

CUSTOMER STORY

# Fujitsu easily delivers Sales Intelligence Reports with Insight from Dun & Bradstreet



Fujitsu in the UK and Ireland is a major IT systems, services and products company employing more than 14,000 people with annual revenues of £1.8 billion. Fujitsu is the largest Japanese employer in the region and works with public and private sector organizations, helping to keep customers' ICT running smoothly and safely.

This ethos reflects Fujitsu's vision; to harness the power of technology to create a more prosperous society, a human centric intelligent society.



## THE CHALLENGE

The Fujitsu sales teams wanted a more holistic view of new customer acquisition opportunities, including cross-sell and up-sell situations. To achieve this business objective, Fujitsu needed a more complete view of each customer organization, with both data and intelligence aggregated together, and displayed in an easy to view, consolidated format.



## THE SOLUTION

To achieve a single view of the customer, Fujitsu needed data from a number of sources. Six different inputs were identified, including Fujitsu's own data and intelligence from other information providers. To gain the most rounded view of each customer, Dun & Bradstreet business data was integrated into the data mix to deliver a complete dataset of potential customers in the United Kingdom.



## HOW IT WORKS

The existing customer base and associated feeds were extracted and matched using a proprietary matching process. D&B D-U-N-S Numbers were added and the data was cleansed to provide a clean base level of data. This core work took an initial six weeks to bring all the data sources together.



## RESULTS/ROI

Once the initial work was complete, the data was imported into Dun & Bradstreet's Market Insight tool. This allowed Fujitsu to link together the disparate sources using the D&B D-U-N-S Number. The consolidated view within the Market Insight tool enabled Fujitsu's Market Intelligence team to configure specific sales reports detailing both financial and market information.

“This is a game changer for us. Market Insight made an impossible task easy. And with the support of the Dun & Bradstreet team and their toolset, the data processing has been relatively painless. A set of manual processes and disparate sources have effectively been turned into a repeatable process. Although our CRM system could provide some of this information it was just not possible to get such an integrated view.”

Beverley Dipper,  
*Head of Market Intelligence, Fujitsu*

## ABOUT DUN & BRADSTREET

Dun & Bradstreet (NYSE: DNB) grows the most valuable relationships in business. By uncovering truth and meaning from data, we connect customers with the prospects, suppliers, clients and partners that matter most, and have since 1841. Nearly ninety percent of the Fortune 500, and companies of every size around the world, rely on our data, insights and analytics. For more about Dun & Bradstreet, visit [DNB.com](http://DNB.com).