish and maintain a large number of business relationships with necessary data shared between network partners via real-time interactions.

Daily Struggles Pointed to a Solution Plucked from the Cloud

Fujitsu PC Australia's sales and distribution processes relied on manual, human-based - data entry and data sharing tasks. As such, the processes were often limited in capacity, slow-moving, and prone to bottlenecks.

The potential for: human error, data duplication, miscommunication and delayed response was high. There was a risk of both oversight and inefficiency contributing to wasted effort on live marketing projects or business development activities.

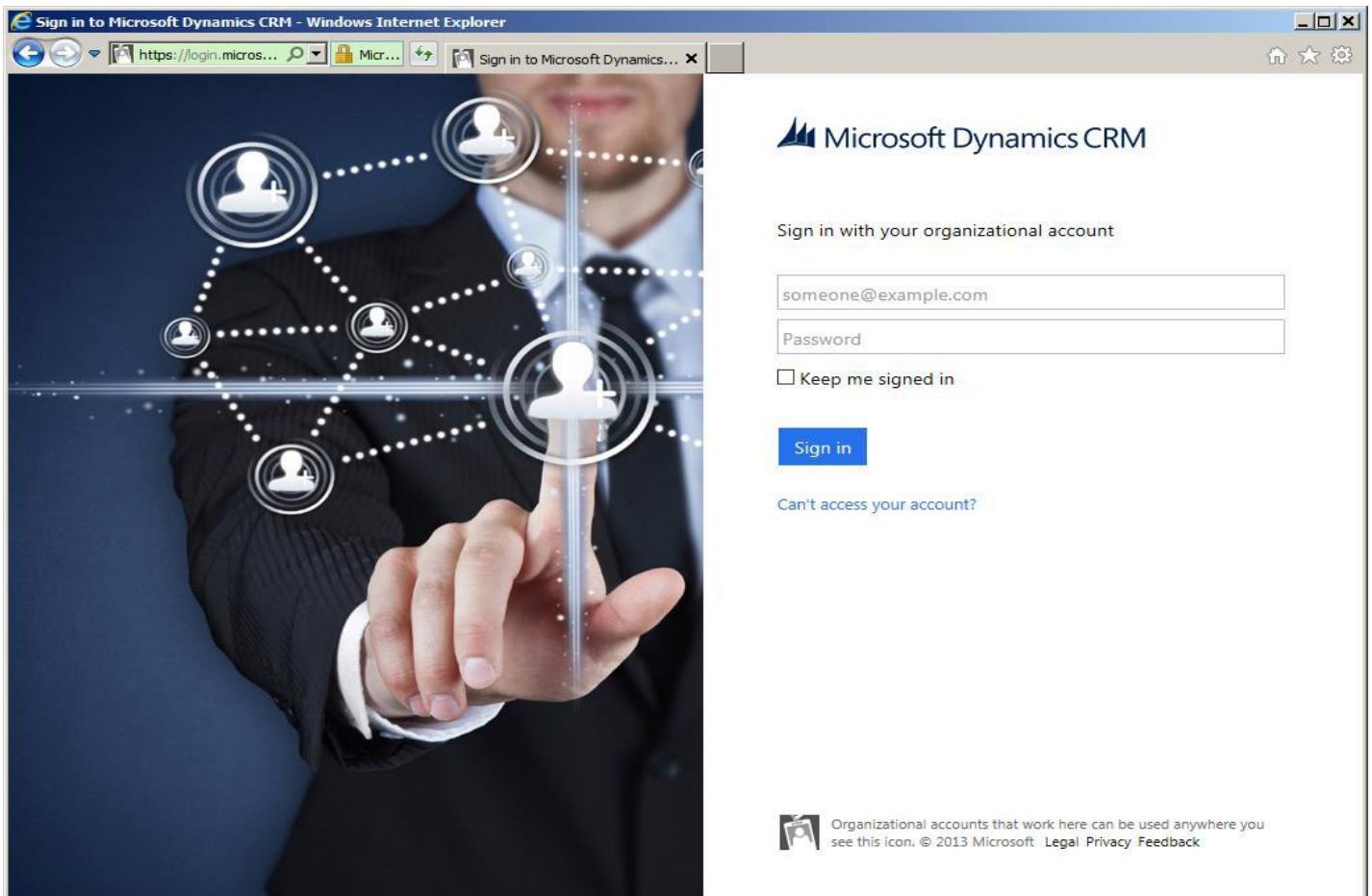
A large amount of money was being invested by Fujitsu (the parent company) to help promote its products nationwide, but there were concerns that any further increase in the volume of leads or opportunities generated, could overwhelm existing human resources or bombard them with unrealistic workloads.

With a wide base of varying responsibilities; dealing with: internal and external stakeholders, as well as third parties; Fujitsu PC Australia needed a more reliable means of managing their daily operations.

Fujitsu needed a system that could automate some of the trivial or administrative tasks staff had to repeat regularly. A system that could: log, activate and disseminate product catalogues and price lists. And a system to manage promotions and apply discounts.

Fujitsu PC Australia wanted to simplify lead forwarding, allow national network partners to access product information and grant remote access to staff. But the system had to be segregated from their main IT infrastructure, and require no extra hardware on-site.

Microsoft Dynamics CRM Hosted in the Cloud. No Hardware, No Problem. Quick, Easy and Configurable. Up & Running within 12 days.



Quickstart CRM Brings About Quicksmart Automation & Access

Empower CS recognised that Fujitsu PC Australia needed a quick solution that was non-obtrusive, hardware-light, user-friendly, and highly-practical.

It was clear that Fujitsu PC Australia needed a quick-start deployment of Microsoft Dynamics CRM, hosted in a private cloud environment, with portal-based self-serve access for its various users.

With a Quickstart CRM deployment, Fujitsu PC Australia could ensure that its operations proceeded with a business-as-usual mentality, without fear of down-time nor marketing or business development wastage.

The new software system automated the lead/opportunity-collection and lead/opportunity-sharing functions. It centralised product catalogue and pricing data, and allowed distributors, resellers and mobile staff to access up-to-date information from various locations across the nation in real-time.



Fujitsu PC Australia Derives a Host of Benefits from a Hosted CRM System

Fujitsu PC Australia's sales and marketing processes were streamlined by a Hosted CRM solution that enabled staff to focus on more pressing matters.

Staff only had to upload product information once and only needed to ensure all details were correct/current in one location. This minimised mistakes, reduced task duplication and saved a lot of 'man' hours.

Multi-tiered logins for distributors and resellers allowed immediate access to such information. No more waiting for a representative to: return calls, send emails, or quote products, meant that distributors and resellers could sell Fujitsu computers more easily.

Ultimately, Fujitsu PC Australia was able to lighten the burden of administration on its marketing and business development team, reduce & contain human resource costs (by absorbing automated tasks), and create a more efficient and productive distributor/reseller relationship that is conducive to increasing sales.

“ *It's amazing... despite a growing number of distributors & resellers, our sales process has become almost self-sustaining.* ”

About Us

Empower Consulting Services (Empower CS) is an Australian owned and operated company that provides professional services to medium and large sized businesses in Australia.

We specialise in scoping and delivering Microsoft based solutions using Microsoft Dynamics, Microsoft Office & SharePoint, Business Intelligence and Microsoft SQL Server. Our engineers are Australian qualified with many years of experience at reputable national companies.

For More Information

Call us on 1300 797 888

And ask to speak to one of our Microsoft certified professionals.