



## Oracle Customer Spotlight



**FUJITSU  
TELECOMMUNICATIONS  
EUROPE LIMITED**  
Birmingham, England  
www.fujitsu.com/uk/telecommunications

**INDUSTRY:**  
Communications

**ANNUAL REVENUE:**  
US\$252.65 million

**EMPLOYEES:**  
700

**ORACLE PRODUCTS  
& SERVICES:**  
Oracle Business Intelligence  
Enterprise Edition  
Oracle Business Intelligence  
Server  
Oracle Answers

**IMPLEMENTOR:**  
Oracle Consulting

**"Oracle Business Intelligence  
Enterprise Edition gives us  
consolidated, centralized, high  
quality, real-time data on all  
jobs from a single, trusted  
source."**

– Bill Mackenzie, Operations  
Director, Fujitsu  
Telecommunications Europe  
Limited

### Fujitsu Telecommunications Europe Leverages Centralized Intelligence to Reduce Field Services Costs

Part of the worldwide Fujitsu Group, Fujitsu Telecommunications Europe designs, develops and supplies end-to-end network and infrastructure solutions throughout Europe, the Middle East, and Africa, and is a major provider of next generation access and packet optical networking platforms. Fujitsu's expertise encompasses the public switched telephone network evolution and network migration across access, metro and backhaul applications. It offers local loop unbundling, wholesale and next generation service environments plus network infrastructure, services and support.

#### Challenges

- Gain a holistic real-time view of the status of hundreds of jobs managed by communications field services teams in the U.K.
- Monitor subcontractor and partner workloads, optimize resources, and track key performance indicators (KPIs)
- Give function heads and divisional managers interactive access to actionable intelligence to maximize efficiency through enhanced operational, strategic, and tactical decision making

#### Solution

- Implemented Oracle Business Intelligence Enterprise Edition to replace unstructured, error prone, spreadsheet-based reporting tools used to analyze and share project data among key staff
- Leveraged Oracle Consulting's expertise to implement the new solution and build an adaptable business layer between the Oracle and nonOracle source systems and the user interface
- Gained an end-to-end, integrated view of entire work stack
- Extracted data from live systems and delivered fresh personalized intelligence data to 40 project and resourcing managers, planners, and financial teams as desktop dashboards
- Used drill down functionality in Oracle Answers to allow users to interrogate top level statistics in greater detail
- Benefited from Oracle Consulting's skills to develop a broad suite of predefined analytical reports on costs, staffing levels, and materials usage
- Automated monitoring against KPIs at each stage of all projects
- Capitalized on real-time project visibility to improve cash flow