

## CASE STUDY

# Fujitsu goes the extra mile managing licensing assets



Information Technology Industry



IT Service Provider



New Zealand

## HIGHLIGHTS

### Challenges

- Growing volume of licenses
- Hundreds of vendor partners
- Manual tracking of assets/renewals
- Lack of data integrity
- Lapsing software licenses

### Solution

- Automated Renewals Management with iasset.com

### Benefits

- 90%+ monthly renewal rates
- Automate entire renewals process
- Real-time view of installed base
- Reduce customer risk of lapsed software licenses
- Enhance customer relationships

## ABOUT THE COMPANY

Fujitsu is one of the world's largest IT services companies with 159,000+ staff across over 60 countries. Fujitsu New Zealand employs about 800 staff, distributing and activating software on behalf of approximately 300 vendor partners including Microsoft, VMware, Citrix, Adobe, Commvault, Symantec, and IBM. Fujitsu is dedicated to providing clients with end to end licensing and software asset management services. The Fujitsu team's extensive knowledge of licensing is essential to managing customer compliancy as well as identifying optimum licensing solution for its customers.

## THE CHALLENGE

With a large base of licensing customers and more than 300 vendor partners, Fujitsu was tracking assets and renewals manually. As the volume of licenses to be managed increased over time, the company investigated options to manage licenses more efficiently. Fujitsu realised that in order to mitigate customer risk of lapsed software licenses, improve customer satisfaction and provide business predictability to Fujitsu, it needed a system that automated the renewal process and tracked and stored assets for every customer.

## SOLUTION

After considering a number of solutions, the team reviewed iasset.com and found that it could easily track and store assets by each customer in one place (avoiding the need to login into several different databases daily). The platform could automate the entire renewal process end-to-end, which was critical to the overall management and growth of Fujitsu's renewals program. As an easy to use, cloud-based platform with low set-up costs, iasset.com offered an evergreen solution that could be tailored to Fujitsu's needs without the need for code level customization.

The decision was made to deploy iasset.com as a stand-alone system to complement Fujitsu's existing processes and systems. A series of workflows were created to automate the renewal process. This involved setting up rules and filters relevant to the customer and/or vendor requirements. When a renewal was due, iasset.com would generate a quote, creating a task list for various team members to track and follow-up.



## BENEFITS

Overall, iasset.com provided Fujitsu with a scalable tool that has helped improve the service offered to its customers, through comprehensive reporting and tracking of software assets. As a result, Fujitsu has been able to enhance its value and relationships with its customers.

Within just months of implementing iasset.com, Fujitsu benefited from having:

- Complete control over their renewal process
- A real-time view into asset data
- Accurate reporting for customers
- Full confidence in the accuracy of their data
- Reduced risk of lapsed opportunities
- Ability to share workload when team members are away

iasset.com provides Fujitsu with the ability to focus exclusively on customer assets, without having to sift through data, saving a significant amount of time and energy. This means more time is spent helping customers with complex licensing queries and less on reconciling data sources to extract accurate asset information.

## RESULTS

Since deploying iasset.com®, Fujitsu has consolidated and clean data that provides a true representation of their customer's software assets with more than 90% of these under contract.

Fujitsu now proactively shares information with its customers in the form of monthly reports, giving customers greater insight into their software assets and enabling them to manage renewal expenditure accordingly. Fujitsu has received positive feedback that their quotes contain more relevant and useful information since using iasset.com.

Fujitsu customers also appreciate the proactive and automated management of their renewals, which has helped reduced the risk of lapsed software licenses which can cause unsupported critical business application outages.

**"THE DATA PROVIDED BY IASSET.COM HAS BEEN CRITICAL IN HELPING US AND OUR CUSTOMERS UNDERSTAND THEIR SOFTWARE ASSETS AND WHEN ITEMS NEED TO BE RENEWED."**

**LISA, LICENSING TEAM LEADER  
FUJITSU NZ**

iasset.com's installed asset lifecycle management platform helps you manage:

### RENEWALS

Boost on-time renewals with automated, pre-validated quotes.

### POS DATA

Automatically cleanse, consolidate POS data for an accurate view of sales.

### PRODUCT LIFECYCLES

Execute refresh, upgrade and migration campaigns, extend CLV.

### CLOUD REVENUE

Stay on top of cloud usage and billing, stop contracts from lapsing.

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The Global Channel Ecosystem

iasset.com® is the leader in revolutionizing global IT channel efficiency. Our cloud-based platform helps reduce complexity and increase revenue for our customers each day. iasset.com® empowers the entire IT channel ecosystem – from vendors, distributors/ aggregators, to service providers and value added resellers. We accomplish this by automating the product lifecycle for any type of product or service – including cloud consumption and subscription contracts, and hardware or software maintenance renewal contracts. As a result, our customers achieve superior business outcomes including faster and more streamlined processes, compliance, added intelligence, cost savings and the ability to service their own channel and customers more effectively.

Today, iasset.com® manages over \$20B worth of assets in more than 150 countries, and continues to be the solution of choice for leading technology organizations.