



FUJITSU

THE POSSIBILITIES ARE INFINITE

Consulting

IT Solutions

Managed Services

# CONSULTING OVERVIEW

NAVIGATING COMPLEXITY

# BUSINESS TRANSFORMATION AND IT ENABLED CHANGE



Today players need to find unconventional and powerful ways to drive their business. Like others, you contend with multiple business challenges, including continuously shifting market forces, unrelenting financial pressure, unpredictable threats, strict compliance requirements and rigorous competition. While this changing landscape leads to new business challenges, it also opens new opportunities for growth and differentiation.

As an industry leader, Fujitsu is passionate about revealing and capitalising on such opportunities. Fujitsu prides itself on being able to tackle any challenge, big or small. Every obstacle is an opportunity to surpass expectations. Our unique history, coupled with local know-how gives us an unprecedented advantage over our competitors. We're large enough to call upon billions of dollars' worth of invested technologies and research when needed, yet agile enough to respond to all challenges with unique solutions.

We believe in being able to see all challenges from the eyes of our customers - so that your best interests are preserved at every stage of the strategic solution development process. We implore our people to explore the unconventional and discover bold and ingenious ways to meet and exceed your needs.

This is the Fujitsu way.

# OUR CONSULTING APPROACH

Fujitsu's business and IT consultants recognise you face a range of business 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.

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.

Some of our services include:

- Business strategy
- ICT strategy
- Sourcing strategy
- Innovation strategy

## **2. ENTERPRISE VALUE MANAGEMENT** **ARE YOU GETTING THE THINGS DONE?**

Once the strategic intent is set, it is necessary to select and prioritise the various options and actions to pick 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.

Some of our services include:

- Portfolio management
- Benefits management
- Strategic governance
- IT governance

## **3. ENTERPRISE ARCHITECTURE**

We can help you achieve more with IT, matching your systems and processes to your business objectives.

### **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 of the business, the business processes, the business architecture, and technology components which are required to enable the business to achieve its future shape. 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 levers of change which need to be manipulated to achieve this.

Our services include:

- Enterprise alignment
  - Strategic alignment
  - Portfolio alignment
- Enterprise design
  - Service oriented analysis
  - Business architecture and process design
  - Business intelligence and information management
  - Enterprise application architecture
  - Enterprise technology architecture
- Enterprise architecture governance

### **4. BUSINESS TRANSFORMATION**

#### **ARE YOU GETTING THE 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 an IT project.

Our services include:

- Business process optimisation
- Cultural change
- Organisational design and change
- Communication strategy
- Executive coaching
- IT transformation
- ITIL assessments and ITSM



# 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 believe that application across traditional industry boundaries is becoming an increasingly valuable and sought-after skill.

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)
- Utilities

“The analysis completed by Fujitsu and the strategies recommended to both grow our mortgage portfolio and improve its profitability were outstanding. To be honest, I cannot recall seeing another piece of consulting work of this quality previously, particularly relating to the often misunderstood mortgage business.”

Steve Weston, former General Manager  
Mortgages, St George Bank



# OUR COMMITMENT

Our consultants use their experience and know-how, as well as their world-class analytical tools, to help you tailor your 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 back our commitment by exploring commercial investment models.



“Whatever your challenges, whatever your outcomes, Fujitsu is ready to help you tackle and achieve them.”

Martin North  
Managing Consulting Director  
Fujitsu Australia and New Zealand

# WHY FUJITSU

**WE FOCUS ON YOUR OUTCOMES** and identify how value will be delivered tracking it using our value management approach. We identify what value will mean for your business operations. We are able to develop indicators which 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 to ensure that 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 to deliver real business results.



## **ABOUT FUJITSU**

Fujitsu Australia and New Zealand is a leading service provider of business, information technology and communications solutions. Throughout Australia and New Zealand 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 have 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).

For further information visit:

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