

Cohn Consulting Group's Performance Management Practice Helps Fujifilm Revolutionize the Rebate Industry

When Scott McNulty, Director of Business Development at Fujifilm USA, wanted a comprehensive solution to revolutionize the consumer goods rebate process and marketplace, he teamed up with the Enterprise Performance Management Practice of Cohn Consulting Group. Known for its innovative approach and commitment to being "the source of business solutions," Cohn consultants helped bring this vision to life.

Using their unique business performance management (BPM) methodology, Cohn Consulting was able to develop a solution by layering multiple technologies. In a market where consumers will currently wait 6 - 8 weeks to receive rebate reimbursement, McNulty said: "We've got it down to 20 days after we receive the paperwork. We believe with fine-tuning we can get that down to a week. The goal is 24 hours -- and we're determined to get there." The quality of the experience has been much improved too, as Fujifilm employees and customer service agents now have a previously impossible level of visibility into the rebate redemption process with which to respond to customer inquires. The result has revolutionized the rebate industry, and provided Fujifilm with significant advantages amongst its competitors. This distinctive technology application garnered national recognition for Fujifilm as the winner of Business Finance Magazine's 2003 Vision Awards for excellence in Business Performance Management, sponsored by Hyperion.

"Companies across all industries have long understood the marketing power of rebate campaigns, this just brings it to a new level," said David Giannetto, Director of Cohn's Performance Management Practice. "Offering quicker reimbursement and complete customer service adds additional value to the product in the eyes of the customer, and gives Fujifilm an advantage both with the customer and their retail partners. Gathering business intelligence as part of this process is helping them review previous buying trends in order to predict future behavior and offer something unique. Instead of limiting the power of the rebate program to only the duration of the program, new business intelligence initiative has longer term effects -- leading to better customer service, improved brand recognition, better partnering with retailers and both more responsive and effectively targeted marketing campaigns that predict or exceed the expectations of the consumer."

Giannetto continued, "No matter what the situation, Fujifilm's customer service staff now has the ability to look directly at customer information and paperwork, and arrive at the appropriate solution quickly and efficiently. By combining multiple technologies -- including OLAP reporting, active analytics, financial reporting and Web interactivity -- we were able to integrate several existing databases, e-commerce sites, and external business partners, giving Fujifilm the ability to gain control over business-critical customer information and related buying patterns, while ensuring rapid rebate reimbursements."

Tony Zecca, Partner-in-Charge of the Cohn Consulting Group added, "By leveraging the data in their rebate program, Fujifilm can view historical purchasing patterns to make better marketing decisions. Being the first in the marketplace to launch this breakthrough system provides them with a significant competitive advantage. Cohn Consulting Group is proud to have worked with Scott McNulty at Fujifilm in designing and implementing this program."

More About Cohn Consulting Group

Cohn Consulting Group, a division of J.H. Cohn, LLP, the thirteenth largest accounting and consulting firm in the United States, is known for its innovative approach and commitment to being "the source for business solutions." Clients appreciate that the Cohn consultants understand their business drivers and related industry trends, and have the business experience and technical skills necessary to help their clients thrive in today's competitive marketplace. Their Enterprise Performance

Management practice has implemented BPM solutions for a wide range of clients, including the United Nations. For more information, please visit www.jhcohn.com.

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