



# STRATEGY CONSULTING

## WHAT IS STRATEGY CONSULTING

Do you want to:

- accurately assess existing or potential markets and customer segments?
- quantify tangible and intangible value to drive decision making that aligns to your business objectives?
- be confident about the appropriate strategy within your complex stakeholder, organisational and industry environment?

Strategy Consulting helps define an organisations overall direction, designing and delivering effective strategies to create, enable and sustain change.

## WHY STRATEGY CONSULTING IS NEEDED

Organisations want to be sure of their strategic

direction by identifying opportunities, developing and executing strategies that will unlock new sources of value. They need to find and quantify cost and profit drivers within their industry, organisation or market segment. Along with determine the right actions to differentiate themselves within their market to improve their business results.

## FUJITSU'S SERVICES

Fujitsu provides a range of strategy services, utilising our best practice methodologies to help customers, encompassing:

- Business Strategy
- ICT Strategy
- Sourcing Strategy
- Innovation Strategy.

We work with the top 200 Australian and New Zealand companies across all industries, Federal, State and Local Government, with deep expertise in Financial Services, Health, Telecommunication, Retail and Government.

### **THE BENEFITS OF STRATEGY CONSULTING**

- Confirmation that the strategic direction will achieve the desired business outcomes
- Proven and best practice approach to achieving better results, based on fact based and tangible insights
- Transparent, auditable and repeatable rationale for the strategic recommendations
- Confidence in investment decisions.

### **WHY FUJITSU**

- Results driven and proven methodologies, e.g. Macroscope, Innovation Framework and Yield Improvement
- Independent, fact based and objective approach
- Recognised local and global thought leadership in managing for value.

### **CASE STUDIES**

#### **SERVICES:**

Fujitsu assisted an Australian organisation implement a best practice strategic sourcing framework. We delivered:

- a sourcing strategy
- tender documentation
- vendor evaluation assistance
- contract negotiation support.

The solution we delivered resulted in our customer achieving 30% cost reduction and a best practice service levels, governance and relationship management framework.

### **GOVERNMENT:**

Fujitsu assisted a large Australian State government agency leverage ICT innovation to deliver significant 20% cost savings and value improvement. We applied our proprietary 5-step Innovation Methodology.

### **FINANCIAL SERVICES:**

Fujitsu developed a strategic roadmap for how this diversified Australian financial services organisation could achieve profitable growth. We undertook a market assessment to define optimal market plays and analysed potential acquisition targets.

### **DID YOU KNOW**

- Fujitsu has 40+ experienced strategy consultants in Australia and New Zealand
- Our customer base encompasses 80% of the Top 50 Australian private and government organisations
- In July 2006 we conducted an Innovation Survey of 178 organisations in Australia and New Zealand. As a result, we know who is innovative and who is not – but most importantly, how to leverage innovation to achieve desired business outcomes.

### **WHO TO CONTACT:**

To find out more about Fujitsu's Strategy solutions and services contact:

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## **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).

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