



Expanding the Services Business

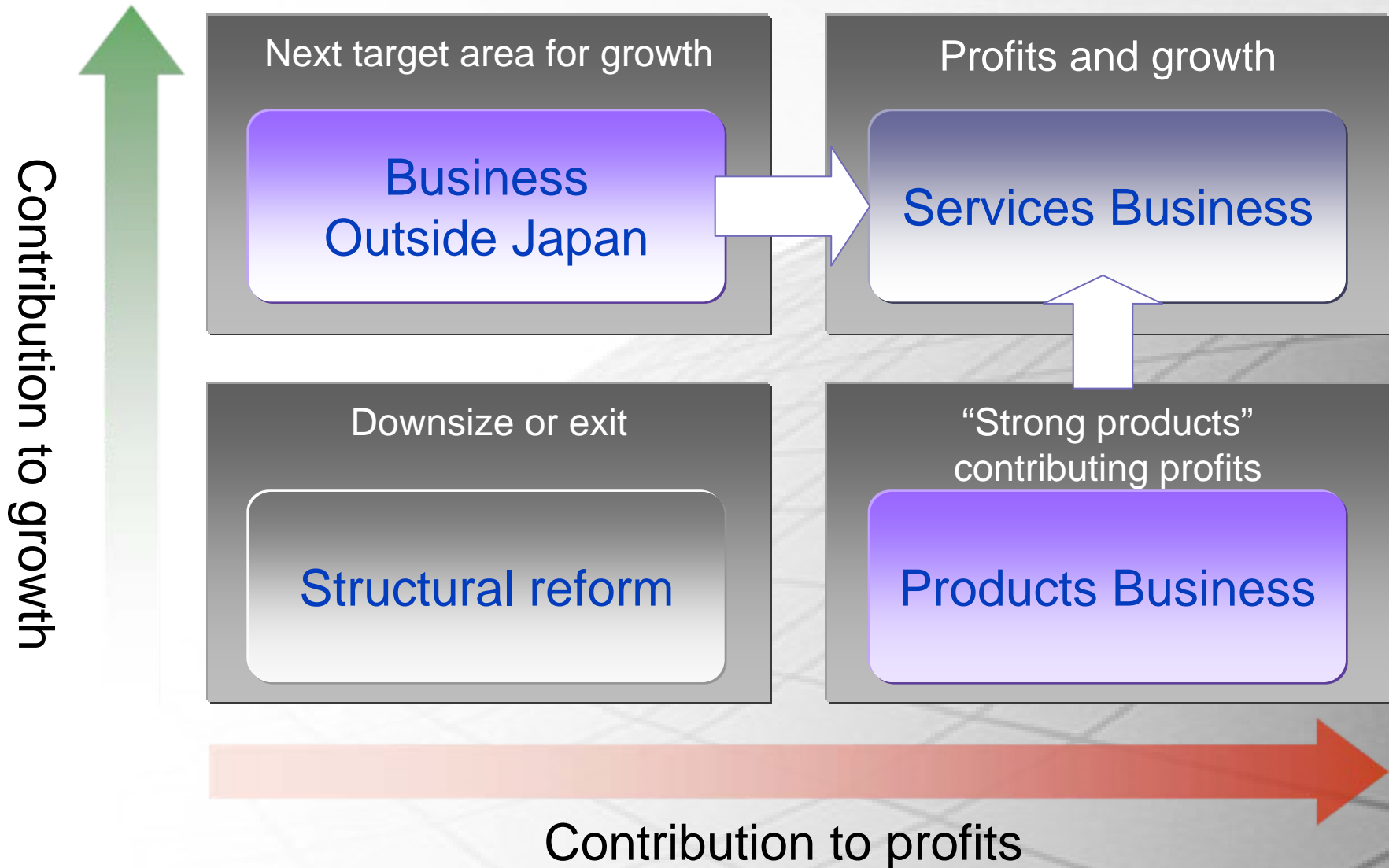
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Fujitsu's portfolio



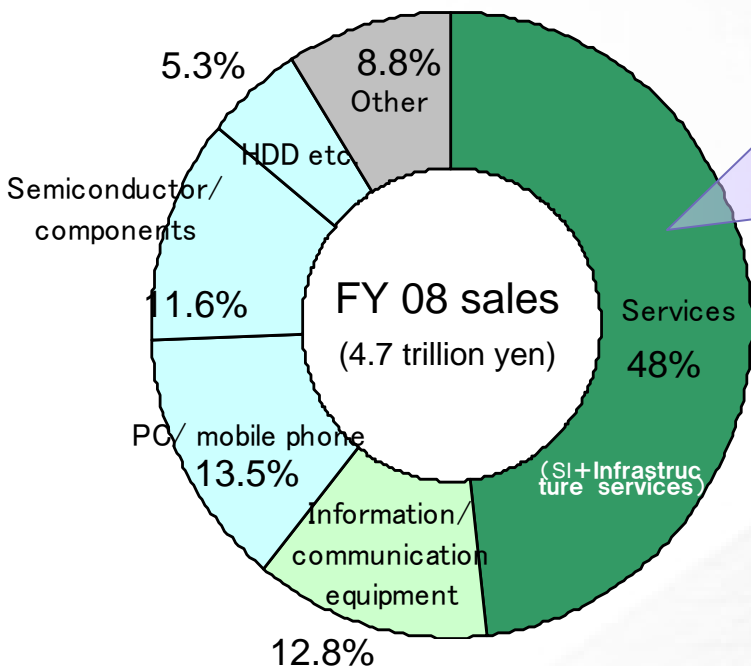
Contribution to profitability and growth will determine allocation of business resources





Fujitsu's Services Business

Services Business accounts for about half of consolidated sales



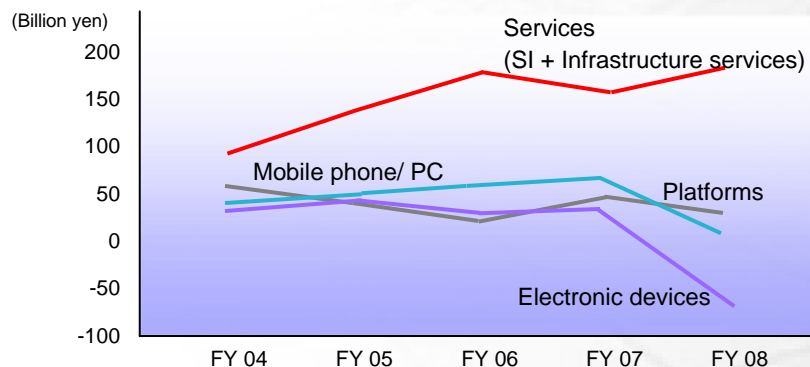
Services Business (SI+ Infrastructure service) 2.4 trillion yen

Infrastructure services business 1.2 trillion yen

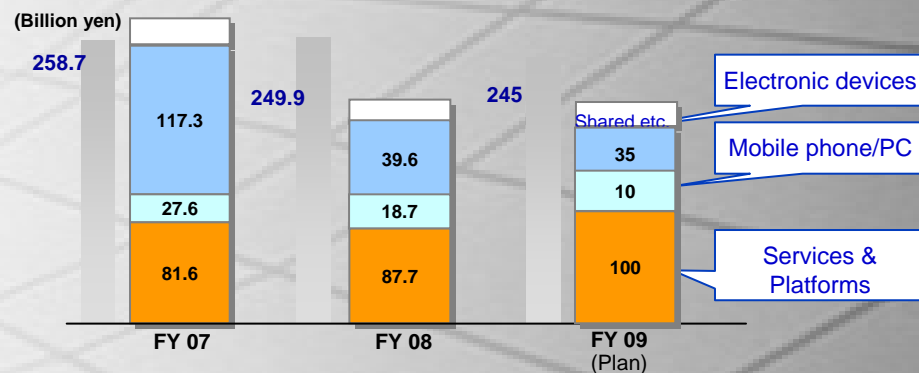
Japan outsourcing business (consolidated) 600 billion yen

- Data center services business 190 billion yen (Hosting, SaaS/ASP, Cloud services, etc)
- Network services business (FENICS)
- On-site services business (LCM/support desk)

Services Business drives operating profit



Investment shifting to Services Business





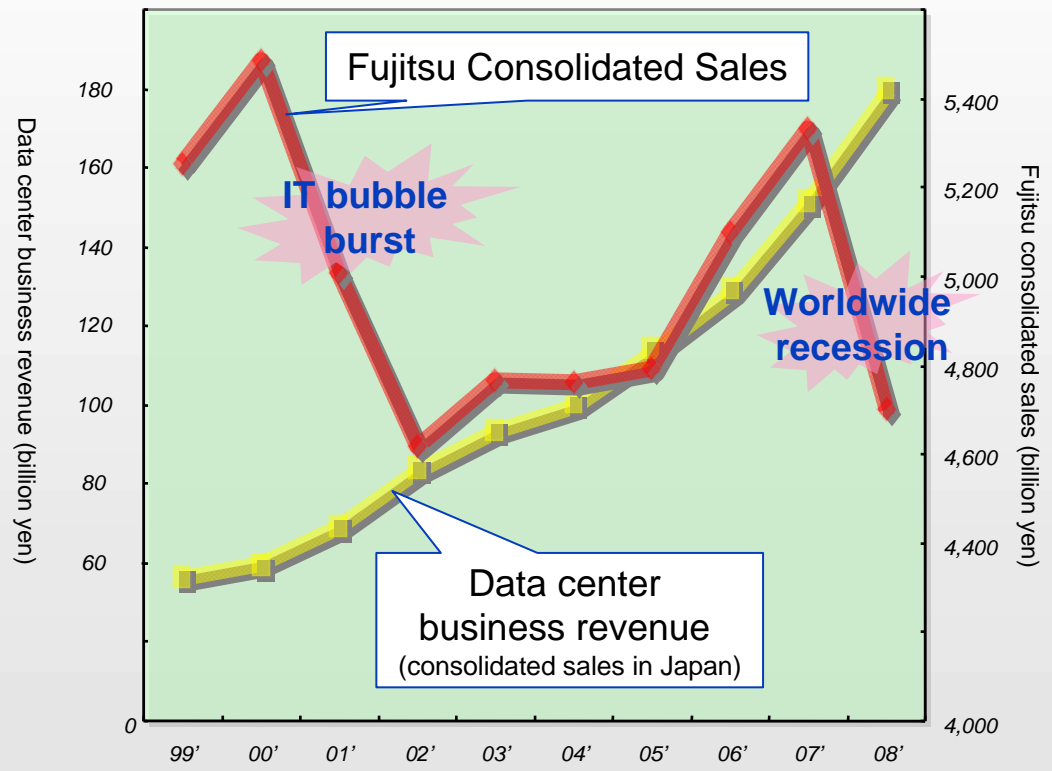
Data center business (1)

◇ Business model resilient to economic fluctuations

- Steady revenue with long-term growth
- Meets customer needs for lower cost, especially effective during recession

◇ Build competitive strength with new technology implementation

- Thorough automation/power saving
(15x increase in data center platforms vs. 3x increase in staff)



	1995	2000	2008	Growth from '95 to '08
# of platforms	1,600	12,000	24,000	15x
# of staff	400	700	1,200	3x

Data center business (2)



◇ Credibility based on business continuity

- Accident-free, non-stop DC operations for 14 straight years
- 3,000 data center service customers

[Major data center customers]

- ◆ Distribution/retail: Takashimaya, Watami, Mitsukan, Growell Holdings
- ◆ Manufacturing: Mitsui Chemical, Nippon Paper, PIP-FUJIMOTO
- ◆ Financial services: Fujitsu Fire and Marine Insurance, JNB, Meiji Yasuda Life Insurance
- ◆ Information: Teikoku Databank, Sanrio
- ◆ Public sector: Tokyo welfare business group, Kanagawa national insurance

◇ Long-term partnership is key

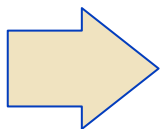
- Continuous value proposition required
- Business expansion based on trusted relationships

Product-based business (hunting-style business)

- Tangible goods
- Specifications defined by vendors
- Performance is important
- Continuously pursue new business – business model

Services-based business (agricultural-style business)

- Intangible goods (service continuity assumed)
- Process is important as well as results
- Long-term collaboration with customer
- Sow seeds, cultivate growth – business model



In Japan, Fujitsu has been ranked as the top IT outsourcing vendor for five consecutive years

Source: IDC Japan, Aug 2009 (J9300104)

Responding to changing customer requirements



Increasing importance of IT

From IT driving business efficiency to IT underpinning business



Acceleration of globalization

Pursuing governance improvement and optimization at a global level



Increasing environmental awareness

Stricter regulations worldwide and growing importance as part of CSR activities



Creation of new forms of IT

- Cloud Services
- SaaS, IaaS Services

Global DC coverage widening

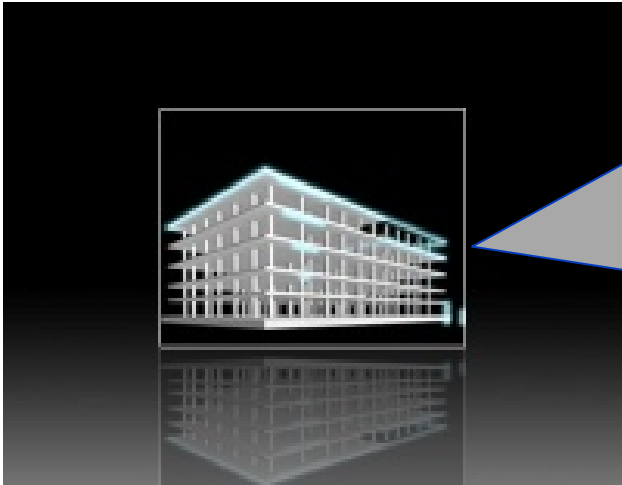
- China (launched DC project today)
- North America, Australia

Eco-friendly services infrastructure

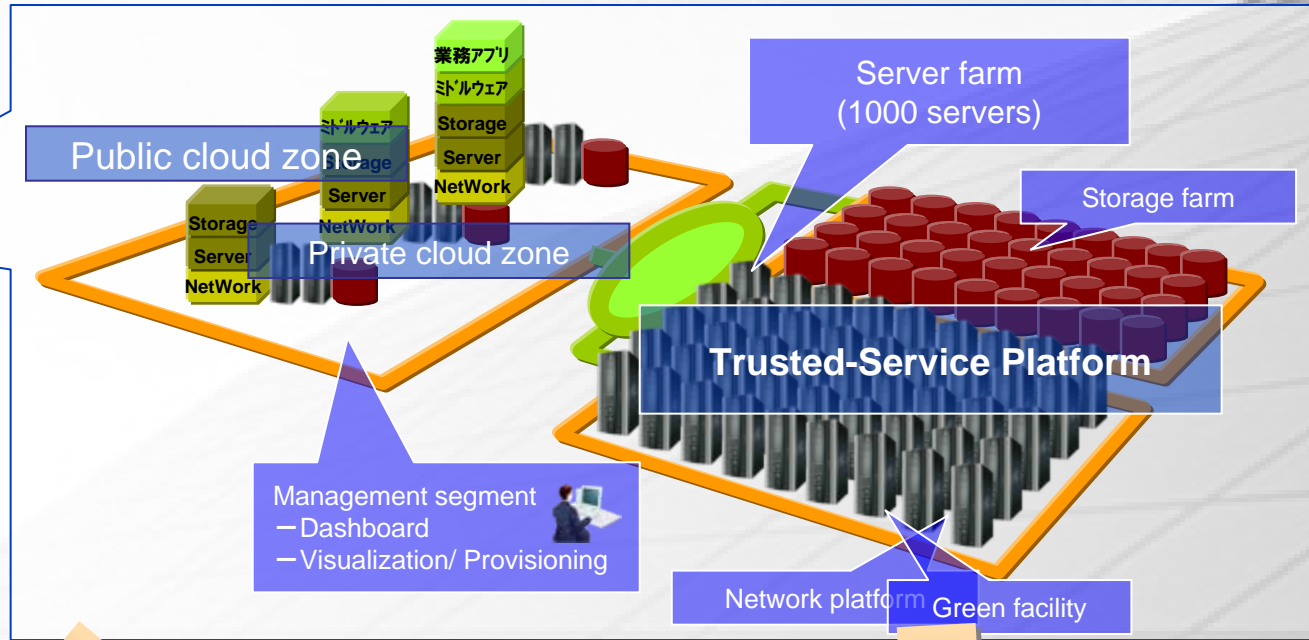
Fujitsu today opens a new data center where our established expertise is applied with cutting-edge technologies, responding to increasingly complex customer requirements.

Next-generation data center underpins trusted services

Driven by cutting-edge IT technologies, the new annex of Tatebayashi System Center will act as Fujitsu's next-generation IT services infrastructure and an enabler of new Cloud business.



Trusted-Service Platform implemented in a server room located at 5th floor of the new annex of Tatebayashi SC



[Highly reliable, high-quality services]

SaaS, IaaS
(available since Oct 2009)

Cloud Service
(available since Apr 2009)

[Fujitsu cloud expertise]

Fujitsu will support implementation of private cloud
(available since Oct 2009)

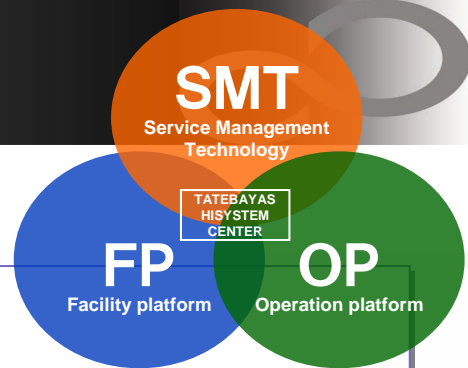


FUJITSU TATEBAYASHI SYSTEM CENTER

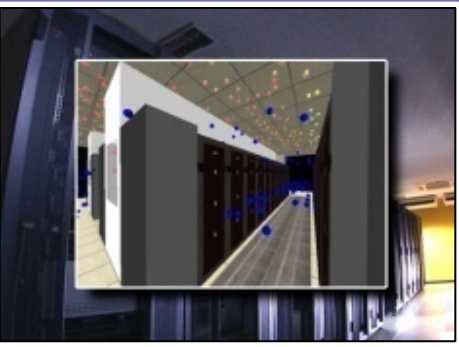
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Key features of the new annex of the Tatebayashi SC



Environment-friendly data center



Cutting-edge, high-security facilities compatible with high-density systems



Solutions with unsurpassed competitiveness



Lowered IT system's environmental footprint by reducing facilities' energy consumption up to **40%**

1. Visualization: Energy-saving operation management system

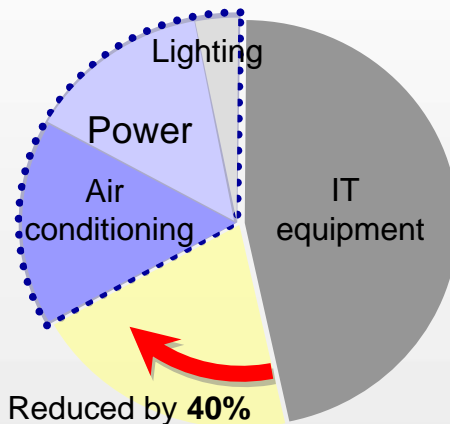
- Energy monitoring from extra high voltage transformer to rack
- Intelligent PDU with smaller footprint
- Temperature and air flow monitoring per rack
- Remote environmental sensing network

2. Optimized energy utilization

- Optimized power supply allocation at the time of upgrade
- High voltage power distribution
- Remote sensing lighting control
- High efficiency energy facility implemented

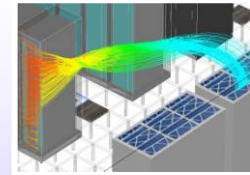


[High efficiency UPS]



3. Optimized air conditioning

- CFD simulation
- Spot air conditioning
- Free cooling
 - External air cooling
 - Utilize cold air in seismic isolation bit
- Reduce pumping power by using cold water generated by wide range temperature difference
- High efficiency turbo refrigerant unit



4. Clean energy

- Solar power (vertical + horizontal installation)



【solar power generator】

5. Facility construction

- Thermal insulation material
- Lava wall
- No external window etc.



【Lava wall】

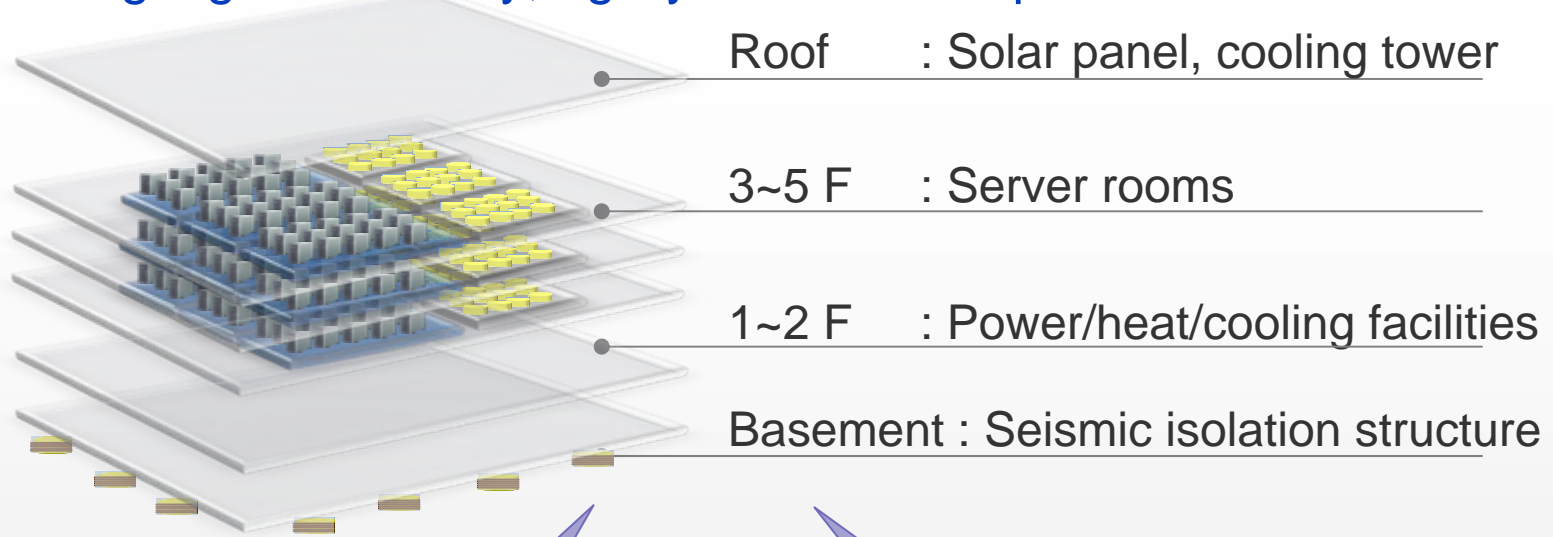
6. IT platform

- Dedicated DC rack
- Optical virtual Ethernet system
- Service-oriented platform etc.

Cutting-edge high-density, secure facilities



Implementing highest level of facility technology in Japan.
Enabling high availability, agility and disaster protection readiness.

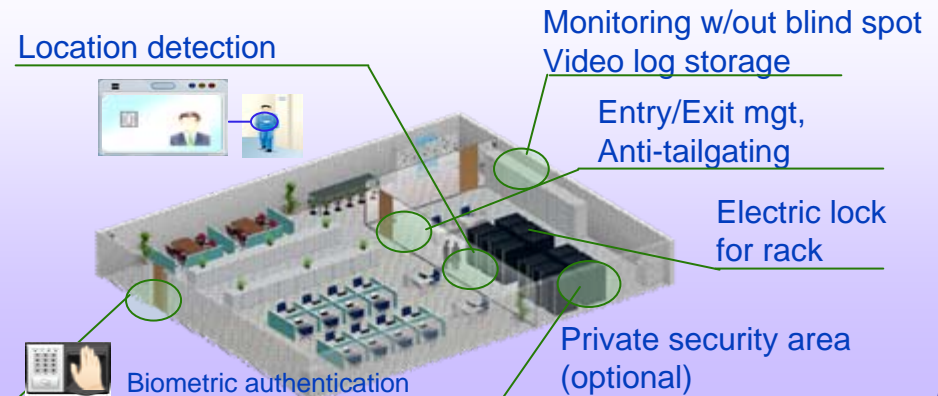


Max. **20kva** per rack power supply



Floor loading: 1.2t/sqm
Power supply: 20kVA/rack
(nominal)
Ttl floor space: 11,400sqm
Ttl racks : 3,600 racks

Max. **7** security checkpoints



Solutions with unsurpassed competitiveness

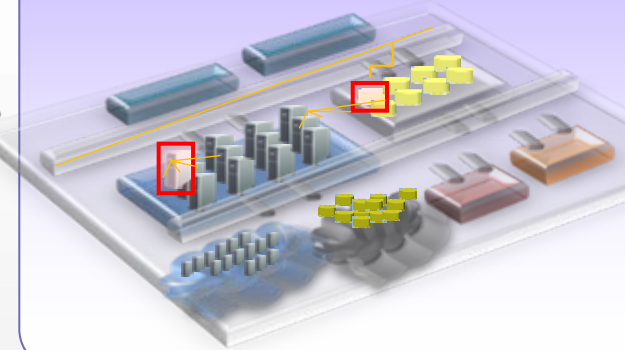


Fujitsu can meet customer expectations in both facility and operational services

[Customer's RFP sample (facility)]

Category	Requirements in RFP	Tatebayashi SC response
Building	Building has seismic isolation structure	As required
Power feed	Dual power feed from separate substation	As required
Air condition	Provide concurrent air condition for 72 hours without water shortage and power down	As required
Generator	Provide concurrent power supply for 72 hours without refuel	As required
Fuel supply	Contract with multiple fuel suppliers	As required
Environment	Utilize clean energy	As required
Security	Storage entry/exit logs and video surveillance data for 1 year	As required

World-class data center facility

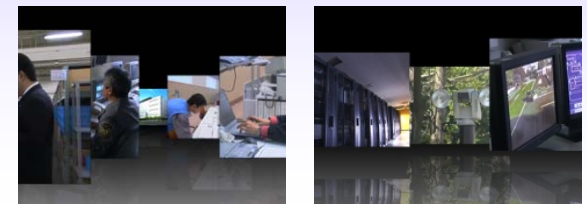


[Customer's RFP sample (operation)]

Category	Requirements in RFP	Tatebayashi SC response
Operational services	Provide 24/7 basis on-site monitoring of IT systems	As required
	SE/CE team structure for troubleshooting/break fix are documented	As required
	Unauthorized access via Internet is monitored 24/7	As required
	SLA is in place	As required
	Capable of multi-vendor system operation	As required
	On-site CE is in place 24/7	As required
	Capable of accepting unstructured task	As required
	Monthly reporting of operation and incident status are in place	As required

Proven operational tech

- Standardized operation
- OP training school
- Implementing automated tool (Risk check, CAD, Portal, etc.)



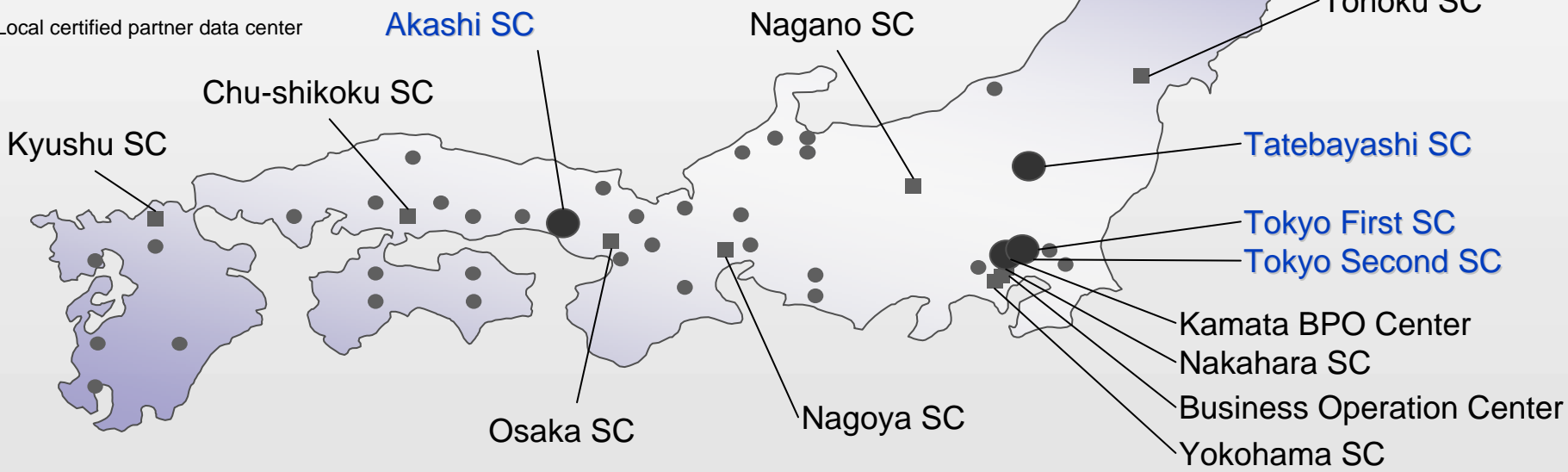


Fujitsu has a nationwide network of data centers, including 4 Fujitsu DCs and 12 FIP DCs

<p>Tatebayashi SC</p>  <p>Located in Tatebayashi, Gunma Operational since Dec 1995</p>	<p>Akashi SC</p>  <p>Located in Akashi, Hyogo Operational since Sep 1997</p>	<p>Tokyo First SC</p>  <p>Located in Tokyo Operational since Oct 2001</p>	<p>Tokyo Second SC</p>  <p>Located in Tokyo Operational since Dec 2007</p>
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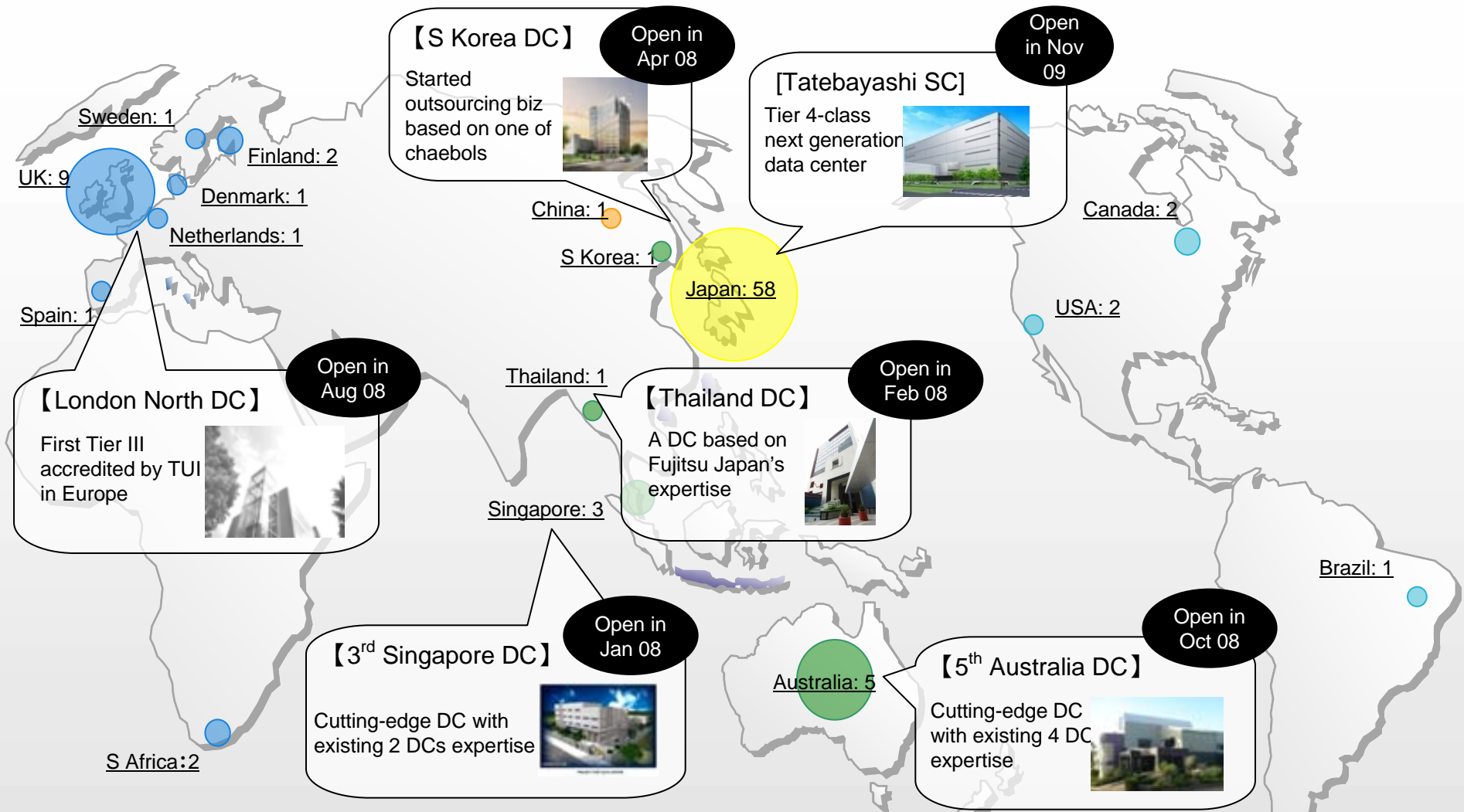
- Fujitsu data center
- FIP data center
- Local certified partner data center



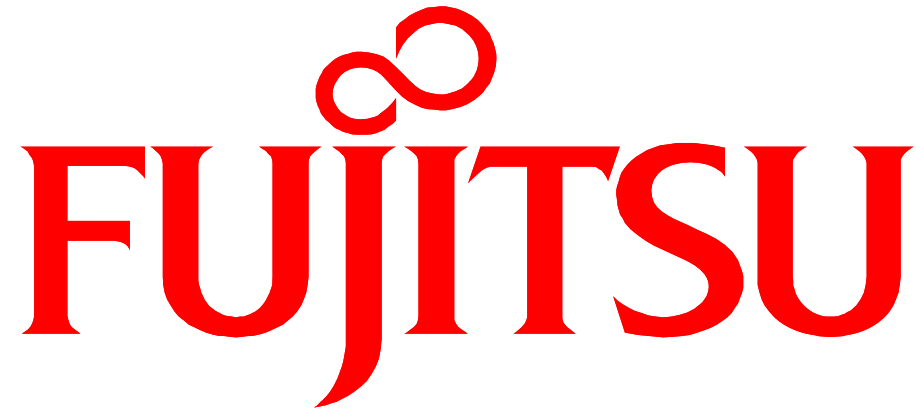
Appendix: Providing data center services worldwide



Fujitsu has over 90 DCs worldwide, with 6 new DCs since '08



We hope you enjoy the Tatebayashi System Center site tour



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Cautionary Statement

These presentation materials and other information on our meeting may contain forward-looking statements that are based on management's current views and assumptions and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in such statements. Words such as "anticipates," "believes," "expects," "estimates," "intends," "plans," "projects," and similar expressions which indicate future events and trends identify forward-looking statements.

Actual results may differ materially from those projected or implied in the forward-looking statements due to, without limitation, the following factors:

- general economic and market conditions in the major geographic markets for Fujitsu's services and products, which are the United States, EU, Japan and elsewhere in Asia, particularly as such conditions may effect customer spending;
- rapid technological change, fluctuations in customer demand and intensifying price competition in the IT, telecommunications, and microelectronics markets in which Fujitsu competes;
- Fujitsu's ability to dispose of non-core businesses and related assets through strategic alliances and sales on commercially reasonable terms, and the effect of realization of losses which may result from such transactions;
- uncertainty as to Fujitsu's access to, or protection for, certain intellectual property rights;
- uncertainty as to the performance of Fujitsu's strategic business partners;
- declines in the market prices of Japanese and foreign equity securities held by Fujitsu which could cause Fujitsu to recognize significant losses in the value of its holdings and require Fujitsu to make significant additional contributions to its pension funds in order to make up shortfalls in minimum reserve requirements resulting from such declines;
- poor operating results, inability to access financing on commercially reasonable terms, insolvency or bankruptcy of Fujitsu's customers, any of which factors could adversely affect or preclude these customers' ability to timely pay accounts receivables owed to Fujitsu; and
- fluctuations in rates of exchange for the yen and other currencies in which Fujitsu makes significant sales or in which Fujitsu's assets and liabilities are denominated, particularly between the yen and the British pound and U.S. dollar, respectively.