

0-7,000 IN THREE YEARS: FUJITSU RELIES ON IMN E-NEWSLETTERS TO HELP BUILD CONSULTING PRACTICE AND SUPPORT NORTH AMERICAN EMPLOYEES

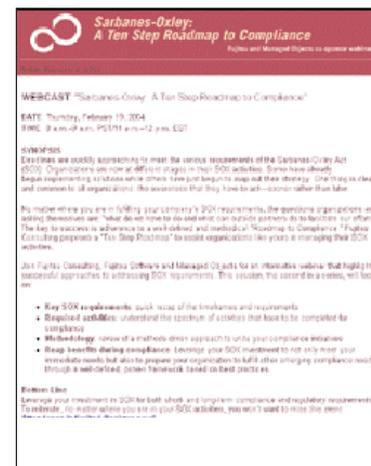
What began for Lucy Niro as a convenient, inexpensive way to drive traffic to her company's intranet, has turned into an integral part of her marketing strategy. As Marketing and Communications Manager for technology giant Fujitsu's relatively new consulting division, Niro's role is to provide both internal and external audiences with marketing information, collateral and support. Ongoing e-marketing initiatives include geography-specific consulting content for Fujitsu's country portals and Fujitsu Consulting's intranet, as well as electronic push communications directed at customers, partners and analysts. Offline, Niro oversees the production of a steady stream of marketing materials, such as fact sheets, white papers, case studies, announcements, press releases and events. "Anything that falls under the traditional umbrella of marketing activities," says Niro.

It All Started with a Webinar Invitation

Three years ago, Niro began to use IMN's e-marketing services as a simple, low-cost alternative to steering traffic toward her company intranet. She quickly expanded her IMN usage to include invitations to key Fujitsu Consulting seminars and conferences, thereby eliminating high printing and postage costs while speeding up the design and delivery processes. Still, as satisfied as she was with her electronic invitations, she knew she was not taking full advantage of all IMN has to offer. With every event came increasingly sizable email lists of clients, prospects and analysts. Niro realized that e-newsletters developed on the IMN platform could sustain the discussions and dialogues the seminars kicked off. She simply had to persuade her superiors that it was worthwhile.

Tracking and Analytics Key to Approval

She explained how IMN's content management, tracking and reporting capabilities, along with mailing lists and subscription management services, would help provide invaluable, direct-from-the-source feedback while keeping prospects, clients and analysts continuously engaged (and Fujitsu Consulting continuously top of mind). Niro says, "To be able to tell your upper management that, for a reasonable monthly fee, you can now track recipient attention not just to the e-newsletter but to the individual articles and see which ones have generated the most interest...from there, it pretty much sold itself. They could see how it allows you to readjust your thinking



and respond with even more relevant content and thought leadership.” She went on to show how effectively and efficiently an e-newsletter can drive recipients to the consulting pages of Fujitsu’s country Web sites – a critical success metric. That’s all they needed to hear, and *Leading Edge*, Fujitsu Consulting’s first IMN-based e-newsletter was born. From Day One, it has provided monthly statistics that allow Niro and her team to make better content decisions, create more targeted subscriber subsets and monitor hits to the Web site. Her subscriber list has skyrocketed to nearly 7,000.

Scaling up for a Nationwide Audience

Nothing succeeds like success and it wasn’t long before senior-level management in Fujitsu’s operational areas took notice of Niro’s IMN initiatives. When asked how best to use IMN’s continuous learning platform across all Fujitsu divisions, Niro quickly recommended automating the internal North American employee newsletter, which was first produced in print and then as a PDF document. Fujitsu needed a way to make some 6,000 employees scattered across the continent feel like they all worked for the same company. More importantly, it couldn’t be a news-sent-from-the-mountain-top approach.

“They [Management] really want to know what is on people’s minds. I showed them how with IMN, employees could provide feedback on articles they care about most and how that can guide the company’s decisions on how to support them. Through the use of polls, article viewing statistics and even basic delivery rates, we’re learning a tremendous amount from employees. Tell me another way to get such pure, direct feedback – from that many people – without spending hundreds of thousands in research. There just isn’t one. The metrics can’t be found in any other vehicle.” Niro says, adding that employees find the e-newsletter easy to access and read. What’s more, they like the fact that there’s no cumbersome PDF to download.

While both her IMN-based consulting and North American employee e-newsletter were novel ideas from the start, Niro says it was IMN’s ease of use that actually made them possible. Even as she began to employ some of the more sophisticated tracking and analytics, there was no additional training. In fact, she describes herself as self-taught. Once the template is branded (no html required), it’s just a matter of pulling in the content. Equally important are IMN templates, which are flexible so you can brand and re-brand them as you develop different versions of the e-newsletters to address various sub-audiences.