

Fujitsu Limited



Realizing the Potential of Innovative Technology

Fujitsu engineers developed an innovative Object Oriented technology that they felt could be useful in many of today's business applications. They were determined this technology was not going to die on the shelf from a lack of market understanding or effort. Fujitsu knew they needed help in selecting the right markets, business partners, and appropriate market launch activities, if this technology was to make it into the marketplace. Also essential for Fujitsu, was the identification and pre-qualification of potential business partners. They knew that if they were going to determine the real value of their technology, they would need to know who the most likely business partner candidates were, as well as the value propositions important to each of them.

Experience Counts

Fujitsu selected focusONE for this important project because they needed an experienced group that could gather, synthesize, and disseminate qualitative research, as well as make market-oriented recommendations based on that research. An imaginative approach to the market assessment was needed, as well as sharp investigative skills if Fujitsu was to have the valid information needed to make the right business decisions. focusONE brought to the project a keen experience in developing the appropriate methodologies and the skill to manage the complex marketing research process. focusONE also worked closely with Fujitsu to understand the critical business issues, technology, and economic drivers involved in their business decision making process.



“focusONE objectively revealed valuable and timely market insights, and that was very important to us,” said George Tripsha, Director of Global Marketing for Fujitsu Limited.

Assessing the Market

focusONE recommended three markets for study: Computer Telephony Integration (CTI), Computer-based Training (CBT), and Customer Interaction Software (CIS). CTI and CBT were considered emerging markets and in a rapid state of change. Even though CIS was considered an established market, new technology was changing the rules of the game and it too was behaving like an emerging market. Getting a handle on a realistic market picture would be a challenge but important to the success of the new technology launch.

“They assessed the level of opportunity, gave us a heads up on our competitors, and helped us develop a sound strategy to harness identified business partner opportunities.”

Determining the Business Opportunity

focusONE produced two in-depth documents for each of the three markets investigated. The first document provided a market overview with key information such as market trends, segmentation, and growth forecasts. Each market was examined for its fit and play in the technology picture as a whole. Business opportunities were examined with a global marketing effort in mind and market leaders were reviewed with possible competitors flagged.

Identifying Critical Partnerships

The second document from focusONE identified business partnership opportunities for Fujitsu. It provided an analysis of each opportunity



along with company profiles. Fujitsu reviewed the partnership picture for the three markets, key success factors, risks, and challenges, recommendations for approach and value propositions for each proposed partnership. Suggestions were given on the creation of a model partnership program, introduction of the partner program, and on-going maintenance and support requirements to ensure continued results.

focusONE Delivered

- Market Overview for three markets:
 - Customer Interaction Software (CIS)
 - Computer Based Training (CBT)
 - Computer Telephony Integration (CTI)
- Market segmentation and projected growth
- Key success factors for each market
- Risks and challenges (business and technology)
- Identified business partner opportunities for each of the three markets
- Analysis of each partner candidate
- Value propositions for each partner candidate
- Recommendations for partner program
- Market strategy

Business Benefits

The market research and partnership documents that focusONE developed for Fujitsu provided a concise picture of the existing market landscape. Clear insights as to the directions and evolution of the market were reinforced with sound judgement and methodical analysis. Fujitsu, having the information they needed, could now confidently formulate the business decisions that would make it possible to fully exploit the potential of the Object Oriented technology. Utilizing the data provided on the possible partner candidates, Fujitsu began work immediately on the formation of valuable business partnerships.

About Fujitsu Limited

Fujitsu is a leading provider of Internet-focused information technology solutions for the global marketplace. Its pace-setting technologies, best-in-class computing, and telecommunications platforms, and worldwide corps of systems and services experts make it uniquely positioned to unleash the infinite possibilities of the Internet to help its customers succeed. Headquartered in Tokyo, Fujitsu Limited (TSE:6702) reported consolidated revenues of 5.48 trillion yen for the fiscal year ended March 31, 2001.

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focusONE is a marketing consulting company specializing in strategic marketing and integrated marketing programs for high technology companies.

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