

Free your  
enterprise

FUJITSU



Unleash the potential of your people  
with Workplace Anywhere.

shaping tomorrow with you

# Balance the needs of your organization and workforce

This is an exciting and fast changing digital age. The digital world is creating both opportunities and challenges in equal measure that will require organizations to re-imagine the way they interact with people, systems and technology. To remain competitive you need to find new ways of working. You need a strategy that drives business value, streamlines operations and fits the digital era. This will help you to attract and retain the brightest minds and create a culture that's even more focused on success.

But how do you get there? We've highlighted three key areas that will give your organization the tools to stay ahead and succeed.

## CONNECT



Transform your enterprise by seamlessly connecting your people, data and applications to drive business value.

## COLLABORATE



Free your workforce, customers, partners and suppliers to collaborate and brainstorm more easily.

## INNOVATE



Give your people the power to embrace creativity and drive innovation to make a big impact on the future.



## **Start-ups and cloud-native companies are disrupting every sector**

Agile, dynamic and innovative, they're crossing over from the consumer world into the enterprise world. Consequently, people are demanding more consistent, agile and simplified services.

## **Your workforce is digitally divided**

Every company today has a mix of digital natives and digital novices. These disparate groups may have diverse skills, needs and demands, but they all have one thing in common.

They all expect IT to work consistently whenever they need it regardless of their devices, platforms, applications or locations. They also want the flexibility to work at different times and in different places to suit their busy lives and achieve a better work life balance. Meanwhile, you need to be certain that whatever they're doing, your workforce is doing it securely.

## **It's not just the people inside your business that count**

If you're to encourage creativity and innovation across your business, the way you connect your employees to your customers and partners is key. You need to give everyone the ability to connect, share and collaborate easily.

These challenges give rise to an important question.

How do you transform your workplace to be more agile, efficient and secure?

# Transform your enterprise by connecting people, data and applications



The workplace is evolving, and employees demand change. They no longer tether themselves to a work location, or work from nine to five. Instead, they work from anywhere and anytime, connecting to their apps and data on whatever devices they want to use. And they expect to have a seamlessly consistent and unified experience across these platforms.

The traditional workplace simply can't provide the flexibility to accommodate a workforce that expects more.

A digital workplace, on the other hand, will allow you to transform your workplace by creating a more social, mobile, accessible and data driven environment. You can make life more convenient for employees and balance their needs against security's – while running a cost-effective operation.

With Workplace Anywhere, you can bring people, systems, and information together in a secure, always connected and personalized environment. It's the first step in providing a unified experience across any device. Using our analytics platform, Workplace Anywhere can help you better understand your employees' needs and working habits. The results offer insights that you can act on, outcomes based on creating value, and a better experience for everyone.

Once you have a better handle on the way people work, think, and act, you'll be able to make better sourcing and deployment decisions, and respond to business demands faster. What's more, by harnessing the right information anytime, anywhere and on any device, your people can be more agile and make better data driven decisions.

## Become a connected business inside and out

In this digital age, it's vital for businesses to give customers an intuitive and seamless experience. But now it's just as important to give your employees the same. If you can give them this through faster, more reliable technology, they will be more satisfied and productive. As a result, you'll see an increase in efficiency.

Workplace Anywhere integrates hybrid systems, so your people can access their data, services and applications as and when they need them. They can even use their tools and workflows securely from outside your corporate firewall.

By connecting services using artificial intelligence, Workplace Anywhere automates workflows and improves productivity. We provide a single platform with a simplified delivery interface. This is location aware and delivers the right service and experience to your employees. Our enterprise application store, on the other hand, gives people secure access to the applications they like to work with.

At the same time, customers, partners and suppliers can all connect in new, yet familiar ways. Their experiences improve and so do your business relationships.

# Greater collaboration for a competitive edge



Collaboration is at the heart of new ways of working. Getting rid of obstacles, and giving people the right tools for real time collaboration, fosters creativity and innovation.

We're already seeing distributed workforces driving a move towards more centralized offices. Businesses are rationalizing office spaces and introducing desk sharing to save money. At the same time, they're looking at how to support the influx of contractors joining the workplace.

Workplace Anywhere makes it second nature to work together instead of operating in discrete organizational silos. It creates a place where virtual teams can work together more effectively. Your workforce can access the information it needs. Your people can get hold of colleagues wherever they are. They can even share and connect with customers, partners and suppliers, making better-informed decisions that transform your customers' experiences.



# Unified, streamlined and cost-effective

## A major challenge in this digital age is IT complexity

Mixed platforms, operating systems, applications, and user settings all contribute to this, making it difficult to manage your data. If you are to get around this, you need to find a way to unify your workflows by balancing traditional IT with cloud-based services. So, how do you remove the barriers to secure collaboration and manage the complexity associated with it?

Workplace Anywhere helps integrate and streamline all your technologies to build more efficient workflows. By using a unified platform with common applications, your people can collaborate with the same tools and workflows outside and inside the office. This supports compliance and user needs, to create a more productive business.

# The freedom to embrace creativity

The time is ripe for innovation. There has been a major sociological change, reflected in the way people now use IT. More and more, they want to work the hours that suit them and from a location they choose.

New and exciting technologies are also making a difference. We're seeing the arrival of robotics, artificial intelligence, machine learning, and deep analytics. They're opening up new opportunities for people to create value inside and outside the enterprise.

It's time to start using these technologies to automate and streamline processes. By doing so, you can free up your employees, taking them away from simple, low value tasks. And you can increase employee productivity, improve decision-making and add value. But it's vital that businesses understand their peoples' needs, requirements, and day-to-day workflow before doing so, as this will shape the right solution.

Once an organization has this information, it can better identify which processes to automate. This is something we can use technology for, while machine-based cognitive learning can also help here.

By removing the inhibitive technology, you can drive the focus up the value chain and fade IT into the background. That leaves employees free to concentrate on generating innovative ideas that drive the business forward.

Workplace Anywhere can automate low-level processes and bring together relevant information. This frees up people to solve complex problems, drive additional business value and give customers a seamless contextual service.



## Innovating for a better future

We're moving inevitably towards a world of hyper-connectivity where the Internet of Things (IoT), big data and analytics will take center stage. Estimates suggest that by 2020 there will be around 10 connected devices for every person on earth. The challenge will be to keep people at the heart of your IT.

With its management interface for iOS and Android-based IoT devices, Workplace Anywhere helps bring intelligent assets into your environment. If you can get your people to work with smart devices integrated with mobile-enabled workflows, they'll be free to connect, collaborate and create a better, more innovative future.

## Recruiting the most innovative talent

Clearly, innovation and creativity will become key skills in the workplace and the source of competitive differentiation. This applies in everything companies do, from the adoption of new technologies, to looking at where they can be innovating.

Workplace Anywhere gives you the skills and tools you need to succeed. The effects filter across every area of your organization, helping to make people feel more engaged and improving human capital management. With a workforce that's more creative, your business becomes more competitive and prosperous, too. This makes it easier for you to attract and retain the most innovative people.



# Taking the next step to a digital workplace

## We've got a name for building a truly connected workplace: it's Workplace Anywhere

Workplace Anywhere is an integral part of our digital workplace services, and brings together our workplace and support services into a harmonious whole. With Workplace Anywhere, people inside and outside your organization can use digital services to connect with the applications and data they need, and do so in a way that feels personal to them. Once they're connected, they can start to collaborate and innovate more effectively.

Workplace Anywhere is a unified suite of technologies delivered as a managed service to create a consistent, personalized and contextual user experience at scale.

It draws on our award-winning history of helping organizations transform their workplaces.

## Our consultative approach, Fujitsu XpressWay, will help you understand and take your first steps.

Fujitsu XpressWay is a cost-effective output-focussed IT business consultancy service that brings together business and technical capabilities. It uses these to deliver the results that you need to improve agility and make the most of new market opportunities. Our team of experts will work with you to come up with the best way to make this happen. This approach takes away any risk from your transformation journey and results in a business-led and individually tailored move to a digital workplace.

Each workplace service helps transform the way you work.  
The result: a more agile, collaborative and productive workforce.

# Building a truly connected workplace:

We know every business needs something different. So, we've securely combined Cloud, Virtual and Managed workplace services to get the right blend for your organization. Each of our workplace services can help transform the way you work. So, your workforce can be more agile, collaborative and productive.

## Cloud Managed Workplace Services

With these services, we use cloud-based tools to create a modern, secure and agile platform for your business. One that's securely managed, and optimized by our experts to deliver the best results.

It's an evergreen service that draws on: enterprise mobility management (EMM); Identity as a Service (IDaaS); and Microsoft 365 (O365, Azure AD and Win10). By getting the right blend of technology and features, we make sure you achieve the right level of security.

In a cloud-managed workplace, you can manage all your devices – on any operating system – from one platform. It puts you in control, and helps you get new services to market faster.

We can also apply our services to any type of hardware. So, staff can take advantage of them – even when they use their own device in the workplace. And on top of having access to the data and systems they need on the move, they have the tools they need to solve their own problems. This frees staff in central IT departments from repetitive, manual tasks, so they can focus on more valuable operations.

## Virtual Workplace Services

Through our Virtual Workplace Services, we can help you find the best way to virtualize your infrastructure – using public, private or hybrid cloud. We offer a range of virtualization options, including: virtual desktop infrastructure (VDI); virtual Desktop as a Service (vDaaS); hosted shared desktops; and applications solutions.

Virtualization has many benefits. Beyond improving security, it can also introduce layers of control that take the user's context into account including location data and what device they are using. This makes it an ideal way to meet local data rules or to give contractors temporary access.

With our Virtual Workplace Services, you can also ramp up resources swiftly and cost-effectively; while your data stays in the data center. You can instantly update your apps and desktops, safe in the knowledge that you can roll back a change in just a few minutes.

At the same time as making it easier to manage your estate, you can ensure staff get the right user experience. They can get the information they need on the go – with the same look and feel as they're used to. And by matching user profiles to the right virtual resources, you can significantly improve productivity.

# Building a truly connected workplace:

## Managed Workplace Services

We can manage your standard desktops with the same model as cloud or virtual desktops. Our modern version of the managed desktop service combines on-premise tools to manage your devices with cloud-based services. It gives you up-to-date IT that you and your people can rely on.

Options include full configuration, change, lifecycle, security and vulnerability management services. Microsoft Windows Image Lifecycle Management is also part of the service. Whichever version of Windows you use, we can customize it to suit your environment. And we test each update before we deploy it to minimize risk.

A Managed Workplace helps you manage change – at the right pace for your business. By testing all changes before you deploy them, we manage risks and help prevent costly incidents. You achieve high levels of service and availability, and ensure your IT stays evergreen.

Our Managed Workplace offering also supports self-service. Staff can download applications from a store and set them up themselves. With end-user analytics, you can get new insights and enhance the user experience over time.

All IT estates need to find the right blend of cloud and in-house platforms. Our Managed Workplace Services help you to balance the speed of digital services with the stability of critical systems.

# Providing people with the right support anytime, anywhere

## Anywhere Support

As the workplace is changing, and with end users demanding more from IT, the way you provide support needs to change too. You need to provide a more proactive and consumer-inspired support experience. It needs to reflect a world where people work anywhere, any place and on any device and it needs to be simple, personal, flexible, efficient and “always on”. Our support services adapt to the changing needs of your employees and customers.

### Next Generation Service Desk

Having an efficient and effective service desk that’s based on today’s needs is intrinsic to the digital workplace.

Our next generation service desk, the Social Command Center, delivers a user-centric omni-channel support service that’s powered by AI, virtual assistants and cognitive learning. Its 24/7/365 personalized support service is there for every business need, from human resources to IT. People have a single point of contact they can use across multi channels and can self-serve answers seamlessly, without human agent intervention. Once they’ve found the answer, they can quickly get back to being productive.

The Social Command Center can integrate into Workplace Anywhere. If you’d prefer it, however, it can work standalone. In addition, you can balance cost and service by choosing either a dedicated or shared service desk, or you can combine elements of both.

Whichever option you choose, the Social Command Center creates a consistent and personalized experience across every device and channel. Our service desk also integrates with mobile and social tools, so that socially-savvy users can choose speedy self-service support.

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### Intelligent Engineering

Our Intelligent Engineering Services use data analytics to deliver a predictive, proactive and preventative experience that aligns IT services with your business needs. They help lower your IT costs and cut the disruption of on-site interventions. They also help maintain legacy infrastructures and identify the right upgrade paths for you. And they help manage all your technology with a clear view of how it can deliver business benefits.

A more personalized service is available through the Connect IT Bar. This delivers expert support at a time that suits your employees and brings them the service they expect. The Connect IT Bar is a customer-centric IT support solution, that can help reduce the number of calls to your service desk. Your employees can book appointments to fit around their day. On the other hand, they can drop in and get help from dedicated engineers, or order and collect hardware. It’s an effective way of offering alternative personal, high-quality IT support, and prevents issues through proactive device health checks and MOTs.

# Why Fujitsu?

At Fujitsu, we work with you to build an understanding of your needs and challenges that will deliver lasting results.

As well as being one of the world's largest IT services providers, we've an unrivalled amount of experience in deploying digital workplaces.

Regardless of the size and complexity of your workplace environment, we can help you find the right balance of performance, cost, flexibility and security. So, you can benefit from a workplace driven by business value, while avoiding common pitfalls in design, implementation and management.

Along the way, we've delivered results to both commercial and government organizations. However, there are many other reasons why you can place your trust in us, including:

- Strategic partnerships with vendors such as Citrix, Microsoft, VMware and Cisco. You get a single point of expertise and ownership to deal with.
- A complete portfolio of end-user services, including desktop, mobile, virtual.
- Solutions that are device, carrier and data-source agnostic, which means they'll work in any IT environment.
- A leader rating in the Gartner Magic Quadrant for Managed Workplace Services in Europe, for five years in a row. As a result of our ability to execute and the completeness of our vision.
- Security proven with clients that include military, security, central government and major financial services organizations.
- Consumption-based pricing and measures, giving you flexible pricing models.
- One of only five global system integrator Microsoft partners; we were also one of the first Microsoft partners to deploy Windows 10.
- Local service desks in more than 30 countries and global delivery centers across the globe; your workplace can be truly anywhere.



Want to know more?

Contact us

Call us on **+44 (0) 1235 79 7711**

or visit [www.fujitsu.com/digitalworkplace](http://www.fujitsu.com/digitalworkplace)

for more information on **Workplace Anywhere**:



[Learn more here](#)

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