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Case FUJITSU
The New Level in Billing
The Immediate Benefits of Automated
Service Contract Billing in the Digital Economy

Back In The Day
It Took a Week...

Back in the day it took a whole week to travel by horse wagon to a destination, which today can be reached in less than an hour by plane.

Many managed IT services that used to be billed on a monthly basis are now charged according to use per day, hour, minute or second. Collecting billing data once a month in a spreadsheet or in a static database is not cutting it any more.

Look at telecom services: Each second of your conversation on a mobile phone is recorded in detail. Each second may be billed. Or perhaps you subscribed to a monthly package. Nevertheless, all seconds on the phone are recorded as package usage. Decisions on offered services are based on detailed customer usage pattern data. Also, margin simulations of different package models are taken into consideration.

This is where all IT managed services as well as all other digitalizing services are headed.
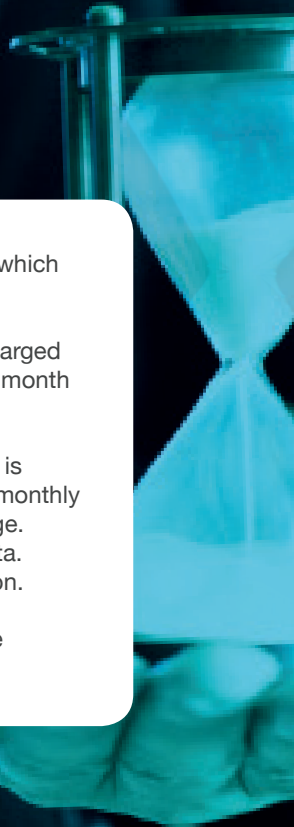
The
Empowered
User
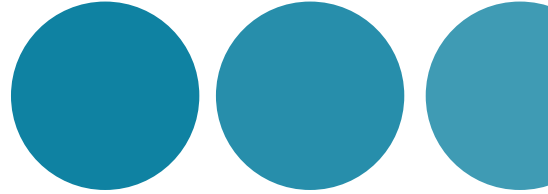
The age of digitalization and the cloud. Users now know what they need, how and when they need it.

The one-size-fits all approach to service packages is history. Service contents and service chains must be configured to respond to each customer's needs. The demand for exact information on costs and usage in near-real time is self-evident. Competitiveness in the global services market requires a new set of efficiencies and an entirely new level of effectiveness.

What if all this could change? What would it require?

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Automate Services?
Really?

With a clear gap in service contract management and billing, the big question for management is the following:

Can modern service automation orchestration really enhance efficiency and effectiveness?

What if we could deliver configure-to-order service chains and bill pay-per-use service contracts **automatically**, **transparently** and **intelligently**?

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The Background & Challenges

As an innovator Fujitsu understood this development long ago. Yet despite extensive front end self service automation, manual labour continued to be the norm behind the scenes.

Fujitsu Nordic invoicing used to be a month behind actual service delivery. Basic tasks were eating up excessive resources. With up to 20 persons managing the billing infrastructure and trying to tackle the ever more complicated client contract scope and detailed billing requirements, top management at Fujitsu realised that the entire process needed to be made more efficient and effective, rendering more precise information without loss of flexibility.

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Case **FUJITSU**
Innovative Needs

Fujitsu needed a solution which would act like an interpreter in between technical information and commercial contracts. Why? To enable a customer specific way of allocating expenses within their respective organizations.

Engagement

Transparency

Automation

> **What we needed was a next generation mediation and billing system. Honestly? It was something that didn't exist.**

Mr. Tero Lappalainen
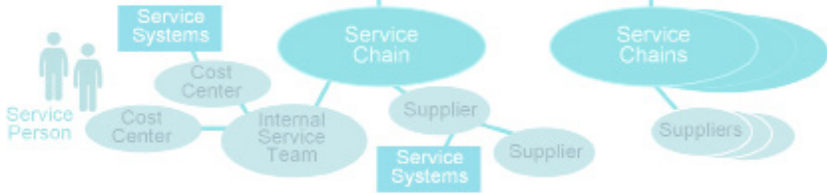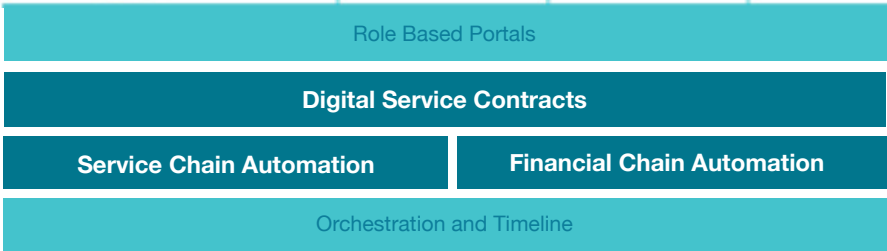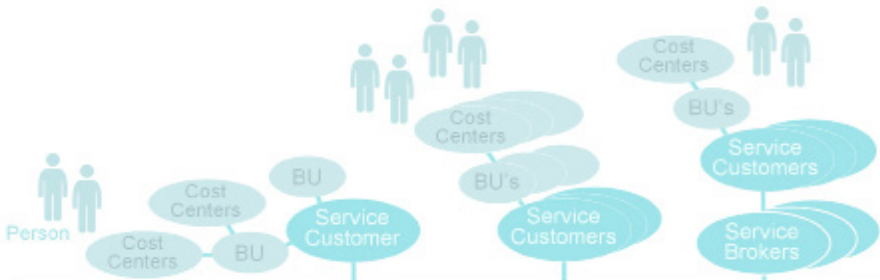Head of Service Delivery,
Managed Services Nordic at Fujitsu

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The Solution From
Good Sign Solutions

Billing is a support function, but at its best it can create remarkable added value to customers. Fujitsu's goal was to achieve enhanced service excellence by combining man and machine, utilising the very best in modern automation technology. Good Sign's solution fit the need perfectly.

Role Based Portals

Digital Service Contracts

Service Chain Automation

Financial Chain Automation

Orchestration and Timeline

TRANSPARENCY

Person

Cost Centers

Cost Centers

BU

BU

Service Customer

Cost Centers

BU's

Service Customers

Cost Centers

BU's

Service Customers

Service Brokers

Service Person

Service Systems

Cost Center

Cost Center

Internal Service Team

Service Chain

Supplier

Service Systems

Supplier

Service Chains

Suppliers

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Adjust

• Adjust retrieved billing information to all customer contract specifications such as *multi-level pricing*, *packaged pricing* and *SLA definitions*.

• Normalize volume data and information.

Enrich

Enrich with any additional *reporting based billing* for incidents, work hours, project milestones etc.

Automate

- Automate the gathering of **volume information** and **usage data records** from any central CMDB system and/or numerous various source systems near-real-time, hourly, daily or monthly as desired for billing.

- Automate a billing split according to the customer organizational hierarchy **at any level** from global units up to cost centers and end users.

- Automate internal chargebacks.

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The Real Life Example

Automation for IT Managed Services

Fujitsu Nordic serves a global Swedish origin large retail customer chain. When the customer opens a new store, the IT infrastucture is provided by Fujitsu. With Good Sign's solution Fujitsu is automatically able to initiate the right service billing and offer pay-per-use for all customer's entities involved: the new store, the country level, and the global level.

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The Real Life Example

Automation for Telecom Services

Fujitsu Nordic can now provide its customers with a unified IT and telecom service experience. It manages the complete mobile subscription provisioning, call data records mediation and billing in several mobile networks – automated with Good Sign's solution.

Also mobile phones and tablets are managed remotely with Good Sign's solution in 46 countries around the world.

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The Results

Benefits are sometimes realised with a delay. Not this time.

With Good Sign's solution Fujitsu could immediately decrease billing lead time by two weeks and also gain more benefits in the future.

Work that required a small army of people now deserves the attention of two professionals - eliminating manual mistakes and serving customers with more detailed and relevant, tailored reports.

Empowered FUJITSU?

Yes. And more importantly it means customers and end-users are now in charge.

With Good Sign's solution Fujitsu has also been able to attach a *time-line* on each customer contract: Any service addition or deletion in the past, any active service now, and any planned change *into the future* is visible for each service contract.

Customers' *500 million* transactions a year are evidence of the usability, reliability and scalability of the solution.

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Automate Your Service Contract Management and Billing Today.

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