

Case study

iTAC Software AG

»Through the use of software and infrastructure in the cloud, we expect to gain access to customers that we have been unable to reach via our conventional usage model.«

David Burger, CEO, iTAC Software AG



The customer

iTAC Software AG develops, implements and supports its iTAC.MES.Suite (Manufacturing Execution System) with leading manufacturers around the globe. The software can be customized according to customer requirements and is used across discrete manufacturing industries. As such, the solution is often deployed in the manufacture of high-volume and / or high-variant automotive, medical devices or electronics components. The company focuses on other industries with strict security requirements like telecommunications or energy and utilities. The iTAC.MES.Suite transparently captures each operational procedure and production process all the way through to coverage of the extended supply chain. This not only improves the quality of processes and products, but particularly boosts efficiency reducing if not eliminating the shipment of faulty products. Users measurably save valuable time and costs.

The challenge

Up to now iTAC acquired its clients among enterprises, who consider manufacturing as their core competence, but nevertheless have sufficient know-how and the means to provide their own IT-environment for the comprehensive software solution. For some medium-sized businesses however, such an investment may be deemed too expensive due to the costs for acquisition, implementation, operation and routine updates. Therefore, the majority of these businesses focus on their core competencies in manufacturing and limit themselves to less powerful solutions that are run on their premises. Despite these challenges, the strategic relevance of MES-solutions in such companies is on the rise.

The solution

The partnership with Fujitsu Technology Solutions GmbH enables iTAC to cater to new customers in the medium-sized business segment, who previously shied away from investing in their own production IT. With the help of Fujitsu's ISV Cloud Program, pre-configured solutions in the areas of Software as a Service (SaaS) as well as Infrastructure as a Service (IaaS) can be quickly deployed together with the iTAC.MES.Suite via Internet-based communication channels and without special requirements on the internal infrastructure.

The customer

iTAC Software AG
Industry sector: IT / Software / MES
Industry focus: Discrete manufacturing
Founded: 1998
Headquartered in Germany with offices in France, USA und China
Website: www.itacsoftware.com



The challenge

Currently iTAC's MES-solution is predominantly deployed by clients in their own IT-environment. Initial investments may create the perception that the solution is costly and labor-intensive particularly for medium-sized companies.

The solution

Using the MES-Software in the cloud is not only beneficial for an iTAC-customer, who obtains a professional MES-solution with all its advantages in a virtual environment at minimal cost and hardware investment, but also for iTAC, who can tap into a new and attractive market segment with Fujitsu's Cloud Program.

The benefit

- Instant commercial exposure of the iTAC.MES.Suite via the Fujitsu-SaaS-Portal
- Availability of all components needed for an online-business
- Immediate access to servers and storage capacity
- No acquisition and maintenance of costly hardware, therefore low initial costs for the customer
- Security and continuous availability also during peak times – of particular importance during running production

The benefit

The combination of a leasing model via Software as a Service including the required infrastructure offers iTAC an additional opportunity to introduce their solution – in parallel with the current licensing model – to a broader audience. New markets can be tapped into because the software is now more attainable for mid-sized companies.

For iTAC with its strong focus on production-related system features, the effort to develop standard business services like customer- and subscription management in-house was deemed non-core and above all time-consuming and costly. To operate the solution “on demand” allows iTAC to use the services as needed and to simply ramp up should the customer wish to expand its production requirements.

- No new programming of SaaS-Services necessary
- Low initial investment
- Flexible mapping of the online business for iTAC
- Access to yet untapped market segments
- Robust and secure online operations in Fujitsu data centers

The flexibility and scalability of Fujitsu’s Business Enablement Services not only help iTAC, but also their potential mid-market customers. In addition, enterprises, who need to react quickly to changes in the market place, will have the opportunity to choose a pay-per-use-model instead of a full license.

Furthermore, iTAC is enthusiastic about the flexible pricing and product packaging models. The software vendor expects many of its clients to subscribe to all service components. iTAC finds the offer of different service levels particularly convenient. 24 / 7-support is of the essence to customers who need high availability and offers an additional reason to decide in favor of the cloud solution.

Products and services

- ISV Cloud Program, Business Services for fast implementation of an online business model into a Software as a Service (SaaS) offer
- ISV Cloud Program, Infrastructure as a Service (IaaS): for a secure and flexible operation of SaaS solutions
- Flexible maintenance solutions from Enterprise all the way to 24 / 7 / 365

Conclusion

iTAC Software AG was looking for a strong and – like themselves – internationally operating partner, who could provide both the infrastructure as well as the know-how to bring a solution like the iTAC.MES.Suite to market via the cloud. The use of manufacturing execution systems in production enterprises, regardless of their size, is of vital importance. This is why iTAC selected its partner for the approach into the cloud carefully, also bearing in mind that iTAC’s mid-market customers would experience the same unconditional reliability in a centrally deployed product as existing customers using their own MES-IT-infrastructure. During in-depth discussions Fujitsu and iTAC reached consensus on an approach that will guide all aspects of their relationship.

“We know that the SME market is very relevant to us and that our reach in that market has been limited. Only a solution deployed via the cloud in cooperation with an experienced partner can be put into effect quickly. Just the announcement of the solution on our website brought us the first sales leads. All this happened before we even had actively approached customers from that segment. Proof enough for us, that we’re on the right track.”

David Burger, CEO, iTAC Software AG

About Fujitsu

Fujitsu is a leading provider of ICT-based business solutions for the global marketplace. With approximately 170.000 employees supporting customers in 70 countries, Fujitsu combines a worldwide corps of systems and services experts with highly reliable computing and communications products and advanced microelectronics to deliver added value to customers. Headquartered in Tokyo, Fujitsu Limited (TSE:6702) reported consolidated revenues of 4.6 trillion Yen (US\$ 50 billion) for the fiscal year ended March 31, 2010. For more information, please see: www.fujitsu.com.

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