

## Sales Initiative: Fujitsu Opens Telesales Centers in Berlin and Barcelona

Approximately 300 new jobs created in total

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**Regensburg, August 1, 2011** – In fall 2011, Fujitsu will open two new telesales centers in Berlin and Barcelona. The leading European IT infrastructure provider is strengthening its sales force in the CEMEA&I (Continental Europe, Middle East, Africa, and India) region, aiming to increase its market coverage and revenue significantly. To reach this goal, Fujitsu is using sales activities that go beyond the traditional telemarketing. In the two new telesales centers, the company plans to combine various sales activities including customer intelligence, sales development, and telesales for comprehensive and rigorous customer support. In the first step, the company will create a total of approximately 300 new jobs between the two new locations, and plans to create a further 300 jobs in Berlin over the next three years.

With the new telesales centers, Fujitsu is accelerating sales and reinforcing customer support. Also, both locations will become an internal sales school to systematically educate the company's sales force – and offer new career paths. Fujitsu has opened up a website for professionals interested in applying at [https://jobsite.ts.fujitsu.com/Pages/Search.aspx?language=en\\_US](https://jobsite.ts.fujitsu.com/Pages/Search.aspx?language=en_US).

In addition to the infrastructure of both cities, a decisive factor in selecting Berlin and Barcelona as the locations was the draw of these cities for potential employees with suitable qualifications such as language skills and sales expertise. «We systematically evaluated 20 European cities and short-listed four before selecting Berlin and Barcelona,» says **Rolf Schwirz**, CEO at Fujitsu Technology Solutions. «After short-listing, it was important for us to gain the support of the local authorities. Now we have achieved that, the hiring process has already begun and we are currently looking in both cities for suitable venues for our operations.»

By expanding its digital distribution channels including internet and telephone, Fujitsu also meets its corporate responsibility to reduce carbon dioxide emissions. If the telesales model proves to be successful, the company will expand the concept and further pursue it at additional locations.

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**For further information, please see:**

Blog: <http://blog.ts.fujitsu.com/>

Twitter: [http://www.twitter.com/Fujitsu\\_TS](http://www.twitter.com/Fujitsu_TS)

Facebook: <http://www.facebook.com/face2fujitsu>

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**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 4.5 trillion yen (US\$55 billion) for the fiscal year ended March 31, 2011. For more information, please see: [www.fujitsu.com](http://www.fujitsu.com).

**About Fujitsu Technology Solutions**

Fujitsu Technology Solutions is the leading European IT infrastructure provider with a presence in all key markets in Europe, the Middle East and Africa, plus India, serving large-, medium- and small-sized companies as well as consumers. With its Dynamic Infrastructures approach, the company offers a full portfolio of IT products, solutions and services, ranging from clients to datacenter solutions, Managed Infrastructure and Infrastructure as a Service. Fujitsu Technology Solutions employs more than 13,000 people and is part of the global Fujitsu Group. For more information, please see: <http://ch.ts.fujitsu.com/aboutus>.

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