Why Fujitsu
With Fujitsu, you get experience that counts. We understand your challenges and have developed best practices for the insurance industry that can drive revenue and time-to-success, while also reducing your overall costs. More than 15 of the world’s leading insurance carriers are already enjoying the high utilization and superior return on investment we deliver with our unique methodologies and expertise in both Cloud Computing and the insurance industry.

For example, we can build business intelligence (BI) into a Salesforce integration, ensuring you receive the right reports in the right format at the right time. Or we can add business process management (BPM) to Salesforce, allowing you to simplify and visualize all your business processes; furthermore, we can integrate the core functionality of Salesforce with pre-configured workflows and back-office applications to enhance these processes. We also offer value-add in the areas of enterprise resource planning (ERP), customer experience management (CEM) and field service.

Our resume includes:
- In business since 1935 and more than 35 years in North America
- Among the world’s largest IT services provider, with approximately $36 Billion in revenue in the fiscal year that ended on March 31st, 2019.
- Clients include more than 50% of the Fortune Global 500

About Fujitsu Americas
Fujitsu America, Inc. is the parent and/or management company of a group of Fujitsu-owned companies operating in North, Central and South America dedicated to delivering the full range of Fujitsu products, solutions and services in ICT to our customers in the Western Hemisphere. These companies are collectively referred to as Fujitsu Americas. Fujitsu enables clients to meet their business objectives through integrated offerings and solutions, including consulting, systems integration, managed services, outsourcing and cloud services for infrastructure, platforms and applications; data center and field services; and server, storage, software and mobile/tablet technologies. For more information, please visit: http://fujitsu.com/us and http://twitter.com/fujitsuamerica

Leading Salesforce Consulting Partner since 2003
Continuous, ongoing Salesforce certifications for administrators, consultants, developers and advanced developers
Established leader in software-as-a-service (SaaS) consulting and systems integration, with a focus on business value and time-to-market
Global footprint, with SaaS expertise in US, Canada, UK, Japan, Australia, Singapore, Malaysia, South Korea and Indonesia

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Get closer to customers and partners, improve sales and service
Insurance carriers and brokers that have embraced cloud-based
CRM technology consistently close more sales and report vastly
improved retention and cross-sell rates. By leveraging next-
generation technology to improve and coordinate sales and service
touchpoints, they can concentrate on building relationships, gain
a better understanding of customers and business partners, and grow
their business more aggressively without having to worry whether
their technology will scale with their needs.

Challenges
- Most insurers are still grappling with multiple, aging legacy
  systems that create complexity and information silos
- Data is fragmented and difficult to access – there is no
  consolidated view of the customer to facilitate coordinated
  service or effective cross-selling
- Disparate processes and systems drive inefficiency – workflows
  are labor-intensive and lack transparency
- Most insurers are trying to pull all their customers, brokers, and
  3rd party services into one unified Community and platform but
  lack the right solution

How we can help
Fujitsu and Salesforce® can play a key role in helping you optimize
the “high-touch” insurance processes by delivering information-rich Cloud
solutions that drive productivity, integrate easily with legacy core
systems, and provide a holistic view of all your customer and partner
relationships and interactions.

We understand the challenges the Insurance industry is facing
today and have a record of success at some of the world’s largest
 carriers and brokers. We have applied what we’ve learned into
scenarios and demonstrations that encompass all key process areas –
marketing and sales, underwriting and policy administration,
claims, and customer service.

Working with Fujitsu, you can accomplish your objectives in the
near term rather than committing to a multi-year initiative. Better yet,
you can achieve these benefits without the capital expenditure required with traditional software and hardware.

Benefits
- Develop new ideas by greatly increasing opportunities for data
  sharing, use Chatter to collaborate between business units and
  channels
- Provide a single view of all relevant customer and partner
  information across business lines, sales and service
- Empower every employee with the information they need at
  their fingertips, whether they are in the home office or out in
  the field
- Automate processes and provide better management
  information with customizable, real-time reports and
  dashboards
- Reduce administrative workload through better data
  collection, aggregation, and dissemination

How it works
For most Insurance companies, we can configure Salesforce to a
Unified platform using a “Community” to enhance operational
effectiveness across your business:

- Call me” back/online chat/voice response unit (VRU)
- Service kiosks at any location – DMV, retail locations, dealers,
  offices, collision shops, etc.
- Collaborative: Develop new ideas by greatly increasing the number of
  opportunities to share data
- Robust Knowledge Management functionality
- Automated emails and workflow assignments for agents,
  adjusters and managers
- Content development and sharing
- Chatter feeds and collaboration groups
- Analytics: By integrating analytics into business processes, you can
  enhance your ability to monitor and improve processes, and
  improve sales forecasting and tracking.
- Campaign effectiveness
- Pipeline reporting and forecasting
- Producer and agency performance
- At risk renewals

Information Technology: You need a robust, scalable infrastructure
that is designed for integration, while providing data security and
confidentiality.
- Integration
- Reporting tools
- Data enrichment
- IT governance
- Agile development
- Auditable for compliance

Solutions in action
The sales and marketing teams of a leading property-casualty and
general insurance organization were spread across 10 business
units and relied on disparate systems to access account, broker
and policy information. This resulted in fragmented views of the
business as well as lack of contact with the customer.

Fujitsu created a solution that integrates their policy systems and
processes high volumes of data, while delivering the scalability
required to easily accommodate new products and business units
without needing extensive development. Built in less than eight
months, this custom Salesforce deployment was implemented
leveraging Fujitsu expertise in project management, business
process mapping, Salesforce configuration best practices,
customization, and data migration.

The result is a robust, transparent platform that can manage
relationships, pursue opportunities and report on the pipeline. The
organization now has a 360-degree view of accounts and brokers
that encompasses business units, regions and products.

In addition, the Fujitsu solution creates transparency in campaign
and opportunity management processes, encouraging collaboration
between business units.