

Strategic ABM – a collaborative journey

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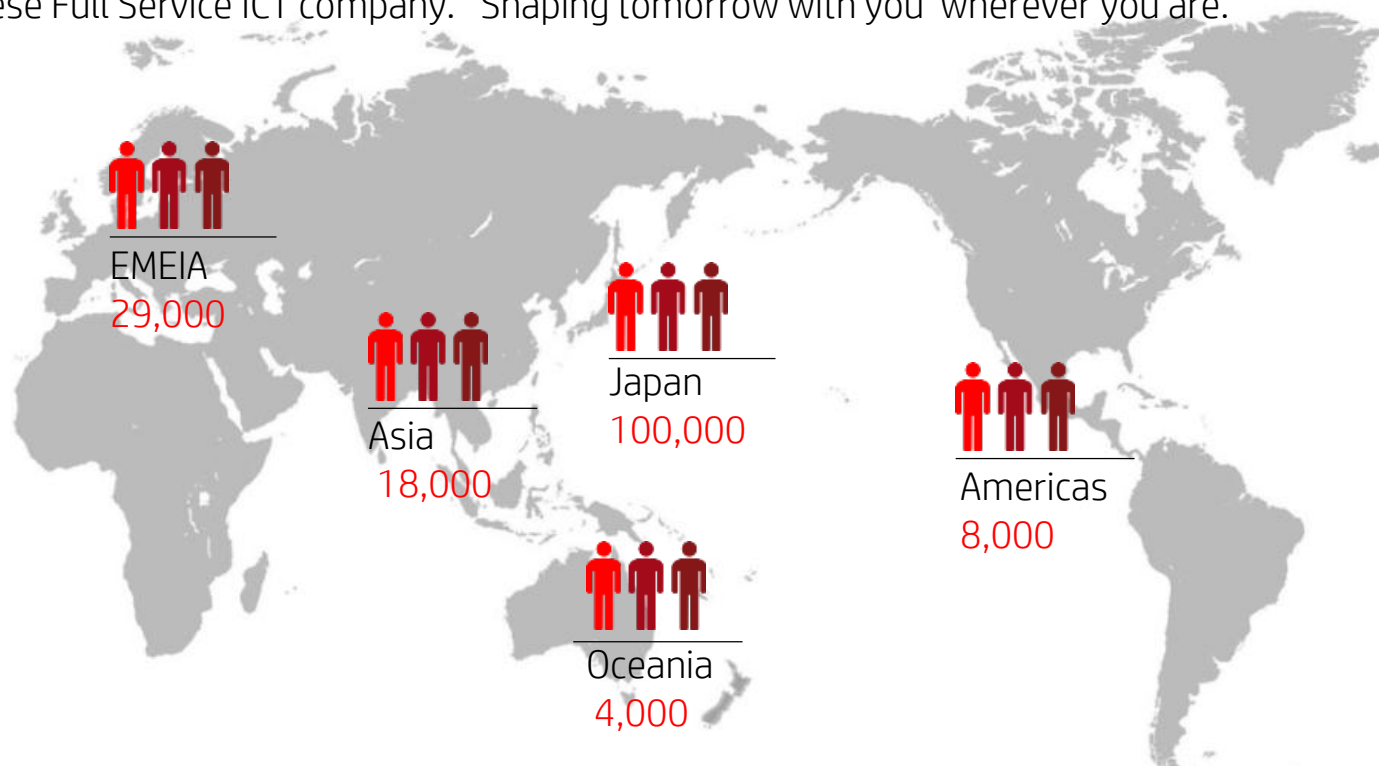
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shaping tomorrow with you



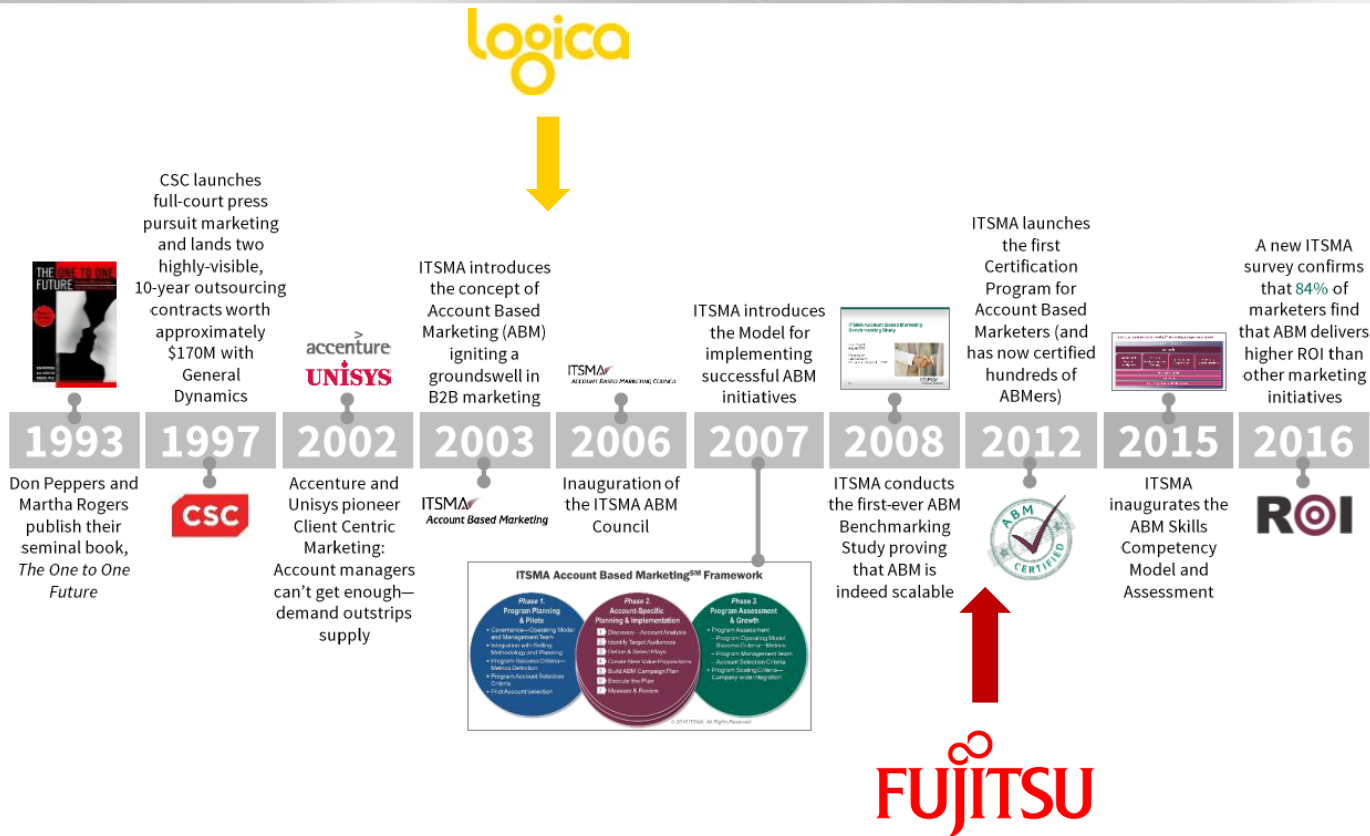
Snapshot...

Large Japanese Full Service ICT company. 'Shaping tomorrow with you' wherever you are.



Approximately 159,000 Fujitsu colleagues working with customers in over 100 countries

My ABM journey started a long time ago



We've scaled over time...



shaping tomorrow with you

Pre 2014

Some ABM.
No program.

2014

UK – program
with 58 accounts.
Lots of part time
people.

2015

UK - Reduced to 29
accounts.
Still lots of part time
people.
EMEIA – Top100
programme launches
with 13 accounts

2016

EMEIA – dedicated full
time team.
13 accounts in Top100.
8 others, ramping up to
35.
Lots of demand from
the business for more.
ABM lite to come.

Making it work : People and Ecosystem

- This only works if you have the right people and the right ecosystem (and the right strategy)
- We have a mix of agencies, which we use for different things
- Right people with the right skills:
 - Enthusiasm
 - Strategic thinking
 - Commercial awareness
 - Turning insight into action
 - Good general marketing skills across the entire marketing mix
 - Proactivity
 - Project Management
 - Enthusiasm
 - Enthusiasm



momentum
account based marketing



DIRECTIONGROUP

DEPARTMENT of CHANGE

Brand + product + cultural Innovation from the inside out

tmc



Making it work: account selection

Right customer
where insight
indicates potential



Right account team
for maximum
collaboration



Creating the Supply Chain of Things

Case Study

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Co-creating value with DHL

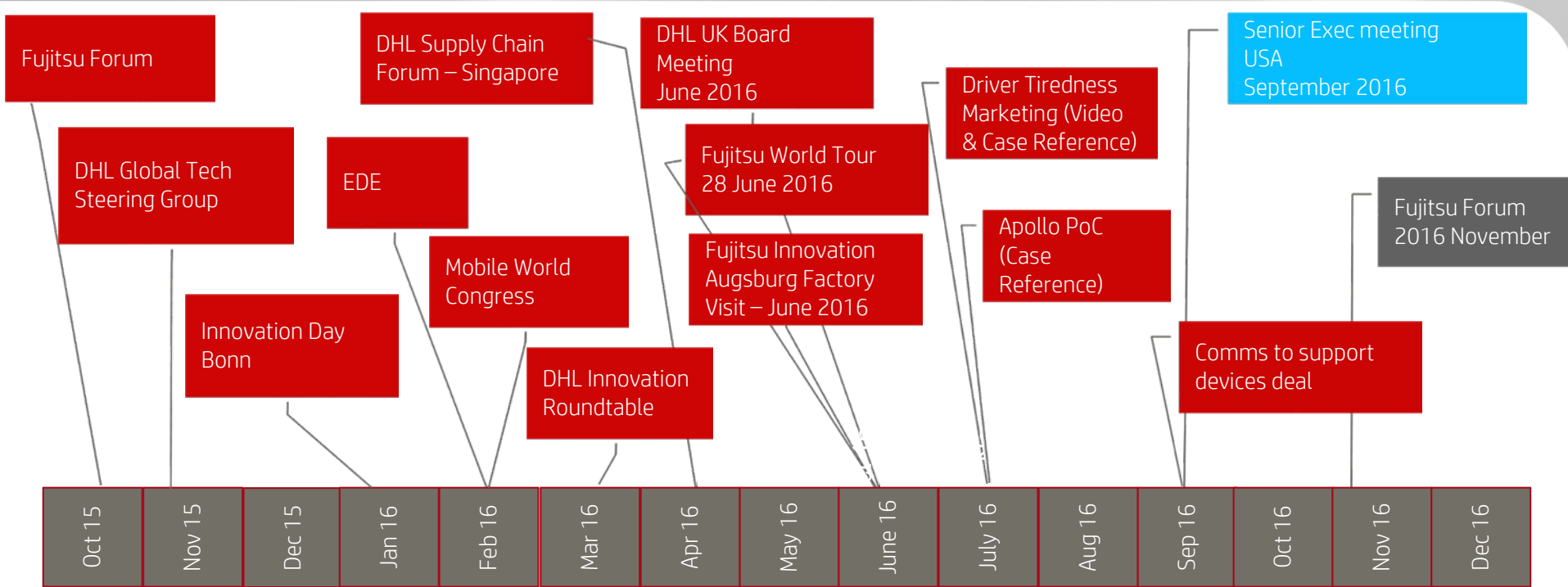


Background – Strategy, Business Units and Structure

- Deutsche Post DHL - a global parcel and logistics company working across 220 countries.
- 4 Business Units
- Truly global
- Strategy 2020 is to Focus, Connect and Grow



The Journey so far... & Looking to the Future



 Complete

 Planned

Campaign Strategy – ‘Fresh Thinking’



Our strategy

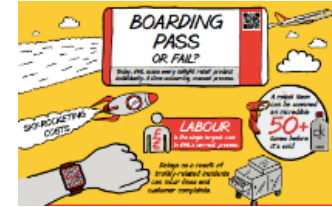
- Create a ‘new’ relationship with DHL, given a strong set of incumbents
- Position Fujitsu as a ‘Fresh Thinker’ with a co-creation digital innovation agenda
- Build Awareness to have ‘a right’ to play on the pitch



A capability pack & demonstrate synergy



Roll up mapped to strategy & challenges



Case Reference – Infographic on PoC

Discovery

Consideration

Decision

Positioning video, we understand DHL



Video Telling the story – Supply Chain of Things

Achievements in 12 months

Investment to date £30k



REPUTATION

- Country footprint grown to 7 countries from 1 UK, > DE, NL, US, Japan, Oz, Czech,
- Multiple opportunities to present at DHL customer events
- DHL taking the keynote at Forum + AR, PR and breakout sessions

RELATIONSHIP

- Established a basis for co-creation & partnership
- Multi-country and multi layer stakeholder engagement plan executed
- 25+ new senior relationships 50+ new contacts
- Exec Sponsor with CCO
- Joint award entries

REVENUE

- 2 wins large double digit £m TCV
- Treble digit £m pipeline from £30,000 marketing budget
- 2 Proof of Concepts
- 3 years very healthy pipeline

Next steps

- Joint asset creation on successes
- Joint market communications
- Long list of co-creation opportunities
- Forum customer advocacy activities

Collaboration – fantastic customer feedback

“I just wanted to thank you for the amazing experience of the Fujitsu forum. It was quite an eye-opener to see the breadth of the Fujitsu proposition and the depth of your capability.”

DHL Innovation Director

“Exceeded my expectations”

Chief Customer Officer

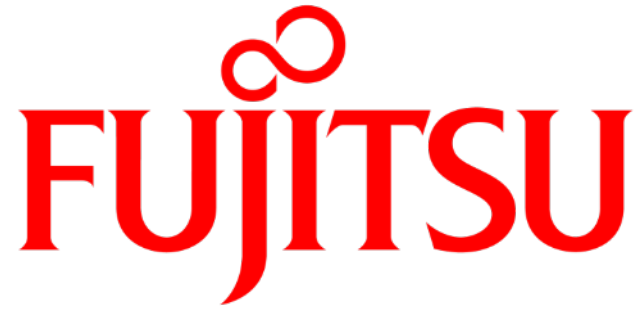
“Thanks for this – looks brilliant and, agree, good to show at the Board meeting.”

“Appreciate your support”

Senior Vice President

Deutsche Post DHL
Group

FUJITSU

The logo features a red infinity symbol positioned above the word "FUJITSU". The word "FUJITSU" is rendered in a bold, red, serif typeface. The letter "J" is stylized with a long, downward-pointing tail that curves to the left.

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