

## Case Study: Fujitsu Invia

### Nokia One - Mobile Connectivity Service

December 2002

## FUJITSU INVIA COMPANY PROFILE

Fujitsu Invia Group is a Nordic service provider and operator of advanced information systems. Fujitsu Invia implements and develops systems that bring business benefits for the needs of the networked economy, assuming responsibility for their customer's entire IT infrastructure all the way from design to maintenance.

Fujitsu Invia offers advanced solutions as a service and as comprehensive application outsourcing. Thus the solutions incorporate applications that support business processes and the required IT infrastructure. Fujitsu Invia's net sales for financial year 2001/2002 were EUR 290 million. The company employs 2300 people in Finland, Denmark, Norway, Sweden and Baltic countries.

Fujitsu Invia wants to be the pacesetter in employing new technology, and the developer of the information society through creating secure services with high availability that can be accessed regardless of time and space. To their customers, Fujitsu Invia's core competence is manifested in the form of superior service, top-class processes, as well as ultimate reliability and security. All this will result in excellent customer satisfaction. Simultaneously, Fujitsu Invia serves as the best workplace for its personnel.

## Nokia One Mobile Connectivity Service

The purpose of the Nokia One Service evaluation at Fujitsu Invia was twofold;

- try it themselves then offer it as a hosted solution, and
- to cut the costs of mobile data.

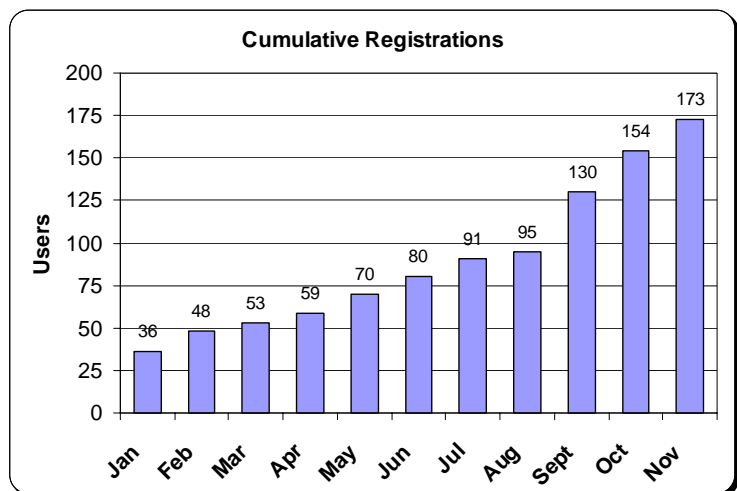
Twenty Fujitsu Invia R&D employees started using Nokia One in December 2001, evaluating SMS access to email. As the evaluation progressed they became interested in additional services: WAP and voice access channels, and access to the calendar.

As time passed and the services expanded, the number of employees using Nokia One increased to 60, just by word-of-mouth. After a few months, the evaluation was successfully concluded and Fujitsu Invia began running Nokia One in production for all employees. By the end of November, 173 employees registered for Nokia One service.

## Business Benefits

Fujitsu Invia is constantly looking for services that will expand the messaging portion of their "Provia" package for end customers. Nokia One would compliment the services Fujitsu already offers to corporate customers. While Fujitsu Invia had a WAP service for mobile email they found limitations and it was not rapidly adopted by their customer base. They now believe that mobile office access by SMS in combination with voice, Web and WAP provided by Nokia One is the most comprehensive solution available. In addition, SMS is very well established and easy to use. One Fujitsu manager says "SMS is like a pen, anyone can use it." Fujitsu Invia is building the mobile office, where you don't have as many devices and can easily use the ones you have, around the world.

Registration of Fujitsu Invia Employees



Fujitsu Invia has found that calculating the costs and benefits of the Nokia One service has been quite difficult. However, they did find that the GSM data costs for laptop VPN access went down over a 3 month period.

The most significant business implication of using Nokia One was the increased efficiency of employees. Each employee can not only increase their own efficiency but also co-workers' efficiency by being able to provide answers and react to information quickly. *"They don't need to wait for me"* says a Fujitsu Invia employee. For others it meant handling e-mail anywhere and without carrying unnecessary devices.

*"I wasn't by any means surprised when I heard that Nokia is doing this [offering a mobile office solution], since in my opinion Nokia does good stuff. Nokia has always been a pioneer, and this is in line with that."*  
- Fujitsu Invia Manager

With Nokia One, it is easier to contact a person almost anytime by email, it doesn't matter where they are or what they have with them – a laptop or a mobile phone. International access is good and employees have successfully used Nokia One abroad. No matter how employees use the Nokia One Service, their phone was always with them and it meant employees were *"always connected"*.

### Fujitsu Invia Employee Reaction

Nokia One has changed the working environment for those who are actively using the service. For these employees the service is used in different ways depending on the personal situation day by day, and hour by hour. Combining different access methods was frequent at Fujitsu Invia, for instance users could start checking e-mail with SMS and read or reply using WAP or then record replies using Voice.

*"When I check with Nokia One and notice that there's a long message or a message with several attachments, I connect with my laptop and open it."*  
- Fujitsu Invia Employee.

Learning and using the service was simple; the quick card provided relevant and useful information. The service worked immediately after registration. The service is so easy to use and flexible, even notification can be easily turned on or off. If someone is not using the service there is no cost, yet the service is still "turned on" and will be there when the need arises.

Nokia One is most suitable for business people who use email and SMS, who move a lot or spend time away from their offices, while travelling or attending meetings. It is useful for people who work with contacts in other time zones, or who simply need to stay in touch with the office outside of their regular work hours.

*"If I were a sales person, I couldn't manage without it. I can't open a laptop when driving..."*  
- Fujitsu Invia Employee

For more information about Nokia One, please contact us or visit the Nokia One website at <http://www.nokia.com/nokiaone>.

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