

Fujitsu Consulting Services

Navigating Complexity

Delivering Value Through IT-Enabled Business Transformation



Managing Uncertainty In A Competitive World

Today's hyper-competitive and global environment forces many organisations find new, innovative and sometimes unconventional ways to drive their business. While this changing landscape leads to new business challenges, it also opens new opportunities for growth and differentiation.

Fujitsu's IT and business consultants recognise that your business faces a range of challenges, some of which may include information technology enablement. However, we believe that there is no such thing as an IT project, only a business transformation program, which may, or may not have a technology component. Fujitsu's consultants will help you drive business value through IT-enabled change.

Stretching The IT Dollar For Superior Business Outcomes

We work with customers in four streams that mark the progression of a business from strategy to value delivery:

1. Strategy
2. Enterprise Value Management
3. Enterprise Architecture
4. Business Transformation

1. Strategy

Are you doing the right things?

In our strategy assignments we work with your senior business decision makers and IT leaders to help define their overall direction. This often includes the development of strategic options based on an analysis of the market in which you play, competitor analysis, and an assessment of your organisations capacity to make the strategy real. We will review the effectiveness of your IT delivery model, and make recommendations for improvement that span from service delivery model, people and structure, processes, operations and technology. We will ensure that the adoption of new technologies will bring true value and has minimum business disruption.

2. Enterprise Value Management

Are you getting things done?

Once the strategic intent is set, it is necessary to select and prioritise the various options and actions allowing you to identify those which will create the greatest value for your organisation. Often we are asked to help organisations reduce the overall number of projects on their wish list, form coherent programs from disparate projects, and ensure that the intent of the programs are translated into business value.

These capabilities are within our enterprise value management stream. Fujitsu is a leader in this area, as represented by the "[Information Paradox](#)"* book, which remains an international bestseller.

3. Enterprise Architecture

Are you doing things in the right way?

It is essential for you to figure out how to move your business from its current state, to the future state, as defined by your strategy and priorities. We often work with organisations to shape and define their enterprise architecture.

This stream defines and maps the future strategic shape of the organisation, defining the culture of the business, the organisational shape, the business processes, the business architecture, and technology components which are required to enable the business to achieve its strategic imperatives. By mapping the current state to this future shape we are able to identify and define the changes which need to be made to achieve the desired state, and the technology and business levers of change which need to be manipulated to achieve this.

4. Business Transformation

Are you getting value from the things you are doing?

The final stage of the journey from strategy to delivery is the business transformation stream. This is about helping an organisation to make the changes required to achieve the desired outcomes. Typically Fujitsu will be engaged to help define the change plan, offering facilitation and communication expertise to ensure the journey is executed effectively. In our experience, many programs fail at this important stage, because the complexity of change is not understood, or the change is seen merely as a technology project, not an IT-enabled business change. Through Fujitsu Business Transformation engagements, we will ensure your strategy is delivered.

Industry Expertise

Forward-thinking, experienced and resourceful; Fujitsu's consultants take an industry-specific view because we believe that deep industry expertise is required in order to be relevant to customers. Fujitsu consultants also understand the increasing importance and value of the application of consulting activities across traditional industry boundaries.

These Include:

- Airlines, travel and tourism
- Education
- Financial services
- Health (public and private)
- Police, justice and public safety
- Retail
- Telecommunications and media
- Transport and logistics
- Government (federal, state and local)
- Oil & Gas
- Utilities



Our Services

Our consultants provide expertise and experience across the following services:

Our Services:

- IT and Business Strategy
- IT Effectiveness and Transformation Programs
- IT Governance Set-up
- Disaster Recovery Planning
- Mobility Strategy and Roadmaps
- Big Data Strategy and Roadmaps
- Cloud Readiness Assessment
- Application Value Assessment
- Benefits Management
- Portfolio Management
- Enterprise Alignment and Design
- Business, Application, Information and Technology Architectures
- Enterprise Architecture Governance
- Change Management
- Sustainability Consulting
- Business Process Optimisation

Why Fujitsu?

Our consultants use their experience and know-how, as well as their world-class analytical tools, to help you tailor your IT and Business strategies to your broader business goals. Our aim is to guide you through the many complex choices, help you increase efficiency, and ensure the best return on investment. We pride ourselves in our ability to team effectively with customers, and are committed to seeing great ideas translated into real business outcomes.

We Focus On Your Outcomes and identify how value will be delivered and tracked via our value management approach. We identify what value will mean for your business operations. We are able to develop indicators that show the contribution our service achieves as part of the overall business objectives.

We Have A Strong Track-Record In Tackling Challenges and the realisation of tangible and intangible benefits. Many customers throughout the world have benefited from our techniques that ensure the desired results are achieved in practice.

We Are Collaborative Team Players who work with you, leveraging partnerships with strategic alliances to help tackle your complex business challenges and deliver real business results.

*To request a complimentary copy of the 'Information Paradox' please submit your request via: www.fujitsu.com/us/news/publications/books/ip.html

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About Fujitsu

Fujitsu Australia and New Zealand is a leading service provider of business, information technology and communications solutions. As the third largest ICT company in the Australian and New Zealand marketplace, we partner with our customers to consult, design, build, operate and support business solutions. From strategic consulting to application and infrastructure solutions and services, Fujitsu Australia and New Zealand has earned a reputation as the single supplier of choice for leading corporate and government organisations. Fujitsu Australia Limited and Fujitsu New Zealand Limited are wholly owned subsidiaries of Fujitsu Limited (TSE: 6702).