

Fujitsu

Who we are



FUJITSU



This is how you might know us

FUJITSU



But we are transforming rapidly

FUJITSU



We breathe innovation

FUJITSU





* Digital transformation (DX): Utilizing digital technologies and data to deliver innovative services and transform business processes.

Technology to support digital transformation



Combining these technologies together enables us to deliver transformational services

Computing

Digital Annealer, HPC

AI

Explainable AI, Wide Learning

5G

Local 5G, Network Slicing



Cybersecurity

Multi-Factor Biometric Authentication, Security by Design

Cloud

Hybrid IT

Data

Virtuora DX, Chain Data Lineage

IoT

Dracena, Edge Computing



The Fujitsu Way comprises of three components:

- "Our Purpose" indicates why Fujitsu exists in society.
- "Our Values" are the important sense of value each person should have.
- "Code of Conduct" is what we should comply.

Fujitsu Purpose



Our purpose is to make the world more sustainable by building trust in society through innovation



Fujitsu: Who we are



- We have been in the business for 80 years and do everything in ICT
- We use our experience and the power of ICT to shape the future of society with our customers
- Japan's largest IT services provider and no. 7 in the world*
- 132,000 Fujitsu people support customers in 100 countries
- Over 18,500 employees are engaged in R&D within the Fujitsu Group and 1,400 researchers in the Fujitsu Laboratories Group
- 13 Global Security Operation Centers, 3 in EMEIA Operating to highest National Government security levels

Trusted partner



Using the power of technology to shape the future of business and society.

Fujitsu is the world's
7th largest
IT Services Provider
and **No.1 in Japan**

The **Fujitsu Group**
operates in **154** countries
ensuring a globally
consistent service with

30,000
Channel Partners
selling Fujitsu portfolio globally



Fujitsu has been chosen for inclusion in the
**Dow Jones Sustainability World
Index**
for the **17th** time

FORTUNE named Fujitsu as one of
'The world's most admired companies'
for the **5th consecutive year**



Our **8 Global** delivery
centers speak **40** languages
and serve **1.2m end users**
24/7



We have over
100 Data Centers
worldwide with over **1 million**
square feet of raised floor
space



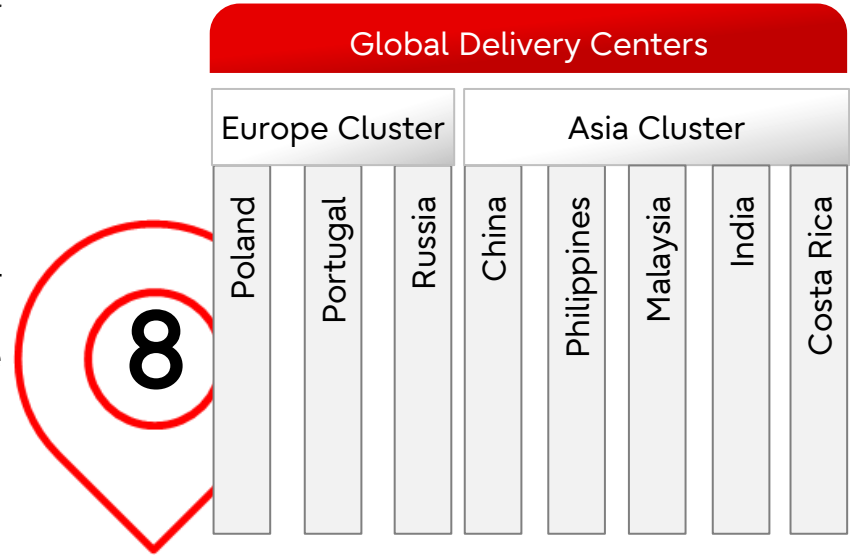
Fujitsu spend
\$1.6 billion annually
on research and
development worldwide

Fujitsu has over
80 years experience
in the IT industry and developed Japan's
first computer in 1954, the **FACOM 100**

Global Delivery Centers

Our centers worldwide deliver global IT expertise, plus local knowledge, to customers from all industries - operating in over

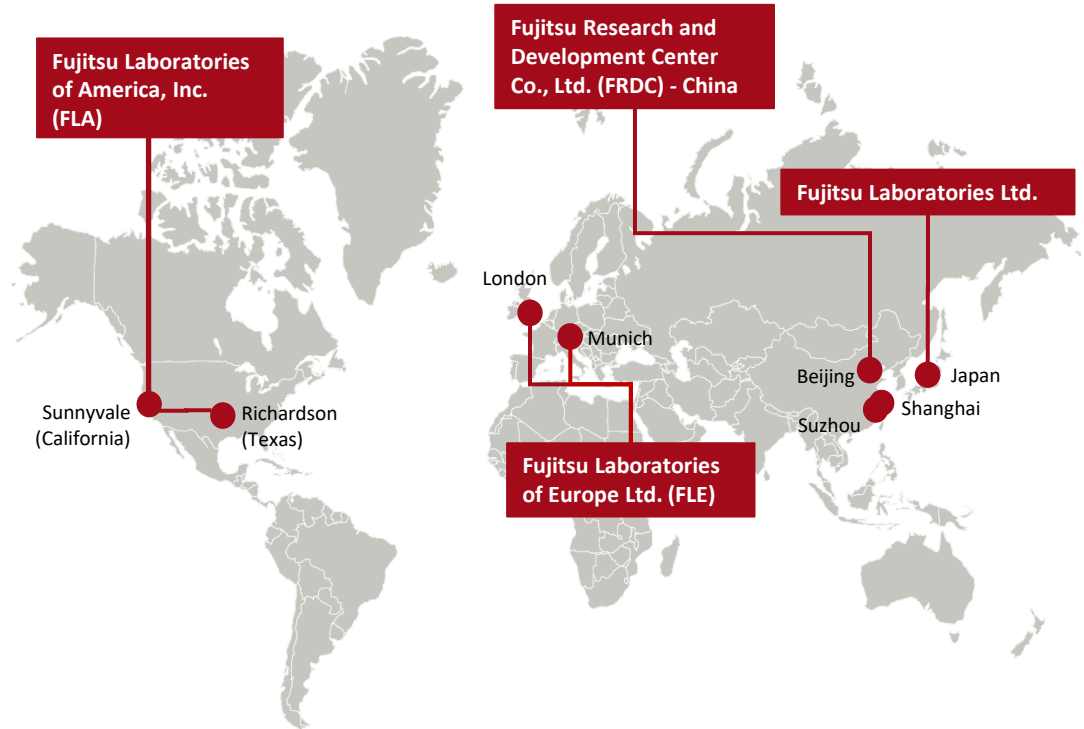
- Clusters: There are 2 Clusters within the GDC structure – Europe and Asia, these structures contain GDCs in 8 countries. These operate globally providing delivery services across the globe into multiple Regions
- Individual GDCs: There are 8 primary countries with GDCs - each has a lead, and the leads report into their respective cluster head. The leads have the responsibility for all of the delivery from that country GDC into all Regions
- Delivery: Each of the GDCs effectively forms a Delivery organization. This organization provides the delivery services into the CSM in each Region, it also forms part of the consistent virtual service lines led by the Global Services Lines / Hubs & Portfolio



100 countries around the world
and speaking 40 languages

Research and Development

- Over 18,500 employees are engaged in R&D within the Fujitsu Group.
- We have approximately 1,400 researchers in Fujitsu Laboratories Group conducting leading-edge R&D at 4 global R&D sites.
- In addition to in-house efforts, Fujitsu engages in collaborative R&D with renowned universities, independent research institutes and other organizations worldwide.



Global social challenges

The United Nations set out 17 Sustainable Development Goals(SDGs)



The World in 2030

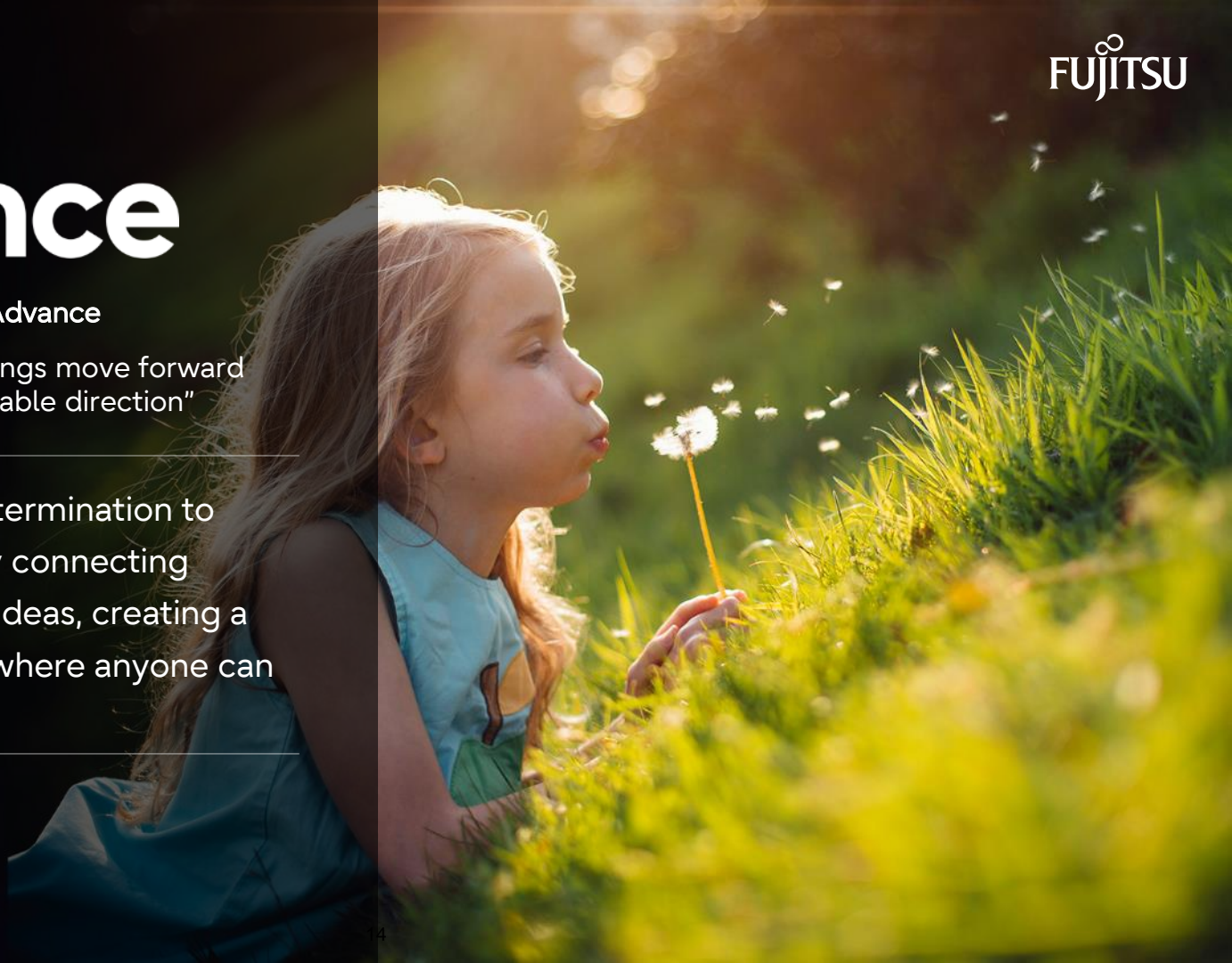
A world in which people, places and things are connected to solve social issues and generate innovation, leading to a greener future and sustainable society that leaves no one behind.

Fujitsu UVance

Universal + Advance

“making all (Universal) things move forward
(Advance) in a sustainable direction”

It represents Fujitsu's determination to build new possibilities by connecting people, technology and ideas, creating a more sustainable world where anyone can advance their dreams.



Delivering a sustainable world through
7 Key Focus Areas

Vertical Areas

Four cross-industry areas



Sustainable
Manufacturing



Consumer
Experience



Healthy
Living



Trusted
Society

Horizontal Areas

Three enablers supporting
cross-industry areas



Digital
Shifts



Business
Applications



Hybrid
IT

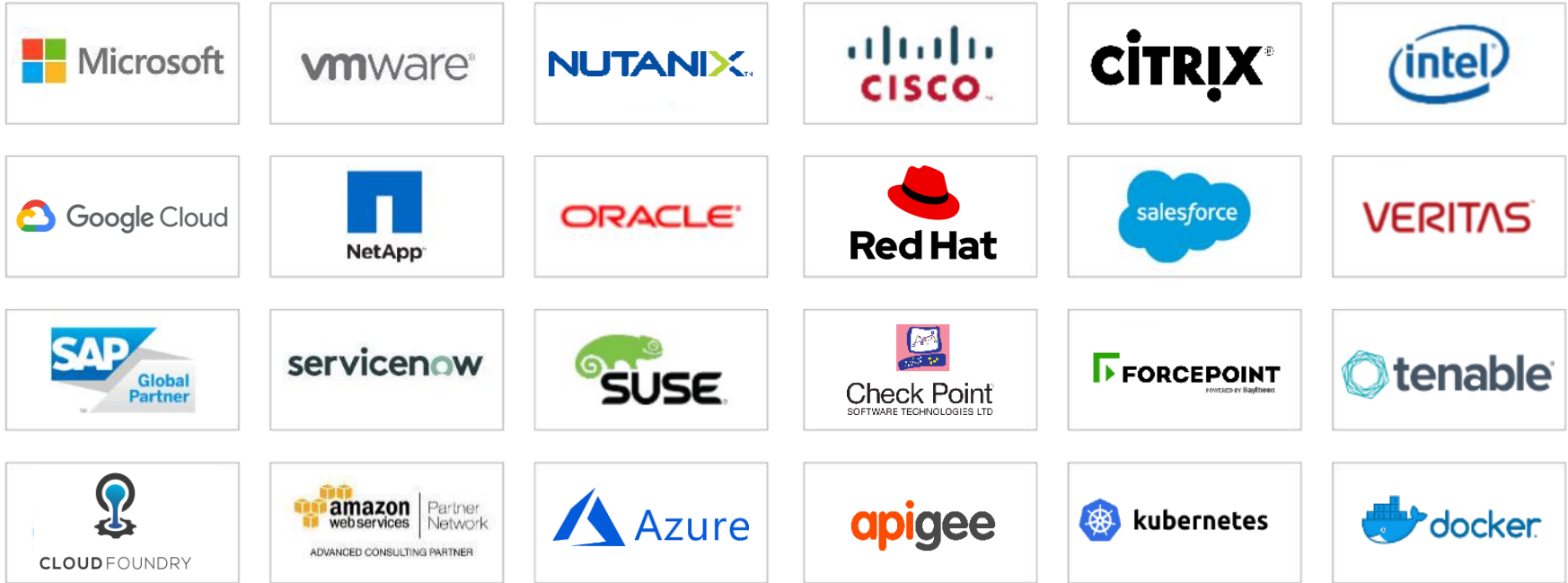
Fujitsu Uvance

[Moving Forward – Video](#)

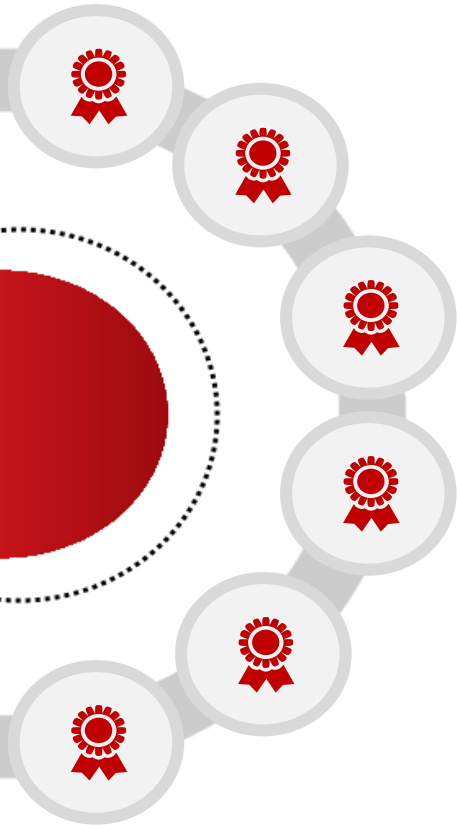
[Fujitsu Uvance Website](#)



Working with world class partners



Partner Awards



Gold Microsoft Partner

Azure Expert MSP

Managed Service Provider for AWS

VMware Enterprise Solution Provider

SAP Global Partner

ServiceNow: IT Workflow Partner of the Year 2019 Global

Working with world class customers

Retail



Public Sector



Financial Services



Manufacturing



Transport & Logistics



Communications



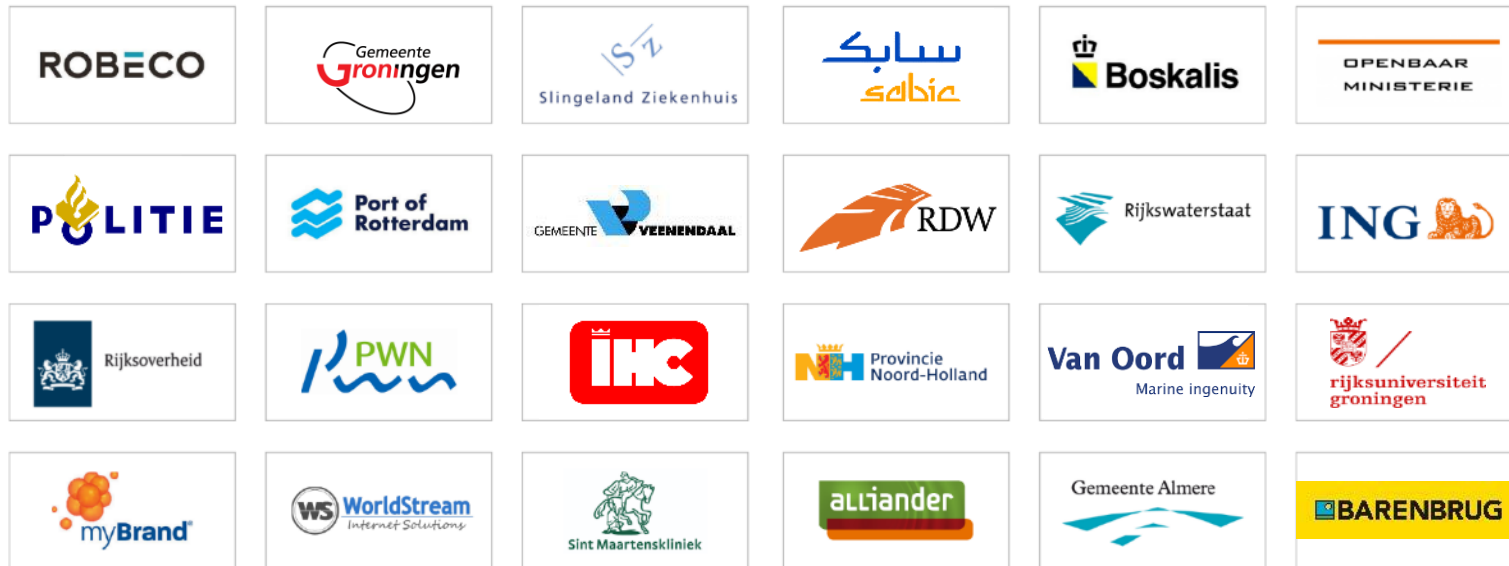
Utilities



Health



Our customers



Leadership Team Fujitsu NL



FUJITSU Work Life Shift

Organizations have an opportunity to change radically.

With the right tools, powered by digital technology, organizations can create a new reality for their employees.

fujitsu.com/nl/worklifeshift

FUJITSU



Customer Case: Robeco

“ Fujitsu had the flexibility and customer intimacy we were looking for, so it was the natural choice. ”

Johan Sturm, Head of Continuity & Stability

www.fujitsu.com/nl/klanten



Challenges

- To provide employees with a supported, secure, and modern workplace experience that enables exceptional productivity and collaboration so Robeco's goals can be achieved.



Solution

- Microsoft 365
- Microsoft Managed Desktop
- Customer Experience Center
- Change and adoption programs
- XLA-based services



Benefits

- Consistent employee experience, regardless of work location, enabling global mobility
 - Increased user satisfaction due to remote support services
 - Highly secure, and easy-to-use workplace, reducing the risk of a data breach
- Download full customer case at [Robeco: Fujitsu Netherlands](#)



FUJITSU Work Life Shift

[FUJITSU Work Life Shift: Werk jij al in balans? - YouTube](#)



Gartner recognizes Fujitsu as a Leader for Managed Workplace Services in Europe



Within the Gartner Magic Quadrant for Managed Workplace Services, Europe, Fujitsu are once again positioned in the 'Leaders' quadrant. Best of all, we continue to maintain the highest placement for our ability to execute.

According to Gartner

- Leaders deliver their service solutions skillfully, have a clear vision of the direction of the service market, and are actively building and improving their competencies to sustain their leadership positions. The Leaders quadrant indicates the direction of the MWS market, although many digital workplace offerings still have low adoption rates.
- Leaders have demonstrated their experience in delivering MWS and understand the requirements to successfully deliver these services. They have proved their Ability to Execute and their Completeness of Vision

[READ THE FULL REPORT HERE](#)

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Magic Quadrant Disclaimer
Magic Quadrant for Managed Workplace Services, Europe. Published 24 February 2021.
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Magic Quadrant for Managed Workplace Services, Europe (Febr 2021)

Customer Case: Barenbrug (ENG)

The Royal Barenbrug Group is a globally operating Dutch family company in grass seed production with 18 operating companies and 22 R&D locations in all major climate zones. The core activities of this international agricultural player are Research and Development, Seed production and Sales & Service.



www.fujitsu.com/nl/klanten



Challenge

- Ambition for 1 global IT organisation, 1 global supplier and a centrally managed digital platform
- Scalable and “globally connected” infrastructure to enable and facilitate growth
- More flexibility in digital workplace in order to innovate
- Worldwide integration of employee services



Solution

- With services managed by Fujitsu’s network of Global Delivery Centers (GDCs), Barenbrug employees can work flexible and fully digital based on Microsoft Azure and Microsoft 365
- Fujitsu’s networking services based on a virtual private network (VPN) based on Microsoft Azure, Cisco Meraki-backbone, Wide Area Network (WAN) and Office Local Area Network (LAN)



Benefits

- “This gives us more control, resilience and flexibility by unifying, standardizing and connecting our distributed infrastructure across the globe. We will accelerate our internal digital transformation to remain focused on providing top-quality products and services to our end customers.” **Jeroen van Dijk, Global IT Director**
→ Read press release at bit.ly/FJ_Barenbrug2020EN

Adaptive Organization

Evolve fast for
infinite impact



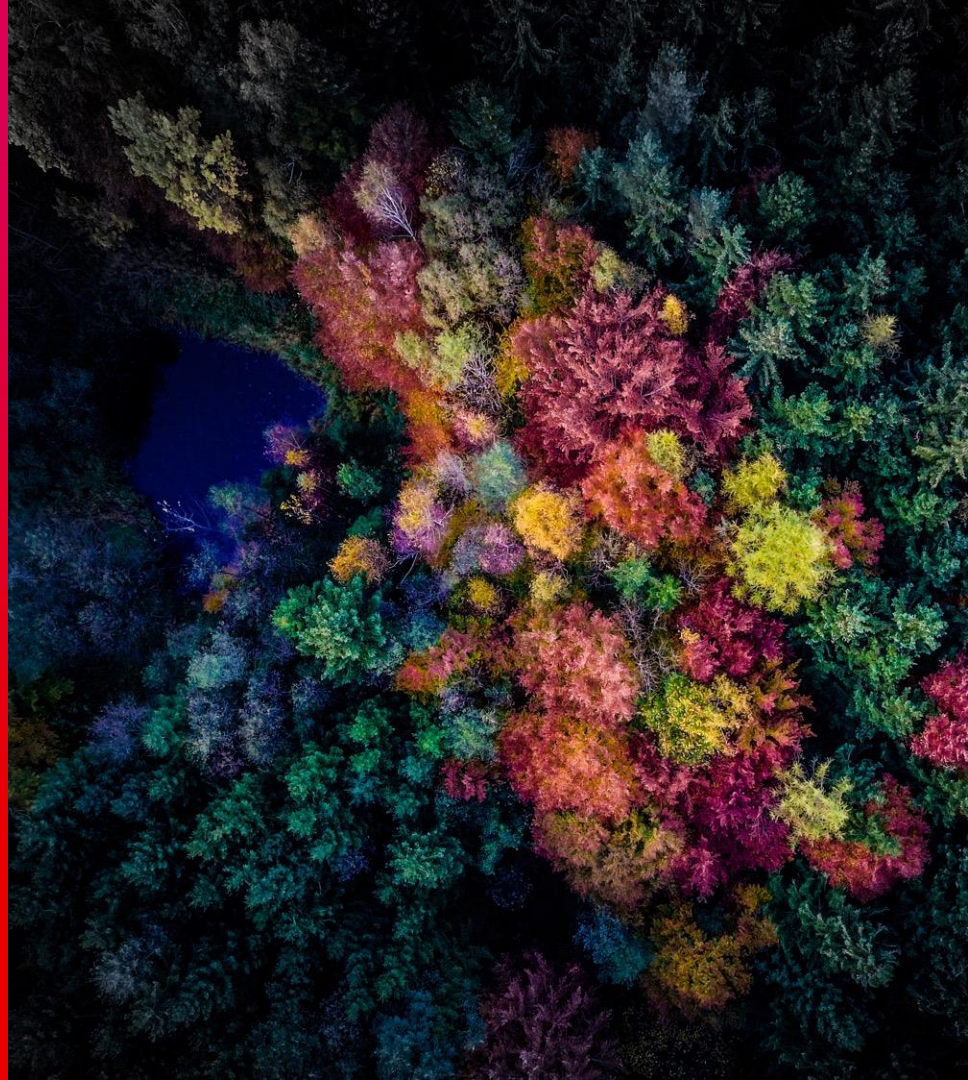
Looking to the future...

Change

will be the only constant.

Adaptability

will be key to success.



The pace of change demands adaptive and composable business models



>75%

of leaders say their organization needs to react faster to uncertainty and change



66%

of organizations are replacing their transformation strategy to keep up



60%

of organizations will work on 'composable business' as a strategic objective



85%

of teams will use business architecture deliverables to guide strategy and drive customer-centricity



72%

of leaders say CX is now the driving force behind their transformation plans



75%

of organizations say leveraging data will now be key for survival



80%

Organizations with a composable apps approach will get to market this much faster than competitors



80%

will use iterative, experimental methods like lean, agile and design-thinking for business/product design

Fujitsu Research

Gartner Research

Do these challenges look familiar?

We understand being resilient, responsive and relevant is more difficult than ever

Relevant

Accelerating digital development to meet changing market needs



Create future opportunities for business, customer & societal value



Responsive

Optimizing IT operations to reduce cost and increase agility



Making business operations more intelligent and responsive



Resilient

Building future-ready foundations that enable rapid change to happen safely and securely



Creating your adaptive future

We enable you to succeed across all of these areas, to accelerate impactful and sustainable change.

Relevant

Build Services Faster

Accelerate time-to-market of competitive and engaging digital services, through integrated agile development and continuous delivery.



Drive Insight and New Value

Deliver new sustainable sources of value for your organization, customers and society, through digital innovation that leverages data and emerging technologies.



Responsive

Optimize Cost and Agility

Reduce costs, improve efficiency and enhance service through cloud-based modernization of your infrastructure & applications.



Enhance Effectiveness

React and adapt quickly to market uncertainty by maximizing intelligent systems and streamlining your operational processes.



Resilient

Protected Foundations

Create the future-proof digital infrastructure you need to continuously evolve, with complete confidence in the safety of your data, digital assets & critical services.



Enabling you to continuously evolve at pace

To survive and thrive in times of rapid disruption, being able to continuously evolve at pace is essential.

Our business & technology transformation capabilities enable you to adapt to opportunities and challenges fast, so you can succeed in an ever-changing world.

Customer examples



Built modern network infrastructure for operational excellence and transformation.



Building a future-proof cloud environment with strict regulatory needs.



Migrated 40+ critical applications to Azure for \$20k monthly savings.



Transformed and manage infrastructure & applications in the cloud.



Productive operations through a single digital system and seamless workflows, based on integrated ServiceNow and ERP platforms.



Enhanced process efficiency customer experiences through ServiceNow workflows and automation.



Enhanced care through real-time sensor data collection and integration.



Transformed a \$450bn industry through Blockchain innovation

Broad and deep hybrid expertise, from legacy to cutting-edge cloud innovation

- Leader in the Gartner MQ for DCO-HIMS Europe for eight consecutive years.
- Proven accelerate DX in highly-regulated and legacy constrained industries.
- Global managed cloud & 100+ secure data facilities enabling business-critical services for customers:
 - >230 Mainframe customers
 - 1m Oracle Cloud users
 - 21m+ IoT / IT devices

Proven to solve complex industry challenges through integrated and tailored solutions

- Global consult, build and manage capability for vertically tailored solutions.
- Integrated DX portfolio covering cloud, apps, data & emerging tech services
- Built on heritage of delivering and managing critical enterprise services and national infrastructure:
 - >5,800 cloud customers
 - 120,000 public cloud servers
 - 11m SaaS users

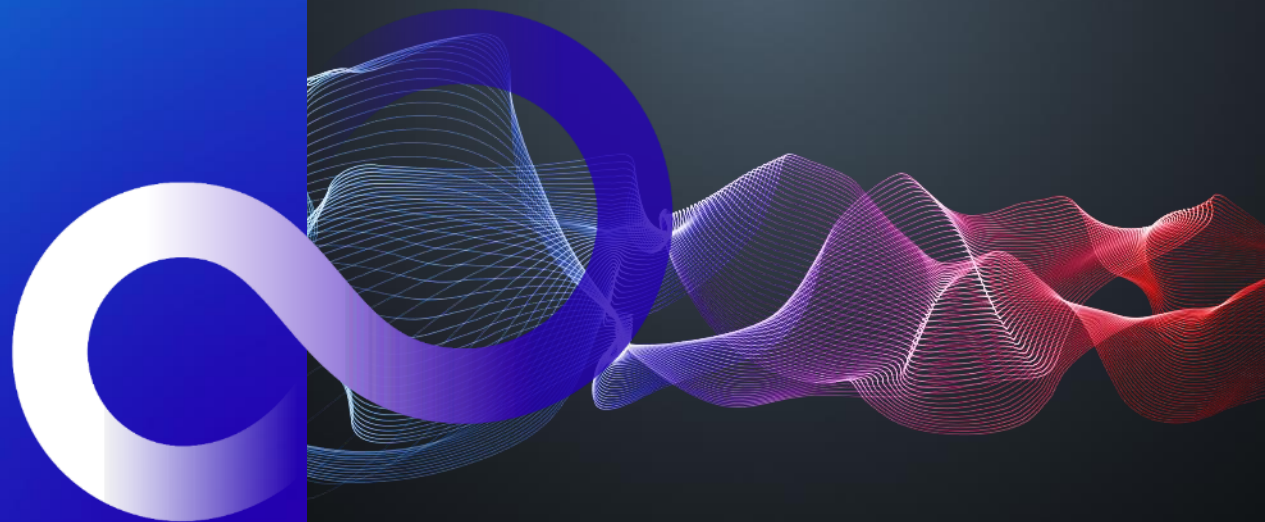
Trusted by enterprises & governments as an agnostic and collaborative DX partner

- Highly-accredited and award-winning partnerships with AWS, Microsoft, Oracle, SAP, ServiceNow and more.
- Unique human-centric design-thinking for solution development.
- Solutions co-created with partners & customers as one multi-disciplined ecosystem:
 - 1000s of certified cloud experts delivering in over 40 languages
 - Co-creation recognized by customers & analysts

Fujitsu Co-creating Program

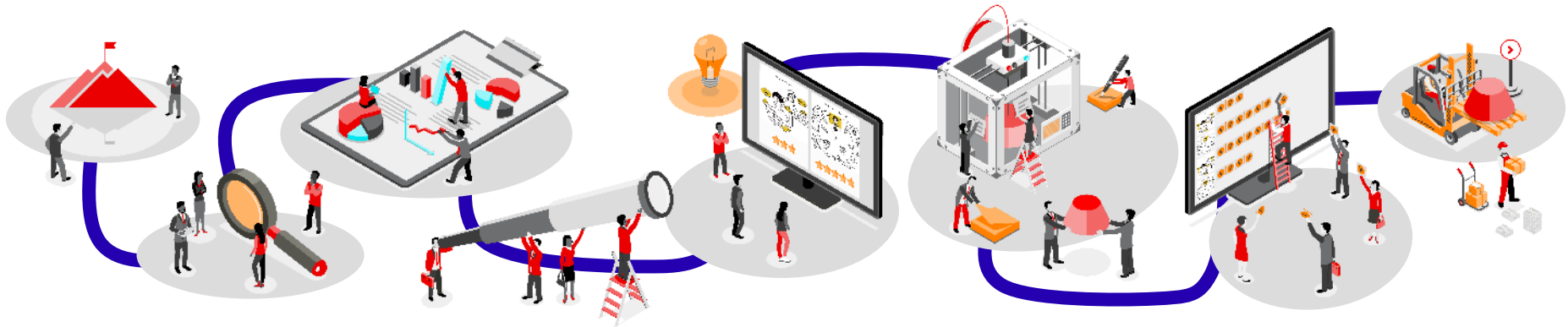
Accelerate your digital
transformation with the
unique FUJITSU HXD
approach

fujitsu.com/nl/co-creation

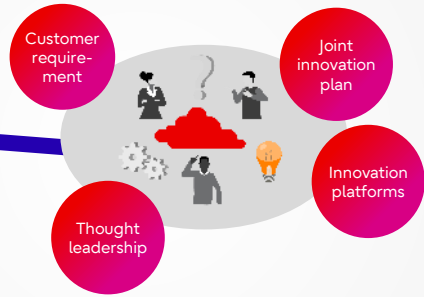
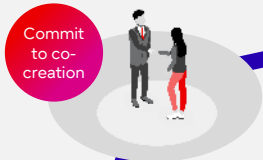


FUJITSU HXD accelerates your pathway to successful digital transformation.

- Understand your business challenge/opportunity in the context of your strategy
- Look at the issues through different lenses
- Combine business and technology expertise to develop rapid outline concepts
- Develop a joint working plan for immediate experimentation



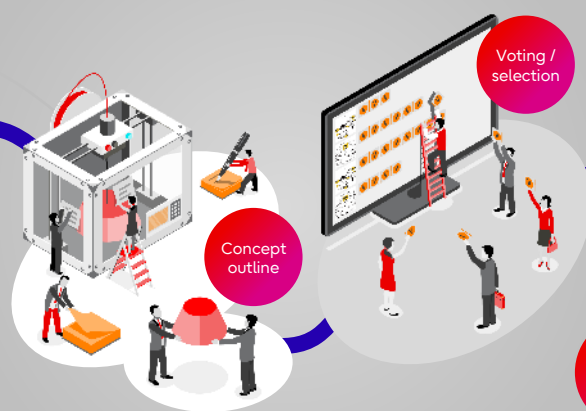
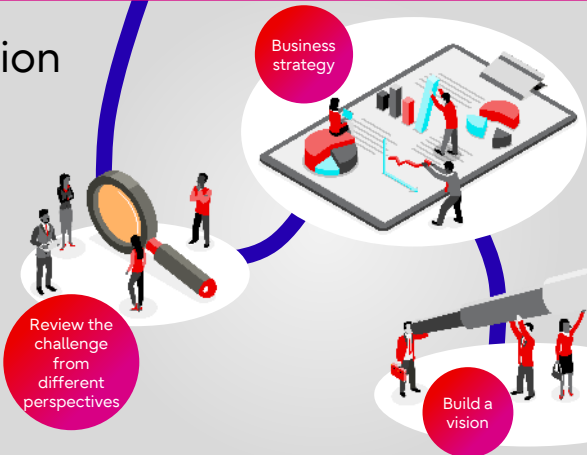
Mindshift



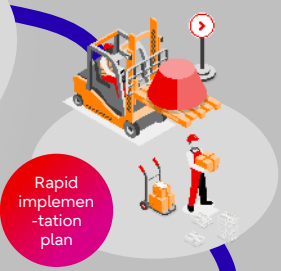
Co-creation

via
FUJITSU Human
Centric Experience
Design (HxD)

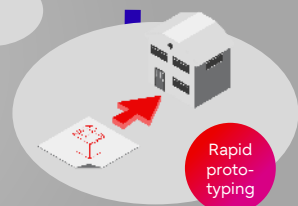
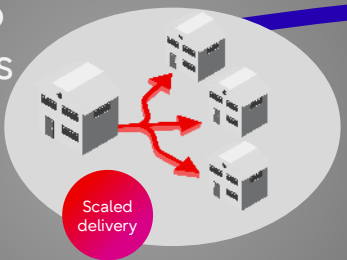
Vision



Proof of Concept



Scale to Business



Proof of Business

Success stories - Co-creation in action



Rock2Recovery



Macquarie University



Environment Agency



NSW Office of Environment and Heritage



Takenaka Corporation



Driver and Vehicle Agency



Council of Reserve Forces' & Cadets' Associations (CRFA)



SJ Solutions



CFL



Camp Quality



Teixeira Duarte

"Fujitsu's co-creation approach is about collaborating in an ecosystem to create new visions and generate tangible concepts that will create new business value for a whole industry."

Sander Rittersma, Director
SJ-Solutions



The 'Green Cloud' offering provides best-in-class data protection on a pay-as-you-go basis.

Sparking innovation through co-creation

Challenge

As part of exploring new opportunities and offerings within the XSPs ecosystem, SJ-Solutions wanted to create an entirely new service provider category around secure data management. The challenge was to find the right partners and an environment to enable the idea to mature into a formal proposal.

Solution

SJ-Solutions was invited to join more than 25 C-Level participants in Lapland to take part in a Fujitsu co-creation event, which enabled them to create new visions and develop new concepts for rapid market implementation. This led to the development of the 'Green Cloud' offering.

Outcomes

- Co-creation enabled the development of the 'Green Cloud' offering
- Provides best-in-class data protection on a pay-as-you-go basis
- Guaranteed full autonomy and security within the 'Green Cloud'
- Easy self-service and insights through a personalized and secure user interface
- Multi-Cloud support to stay in charge of data

What makes Fujitsu unique?



Japanese DNA / culture



Customer centricity



Sustainability awareness



Digital transformation capabilities



Industry knowledge



Eco-system of partners and strategic alliances



Fast outcome-oriented processes & solution design



Your Co-creation Partner

Thank you

