



Trust us to lead your Martech Migration



Fujitsu Migration

Multiple ESP systems onto one Marketo Instance

CASE STUDY



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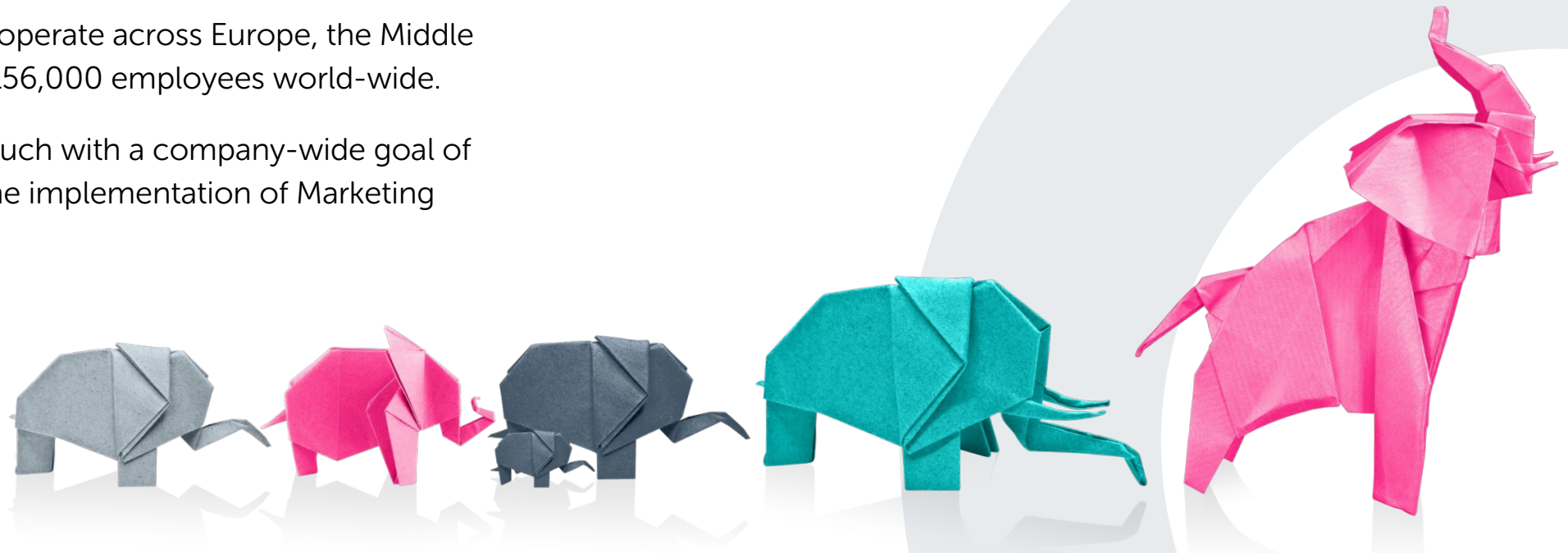
Background

Fujitsu is one of the top five information and communication tech providers, with over 50 years' experience delivering world-class IT Services and Solutions to customers across the globe.

Headquartered in Japan, Fujitsu operate across Europe, the Middle East, India and Africa, with over 156,000 employees world-wide.

Fujitsu first approached Clevertouch with a company-wide goal of digital transformation through the implementation of Marketing Technology across the business.

*A goal of digital transformation
through the implementation
of Marketing Technology*



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Objectives

- To future-proof Marketing activity with a simplified, scalable and self-sufficient approach to their marketing technology
- To supply greater insight on marketing activity and create a single source of truth for both Sales and Marketing
- To drive operational efficiency and smarter revenues across the business
- To support organisational change and digital transformation by merging existing marketing platforms into a single Marketing Automation platform

For Clevertouch, every customer engagement starts with an in-depth understanding of the key business and marketing objectives that clients are trying to achieve, setting the purpose and priorities for their marketing technology. This ensures the implementation and tactics developed are laser focused on client success.

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Following a period of consultancy, Fujitsu chose to move forward with Marketo and Clevertouch as their deployment partners.

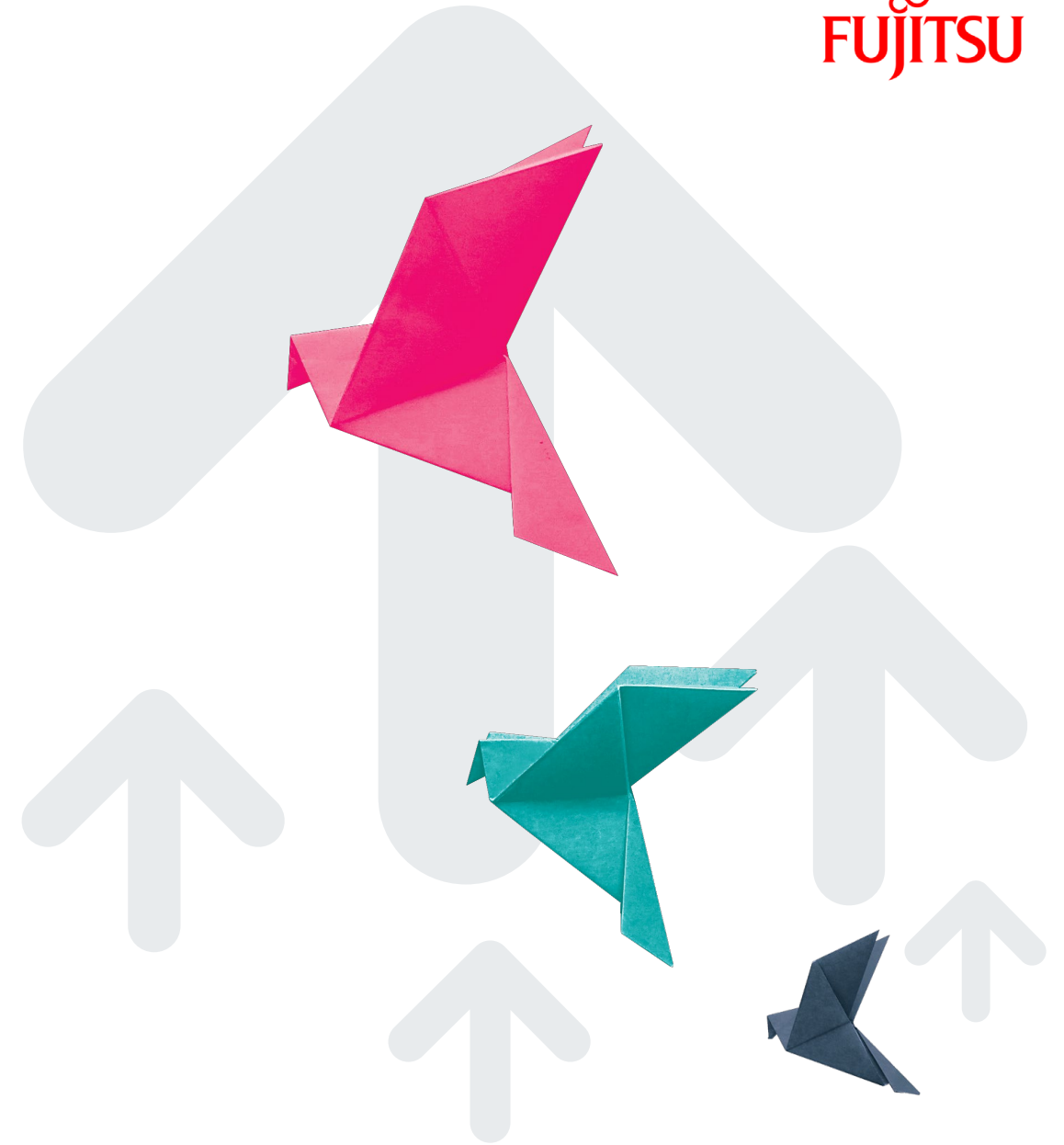
Prior to deployment, Fujitsu and Clevertouch worked closely in developing a clear martech strategy. Once a clear vision and purpose was agreed, Clevertouch began implementation, and launched the 'Lighthouse' project plan to introduce and onboard Marketo across Fujitsu EMEA.

"Most organisations try and do this on their own. This is a risky strategy because these projects often fail due to a lack of momentum and experience. We knew we needed to bring in key specialist skills and a company proven in delivery at least at a pan-European level, and for this reason we chose Clevertouch."

Tim Creak, Marketing Operations, Fujitsu

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The Environment

The first stage of the project was to assess Fujitsu's digital marketing environment across all EMEA countries. Fujitsu and Clevertouch undertook a series of business discovery sessions to analyse the current environments and technologies in place.

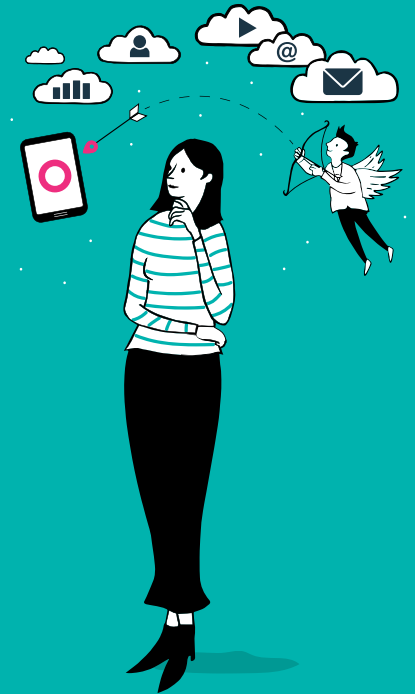
Across EMEA, Fujitsu had over 30 email and digital marketing platforms and no single unified process to manage campaign and marketing activity.

Clevertouch provided a strategic plan to migrate all countries across to Marketo via a structured onboarding process and internal education campaign.



Consolidating Technologies

Since the pilot roll out in 2017, the consolidation of 30+ ESP systems into one Marketo instance has since improved efficiency and data quality, enabling the senior Marketing team to regain control and visibility of Fujitsu's marketing activity across EMEA.





The Data

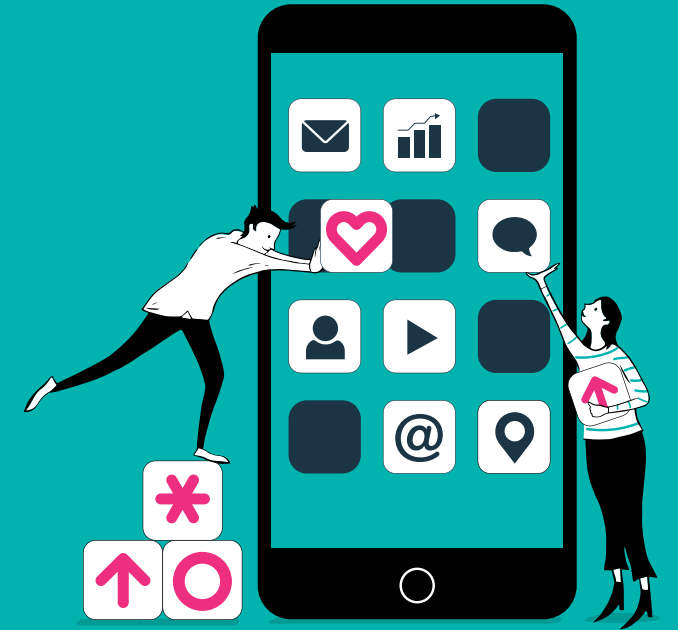
Prior to deployment, each marketing department across the region would use different processes and technologies to manage:

- Spreadsheets
- Sharepoint
- Google docs
- Mass mailing lists

Aligning Disparate Silos

The resolution here was to build a single source of truth and the consolidation of data into their CRM.

- What did we used to do?
- How do we replicate and scale what is currently being supported across multiple countries?





The Marketo Skill Deficit

One of the issues Fujitsu raised during the migration was the lack of Marketo certified individuals, and the worry that all the good work done during the migration could be undermined by poor use of the platform.

Fujitsu wanted to ensure their 250+ marketers, spread across 30+ countries, were always on-brand and message. They also wanted to reduce the vast number of email and landing page templates, and instead use a central tool to build assets from, one which synced straight to Marketo. Where there was no need for all marketers to access the new Marketo platform, they could now simply manage permissions and consent.

The solution found itself in Momentum, the email and landing page creation tool, developed by Clevertouch.



Momentum Email and Landing Page Builder

As part of any successful migration, streamlining efficiencies and processes is essential. Momentum provided Fujitsu with the ability to keep Marketo uncluttered and professionally run by a dedicated team of martech certified experts, helped along with a managed service by Clevertouch.

This simple email and landing page builder doesn't require knowledge of coding and allows all 35 countries Fujitsu operates in to work from a central space. It also syncs directly to Marketo, with assets arriving there approved and ready to send.

This gave Fujitsu more control over their new platform and allowed the migration to run smoothly with less hands involved, less extra martech, and no need for unskilled individuals to even come close to the platform.





Results

Organisational Development as a result of ESP to Marketo Migration

Situation before

- 250+ marketers across 30+ countries
- Disparate range of information stored in a multitude of disconnected software's
- Siloed Data
- No real company-wide 'lens' of the impact of Marketing Success



What we implemented

- Established a **Top Down** approach – From senior leaders down to the 250 marketers.
- Engaged Fujitsu leadership through regular touch points and developing awareness on **how MA provides value to the business.**
- Education and communication throughout the various departments, all through the medium of an **integrated and companywide connection of Marketo.**
- Taught Marketers how to use Marketo effectively, introduced them to simplification processes and software such as **Momentum**, as well as **the benefits of outsourcing to a consultancy** once the migration was complete.



Situation now

- Marketing now operate as a single entity, rather than siloed alongside their data and practices
- Clevertouch, Europe's leading Martech consultancy, is now an established partner in ensuring future Marketing Success for Fujitsu
- Simplified processing has now been fully implemented in the form of **Momentum**

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About

Did any of this resonate with you and any issues you may have within your business? If so, please get in touch using the contact details below:

call: **+44 (0)1962 677 000**

email: **hello@clever-touch.com**

social:  

Clevertouch Marketing is Europe's leading martech software and services provider, the B2B Marketing Consulting partner of the year, an accredited 3-star Best Company for extraordinary levels of employee engagement, and a Sunday Times' Top 100 Companies to Work For.

Created by marketers with martech in mind, Clevertouch's purpose is to help clients make sense of their martech investment and prove the ROI. Clevertouch pioneered the concept of the Martech Spine™, primarily based around Marketing Automation and Marketing Cloud platforms.

The only Marketo Platinum Partner domiciled in Europe, and the first strategic partner of both Seismic and Percolate in EMEA, Clevertouch has supported over 500 blue chip and ambitious clients on their martech journey, including PayPal, Fujitsu, UK Cloud, and Shell.

For more information please visit **clever-touch.com**.

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