

# Driving Revenue and Competitive Advantage with the Cloud

Fujitsu Alliance with salesforce.com



shaping tomorrow with you

## Demand Has Increased

“Demand has increased significantly amongst our clients for cloud computing solutions that quickly impact revenue while increasing customer and employee satisfaction. As a global systems integrator for salesforce.com, we can leverage our vast experience, best practices and our heritage of providing the industry’s most consistent and reliable service to all Salesforce cloud applications. This includes the development of new custom cloud solutions using Force.com.”

“This partnership is an important building block in the realization of the global cloud strategy we announced this year.”

Richard Christou,  
Corporate Senior Executive Vice President,  
Fujitsu Limited

If you are in IT management, Fujitsu is betting your key objectives include the following:

- Identify a cost-effective mechanism for increasing scalability and flexibility
- Minimize up-front deployment costs
- Eliminate the need to maintain hardware and software

As if that were not enough, you are being challenged to achieve these goals without an upfront investment in new architecture, software licenses or training. And you are probably being asked to comply with corporate initiatives for green IT.

### THE CLOUD COMPUTING MODEL

The answer to your computing needs – whether you are an enterprise or SMB – may be cloud computing.

Since the 1960’s, platforms and applications have been following a logical progression from mainframes, to minis, to client/server architecture, to desktop- and then mobile-Internet computing, to today’s enterprise cloud. Now, software can be delivered as a service over the Internet, with the burden of maintaining applications shifting from your data center to a vendor. With the expense and complexity associated with deploying additional hardware and software eliminated, you can reap the benefits of the latest technological advances without cost or disruption. Perhaps more importantly, you now have the flexibility and scalability to react to changing business needs, without sacrificing security or privacy.

## Fujitsu is a Proven Partner

“Fujitsu is a proven partner that understands the modern needs of companies seeking to realize the benefits of enterprise cloud computing. As one of our global system integrator partners, Fujitsu can help salesforce.com customers enhance their success with enterprise cloud computing. Fujitsu’s tremendous focus on customer success, combined with its industry expertise, is helping drive greater adoption of cloud computing around the world.”

George Hu, Executive Vice President, Platform and Marketing,  
salesforce.com

Multi-tenant  
Automatic upgrades  
Pay-as-you-go  
Real-time

“Companies were able to reduce their three year TCO by 54%, saving \$560,000 per application.”

IDC  
Analyst for Future

IDC White Paper sponsored by salesforce.com: “Force.com Cloud Platform Drives Huge Time to Market and Cost Savings”, Doc # 219965, September, 2009.

In addition, cloud computing can significantly reduce your carbon footprint. For example, Nucleus Research estimates that the salesforce.com cloud-based service consumes 90% less energy than conventional software.

Sounds great, doesn’t it? You can be more productive and more responsive, with fewer support personnel, no up-front costs and more corporate responsibility – but how best to get there?

**INTEGRATING THE CLOUD**

Fujitsu can help you integrate your applications with the cloud. We focus on customer relationship management (CRM) implementations involving sales, contact centers, field automation and marketing. Our reach is global; we service enterprise and SMB customers; and we go to market by industry – notably financial services (insurance), retail and manufacturing (consumer packaged goods).

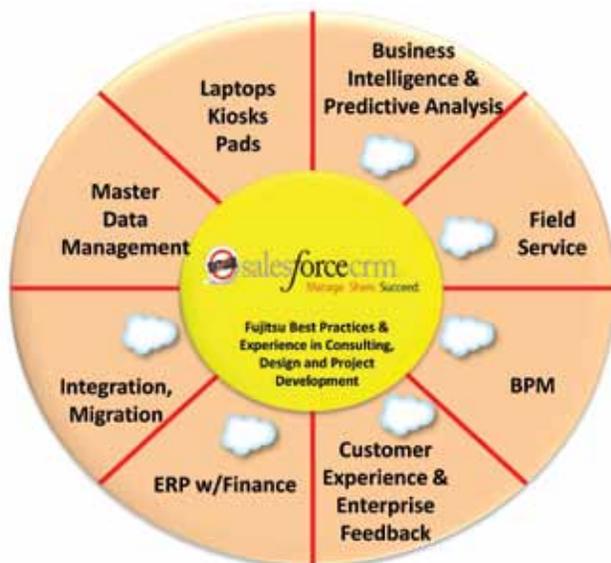
More than 200 customers around the world have already benefited from the deep experience in integrating the Salesforce platform with existing applications that Fujitsu brings. We have serviced implementations with as few as 40 seats and with as many as 30,000 or more.

Why did these knowledgeable customers select Fujitsu? After all, there is no shortage of competition.

**Unique value-add**

Fujitsu is a large, successful G100 company – but without the attitude. We deliver a unique value-add through a range of best practices, tools and solutions developed for SMB customers and the global enterprise, for simple implementations to the highly complex. These tools, designed to drive utilization and revenue from your Salesforce investment, include the following:

- Business process management (BPM) – Drive complexity out of every process and view status
- Business intelligence (BI) – Put the pulse of the business within reach of all your people
- Enterprise resource planning (ERP) – Add comprehensive back-office application to the cloud, including financial capabilities
- Customer experience management (CEM) – Understand your customer before you sell – that’s power!
- Field service – Revolutionize field service via mobile and cloud computing



**Full-service provider**

Fujitsu delivers a full range of cloud services and support options, including consulting, design, custom application development, quality assurance (QA) and implementation. You can take advantage of best practices for design, integration and delivery that have been formulated over 200 successful integrations – and counting.

Salesforce is a primary focus for Fujitsu, enabling us to provide unmatched integration support; however, we also offer a deep bench to fulfill your Microsoft SharePoint®, IBM, Oracle, SAP and master data management needs. Thus, for every integration, you can rely on a breadth of capabilities and a depth of business knowledge.

**Breath of fresh air**

Fujitsu is very easy to work with; we’re down-to-earth with prices to match.

Understanding both cloud computing and your business helps us see the whole picture – and we put you at the center of it. We take the time to listen to you and ask the right questions; we discover what you’re really trying to achieve. Thus, if you tell us you want a large, white house with five windows, we might ask you why it has to be white; we might suggest that three windows would be enough.

Fujitsu enjoys solving challenges; let’s roll up our sleeves and make your project a success (on-time, within-budget and delivering the planned revenue and utilization levels).

**PARTNERSHIP WITH SALESFORCE.COM**

Fujitsu offers the best of both worlds: a flexible, adaptable local partner with offices and key resources in every major market in North America, backed by strong worldwide alliances and extensive global delivery capabilities. For example, by combining technologies and services that harness the strengths of both companies, Fujitsu and salesforce.com aim to optimize the IT systems of organizations wishing to expand their businesses worldwide or explore ways to accelerate management processes while reducing costs.

**Why trust Fujitsu?**

Fujitsu and salesforce.com are partnering to deliver the right cloud-based solutions for the right reasons at the right time. Our credentials include:

- Seven years experience as a strategic salesforce.com Premier Consulting Partner, with more licenses implemented than any other partner
- One of five salesforce.com Global System Integrators (GSIs)
- Over 80 salesforce.com certifications – administrators, developers and consultants (advanced)
- Established leader in software-as-a-service (SaaS) consulting and systems integration, with a focus on business value and time-to-market; indeed, salesforce.com is a customer
- Global footprint, with SaaS expertise in US, Canada, UK, Japan, Australia, Singapore, Malaysia, South Korea and Indonesia

Fujitsu uses Salesforce solutions internally for sales force automation (SFA) and for our own call center operations.

**SALESFORCE.COM**

- Fortune – #4 fastest growing Company and #43 on “100 Best Companies to Work For”
- Forrester – Leader, Customer Service Solutions; Leader, CRM Suites for Mid-Sized Organizations and for Large Organizations
- Stevie Awards – Most Innovative Company of the Year and Corporate Social Responsibility Program of the Year
- Forbes – “100 Most Trustworthy Companies for 2010”
- InformationWeek Business Technology Network – Editors’ Choice Award (fifth consecutive year)
- Ethisphere Institute – World’s Most Ethical Companies (fourth consecutive year)

**FUJITSU**

- In business for 75 years, more than 30 years in North America
- World’s third-largest IT services provider, with approximately \$23 Billion in revenue
- One of the world’s top five providers of servers and PCs
- Clients include more than 50% of the Fortune Global 500
- Innovations have driven over 94,000 patents
- Recognized as a leader in sustainability and corporate responsibility; included in the Dow Jones Sustainability and FTSE4Good Index Series

**For more information, click:**  
<http://solutions.us.fujitsu.com/www/content/alliances/global/salesforce.php> or email [Solutions\\_salesforce@us.fujitsu.com](mailto:Solutions_salesforce@us.fujitsu.com)

**ABOUT FUJITSU AMERICA**

Fujitsu America, Inc., is a leading ICT solutions provider for organizations in the U.S., Canada and the Caribbean. Fujitsu enables clients to meet their business objectives through integrated offerings including consulting, systems integration, managed services and outsourcing for enterprise applications, data center and field services operations, based on server, software, storage and mobile technologies. Fujitsu provides industry-oriented solutions for manufacturing, retail, healthcare, government, education, financial services and communications sectors. For more information, please visit: <http://solutions.us.fujitsu.com/>.

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