



## SHIPLEY SUPPORTS FUJITSU IN GOVERNMENT DEAL

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FUJITSU has recently won the contract to provide information and technology services to HM Treasury.

Towards the end of this highly competed process the evaluation called for, at short notice an executive white paper.

The Fujitsu team had only a very limited time to respond and asked Shipley to help produce the executive white paper, at 2 days notice, and to:

- Ensure the customer expectations for the document were met
- Challenge the bid team to produce a clear, concise and targeted executive paper
- Drive through Shipley best practice in structuring a persuasive document.

HM Treasury chose Fujitsu to deliver the services, and have said one reason they were chosen was due to their ability to articulate clearly how their solution would help HMT to achieve their stated business objectives.

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*“We were asked to prepare an Executive white paper for HM Treasury, at very short notice, when the bid team was already more than fully occupied.*

*Shipley responded to our urgent request, joining our already busy team and providing an external view. The consultant diplomatically and professionally guided the bid team to complete a paper:*

- *Matched to the requirements of the HMT*
- *Clearly stating why Fujitsu is uniquely placed to deliver the services*
- *To persuade HMT of the benefits of outsourcing and*
- *Enabling us to advance the dialogue and close the deal.*

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**Tom Roche**  
Account Director Fujitsu Government Business Division