

“Fujitsu’s sincere and thorough support with the V-DaaS operation made us feel very reassured. We are very ambitious about Fujitsu as our partner for this endeavor of work style innovation.”

Ms. Keiko Shirasu
Workstyle Solution Group
Information Systems, Corporate Administrations
Kokuyo Co., Ltd.



Kokuyo, known for its progressive ideas for advanced work style innovations through its office space design, adopts Fujitsu’s virtual desktop service, V-DaaS.

At a glance

Country: Japan
Industry: Manufacturing
Founded: 1905
Employees: 1999 (Non-consolidated)
6596 (Consolidated)
Website: www.kokuyo.co.jp

Challenge

- Flexible work style
- Change from an individual PC assignment to shared PC assignment
- Stable operation and improve credibility of the virtual desktop infrastructure

Solution

Kokuyo selected Fujitsu for its operational reliability and networked connectivity between its internal system and V-DaaS. Kokuyo has also adopted numerous Fujitsu products and services and greatly appreciates its expertise in supporting its internal system.

Benefit

- Virtual desktop infrastructure provides the same operational environment as the office even when the users work from home or outside the office
- PC usage style at the office changes from one user per PC to multiple users per shared PC
- V-DaaS provides a stable environment 24/7 and is equipped with a system to counter failures in a timely manner

Customer

Kokuyo's philosophy of enriching the world through its products has remained unchanged since its foundation in 1905. Over the course of its corporate history, the business has evolved into three major divisions: Stationery business, furniture business, and mail-order and retail business. Furthermore, its operations cover the entire value chain with marketing, product design, manufacturing, logistics, and sales. With experience across such a wide range of business fields, Kokuyo has established itself by supporting both corporate and consumer customers with its philosophy firmly in mind.

Products and services

- FUJITSU Managed Infrastructure Service V-DaaS



Challenge

Kokuyo's focus goes beyond producing new products and services. It takes the initiative to discover new work styles and office styles through its internal practices and promotes these innovations.

In 1969, Kokuyo became the first company in Japan to conduct an open-door event called 'Live Office' for a tour around the company to show the real work environment. Since then, it has been progressively creating and introducing new work styles and actively promoting sizeable wireless LAN, cloud and other ICT solutions for an office environment infrastructure.

"Our trial operation using V-DaaS is also a part of our new movement based on our company concept," explains Ms. Keiko Shirasu of the Workstyle Solution Group, Information Systems, Corporate Administrations, Kokuyo. Ms. Shirasu is involved in managing the end-user computing environment of the company as well as planning and designing new work styles using these technologies.

Solution

Kokuyo began discussing the possibility of a virtual desktop infrastructure installation with a trial operation at its Kasumigaseki office in the fall of 2015. It extensively reviewed proposals from multiple solution providers and decided to employ Fujitsu's V-DaaS.

"There are two main factors for selecting V-DaaS," says Ms. Shirasu. First factor was the vital element to a virtual desktop infrastructure; operational reliability and fast network connectivity to Kokuyo's company system from V-DaaS. Fujitsu operates V-DaaS services at two data centers in Japan and one overseas. Kokuyo's primary system has been hosted from Fujitsu's Akashi data center in western Japan. Kokuyo's critical system and Fujitsu V-DaaS are connected internally at the Akashi data center for an even securer connection. The second factor was Fujitsu's distinctive dedication and ability to support Kokuyo.

V-DaaS trial operation for Kokuyo started in early April 2016. As a part of the trial operation, Kokuyo offered a 'telework system' exclusively to employees who needed to attend to their young children or care for the elderly, or individuals with physical assistance needs, and initiated other new work styles. Ms. Shirasu summarizes the six week V-DaaS trial operation: "We conducted post-trial surveys and 80% of the V-DaaS trial users responded that they would want to continue using V-DaaS."

"Some of the comments included: 'Working from home has enabled me to have dinner at a normal time and spend more time with my family' and 'I can utilize my own experience from this new work style when proposing ideas to my customers.'"

She continues: "Numerous users underlined how productive their work from outside of the office had become with V-DaaS and when reviewing the data, it was evident that the in-office hours of trial users had decreased during the trial period. Others expressed great hopes for V-DaaS from the operation management aspect with its consistent ability to provide a stable user experience."

Benefit

Based on the positive reviews of V-DaaS from trial users, Kokuyo extended its trial period to continue using V-DaaS. Ms. Shirasu says that the accumulated data and know-how of the trial operation will be great to reform its future work styles and enhance the ICT asset values.

She adds: "Through analyzing the data, it became apparent that the mobile device preference for individuals' work styles was quite diverse. While there are ones that carry their tablets on them at all times when away from the office, there are others that use their own personal PCs for the office. Until we were introduced to V-DaaS, our focus when planning our PC environment inclined towards the functionality of laptops, the number of tablets and other general fields but there was a limit to how many ideas we could plan. A virtual desktop infrastructure will certainly become a key solution for us to have the flexibility to accommodate the diverse needs of work as well as life (families, characters and values)."

For the next step, it may be wise to look at increasing the usage of V-DaaS in the business unit that is already embracing V-DaaS and introducing it to other departments or even the entire company for a new work style initiative. The openness of its organization culture is one of the distinctive features of Kokuyo and Ms. Shirasu will continue to coordinate with the personnel from the business unit, human resources department and management department to promote new movements for the work style innovation.

Ms. Shirasu also shares her opinions about Fujitsu's customer support: "Fujitsu's sincere and thorough support with the V-DaaS operation made us feel very reassured. We are very ambitious about Fujitsu as our partner for this endeavor of work style innovation."

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