

New conferencing platform boosts business efficiency

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Scott McKeown
Technical Architect
Fujitsu Group Properties



Fujitsu saves money and becomes more sustainable with the seamless launch of BT audio and web conferencing services

Client

Fujitsu is a leading provider of global IT solutions. It has around 186,000 employees worldwide, supporting customers in over 70 countries. Fujitsu Group Properties provides central management services for the group, including the supply and support of ICT infrastructure. In the UK and Eire the company recently integrated Fujitsu Services and Fujitsu Technology Solutions (FTS) to form a single unit focused on IT services and the distribution of computing hardware. That integration provided the opportunity to review and standardise communications facilities.

Challenge

With a diverse and global workforce, Fujitsu makes frequent use of real time collaboration facilities, but different technology platforms and service providers were in play. A fully hosted service from BT Conferencing was

selected as a standard solution, comprising an on demand and bookable audio conferencing service with Microsoft® Office Live Meeting web conferencing.

Scott McKeown, Technical Architect at Fujitsu Group Properties says: “We chose BT Conferencing because of our highly positive experience of working together in Europe and Japan, along with the attractive commercial terms on offer.”

A key challenge would be effective project management. Around 3,600 people based at up to 80 different locations required new audio and web conferencing facilities. The project entailed migrating them all to the BT service without a significant break in availability from the old service to the BT service. Scott adds: “Providing a single audio communications and desktop collaboration platform yields cost savings from economies of scale, as well as operational benefits from improved compatibility and ease of use.”

The BT Conferencing differentiators

- Fujitsu was familiar with BT Conferencing services and had highly positive experience of working with BT in Japan and Europe
- Fully hosted managed service utilising market leading technology with attractive commercial terms
- Professional services including the appointment of an executive project manager and a BT support team to help manage the service transition
- Advice and assistance not only on the technical and logistical dimensions, but also on vital employee communications programmes

A BT Conferencing case study

Fujitsu

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Solution

BT MeetMe Global Access allows cost effective audio conferences to be set up almost instantaneously, involving up to 40 participants around the globe. The service offers both international toll free and local direct dial-in numbers, which allow both the chairperson and the participants of a conference call to minimise local call charges. For audio conferences involving more than 40 participants, BT Premium Event audio conferencing is an alternative, pre-bookable option.

While on a call Microsoft Office Live Meeting provides an online meeting space where users can collaborate – for example, using a whiteboard to share ideas, deliver a presentation, or edit files – in real time. All this is achieved without the cost and hassle of travel.

In recognition of the scale of the transition, BT Conferencing appointed an executive project manager and other dedicated professional services resources such as communications specialists. Scott McKeown recalls: “Effective and timely

communications was vital to the success of the project. BT got down to business right away. The BT team helped us to finalise the migration roadmap, and to develop a communications plan to keep everyone informed and manage expectations.”

The first task was to capture a complete list of Fujitsu personnel and their needs, a job made all the more difficult through inconsistent data from Fujitsu’s previous managed service provider. Once the data had been validated a system was established with the Fujitsu HR community to make sure BT were regularly updated with new joiner and leaver information.

Communication began with an email to end users outlining the project objectives and introducing the new jointly branded Fujitsu BT Conferencing service. Follow up messages included an individual welcome email with a detailed briefing pack advising users of their new audio and web conferencing account details. It also told them how to download specially developed software to remove the old client application from PCs and laptops and install the new system.

Other personalised communications included a training invitation and a reminder about the termination arrangements for the old conferencing services. The final part of the communication challenge involved building an automated email lifecycle to provide ongoing education and briefing based on individual usage patterns.

As well as managing the delivery of most of the joint branded email communications, BT also assisted with the creation of training materials and advertising posters. It also delivered user training and runs the managed service helpdesk on an ongoing basis.

Value

From start to finish the project took a total of 11 weeks and was executed on time and on budget. “The BT team worked really hard to make sure the transition was a success,” comments Scott McKeown. “Users new to BT Conferencing services have said that the desktop collaboration solution is much more responsive and easier to use. The company is making significant savings too.”

Fujitsu now has a standard platform that will help its people effectively collaborate with customer, partners, suppliers, and colleagues wherever they are around the world. As well as improving business efficiency the communication and collaboration platform is reducing the need for business travel, contributing to cost reduction measures as well as lowering carbon emissions in support of the company’s sustainability goals.

Scott McKeown sums up: “The BT Conferencing team was a pleasure to work with. Throughout the project the team worked very hard and proved to be responsive and flexible. To my mind BT really demonstrated that it valued our business.”

Core BT Conferencing services

- BT MeetMe Global Access
- BT Premium Event audio conferencing
- Microsoft® Office Live Meeting, delivered as a hosted managed service

Offices worldwide

The services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc’s respective standard conditions of contract. Nothing in this publication forms any part of any contract.

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