Integration

When you do a jigsaw puzzle, as, one by one, you fit the pieces together, you see the picture emerge. But imagine if the pieces were made by different manufacturers, based on different standards of shapes, and even used different pictures.

Today, most enterprises rely on systems that are patched together – like pieces from different jigsaw puzzles, sometimes in different locations. A lot of the challenges with so-called Hybrid IT landscapes come from the complexity of making everything fit together, without the need to abandon perfectly adequate infrastructure simply because it no longer fits the big picture.

At Fujitsu, our job is to make sure that everything fits together and works in alignment. One key factor that sets Fujitsu apart is we are technology agnostic. Our goal is to make everything work regardless of the brand or the provider. Our approach ensures that we support our customers in choosing the right solutions that work for them. What's more, Fujitsu is uniquely able to partner with the major providers, including Microsoft, Oracle, SAP, VMware, Citrix and NetApp – to consolidate and harmonize technologies, and hybrid cloud landscapes.

Services

■ Business Consulting and IT Consulting

Fujitsu's Business and IT consultants work with organizations to achieve excellent customer experience, operational effectiveness and business performance to stay ahead in a rapidly changing digital world. We focus on providing the maximum return on investment from existing and new business strategies and technology implementations.
We formulate transformation strategies through the development of business cases, road-mapping and assessment services. We advise on the best current and emerging technology to help customers achieve their business objectives, through comprehensive consulting services addressing areas including IT Strategy and Effectiveness, Agile Delivery, Enterprise Architecture, IT operating model, and Service Strategies.
We optimize business processes using LEAN thinking and automated discovery approaches, and advise on the deployment of Robotic Process Automation (RPA).
During implementation, Fujitsu manages every aspect of business change to ensure that employees can embrace transformation. Throughout the process, we follow an output-focused consultancy approach called XpressWay to provide cost-optimized consulting impact.

■ Innovative Application Services

To help customers benefit from digitalization, Fujitsu addresses specific industry challenges via a rapidly expanding range of innovative, sector-focused offerings. These include Retail Analytics, Smart Ticketing for the transportation sector, Artificial Intelligence (AI) for quality control in manufacturing and Enterprise Wearables to monitor well-being in the workplace.

■ Application Development and Integration

Application Development and Integration Services help enterprises to respond to change by defining and delivering new services to delight their customers. Our experience in dealing with complex multi-vendor environments and emerging trends/technologies ensures that projects are managed professionally and within budget. Offerings include (Mobile) Application Development, Systems Integration, Application Modernization and Transformation, DevOps Consulting and Implementation, Cloud Native Application Development, Rapid Application Development, Application Managed Services, and Testing.

■ Application Modernization and Transformation

Comprehensive Application Modernization and Transformation services enable customers to more easily migrate or modernize legacy applications and reap the benefits of cloud services, minimizing risk and cost and providing greater future flexibility.

Application Transformation comprises:
· Application Assessment - discovery of application landscapes, identification and planning of application modernization, cloud deployment and (business) process optimization opportunities.
· Application Modernization - modernizing legacy applications to future proof technology and platforms, utilizing cloud capabilities without moving entire applications to the cloud, for example, moving just a front end application or database.
· Application Migration - migrating entire applications to hybrid cloud environments.
· Robotic Process Automation - automation and optimization of business processes and (human) application interactions.
· Innovation - adoption of innovative technologies such as AI and mixed reality (augmented and virtual reality).

■ Enterprise Applications

Fujitsu provides scalable services for leading software applications such as SAP and Oracle, covering core business functions including finance, HR and supply chain management.

■ **SAP Services** - The combined power of innovation which energizes the strategic partnership between Fujitsu and SAP enables customers to successfully shape digital transformation: rationalizing and reducing the complexity of IT environments with comprehensive services, solutions and innovative platforms such as SAP S/4HANA and SAP Leonardo, to respond to market and business demands faster and more efficiently. Our end-to-end SAP portfolio is based on three key pillars to achieve digital transformation: Simplify, Transform and Digital. This ensures that we can identify the right solution after taking a holistic view of individual customer needs and challenges.

■ **Oracle Services** - Based on a 30-plus year strategic relationship, Fujitsu is a Platinum end-to-end Oracle Solution, Managed Services Partner and a certified Oracle Specialist for more than 40 elements across the Oracle stack, encompassing Cloud, Hosting and Hardware, Systems Integration and Application Managed Support. Fujitsu helps organizations successfully accomplish key transformation initiatives with Oracle technology, balancing business requirements for Fast IT, digital transformation and cloud with existing technology commitments. Fujitsu and Oracle Cloud Applications transform back office processes to make operations agile, efficient, attractive and profitable. Fujitsu has transformed its own HR department across 38 countries with the Oracle HCM Cloud Module, and can draw on this expertise to help customers migrate to cloud applications.

- **ServiceNow** - As a world leader in Enterprise Service Management (ESM) and a ServiceNow Gold Sales & Services Partner, we combine years of experience and know-how with the power of ServiceNow to deliver ESM processes that improve efficiency, reduce cost and enable staff to focus on business operations. Fujitsu is the only full lifecycle ServiceNow partner able to deliver end-to-end services tailored to specific business needs. Our dedicated and highly-skilled teams support customers at all stages along their journey, from implementation to consulting, and from training to providing 24/7 support. Our highly flexible and easily scalable solutions provide the right sized configuration, regardless of business size, and help determine whether an off-the-shelf solution is suitable, or if an individually-created solution is required.

- **Intelligent Enterprise Services** - Due to digital transformation and demographic challenges in the workforce, organizations must both adapt at speed and utilize insights to power customer engagement and business operations. To master enterprise productivity means adopting new ways of working, within new organizational structures supported by more modern, flexible technologies. Intelligent Enterprise Services address these challenges through Advanced Analytics, Collaboration Solutions, Enterprise & Web Content Management, and Case & Document Management supported by Business Intelligence, Social Intelligence and Secure Integration services. Fujitsu provides partner technologies like Microsoft Office 365 and Azure alongside its own solutions, which include Valo and CaseM .

■ Data Center Managed Services

Fujitsu's Data Center Managed Services provide the complete range of services to ensure IT systems are fully operational for users, as well as improving flexibility, efficiency and performance, and reducing cost. The range of operational Data Center Services comprises:

- **Data Center Outsourcing** where customers pass on the responsibility for managing and transforming services.

- **Remote Infrastructure Management (RIM)** for servers, storage and other data center and cloud-hosted infrastructure.

- **Managed Hosting** for cloud and non-cloud systems: backup and recovery services as well as data center network services.

- **Technical consultancy and project services** to provide data center assessment, advisory, migration and transformation projects - either as part of a wider outsource or as part of a customer's journey towards cloud infrastructure.

- **FUJITSU Cloud Service K5** is designed for organizations that require a choice of services on demand, K5 allows enterprises to take any workload into the cloud, whether this is a trusted public, private hosted, private or hybrid cloud environment.

- **Platform as a Service (PaaS)** supports the migration of mission-critical applications to cloud, integrating new digital initiatives with existing IT infrastructures as well as developing new cloud native applications. Customers can transition and transform applications thanks to blueprinting, orchestration, native application development and API integration services.

■ Digital Workplace Services

Fujitsu's Digital Workplace enables enterprises to keep pace and evolve with technology change and take into account the transformational needs of business and end users. Digital Workplace brings together workplace and support services to empower a more agile, collaborative and productive workforce, creating value that businesses need, and ensuring a workforce ready to drive innovation rather than struggling to keep up.

■ Workplace Anywhere

Workplace Anywhere brings people, systems and information together in a secure, always connected and personalized environment. It is a first step in providing a unified experience across multiple devices. For further details, please see page 74.

■ Next Generation Service Desk – Social Command Center

Fujitsu's Next Generation Service Desk, the Social Command Center (SCC), does far more than resolve issues. It identifies the underlying cause and impact of problems, to prevent them from ever happening again, or to mitigate their impact. The Fujitsu SCC is powered by AI and features a virtual assistant and cognitive learning. It delivers a 24/7 personalized support service, through a single point of contact, empowering users to self-serve. Covering everything that a business needs, from human resources to IT, the SCC can be integrated into the wider portfolio of end-user services, or provided as a standalone. In addition, customers can balance cost and service by choosing either a dedicated or shared service desk, or a combination. The Fujitsu Global Delivery organization underpins the SCC, delivering support services around the globe. The Global Delivery network is comprised of five Global Delivery Centers (GDCs), providing multilingual support in more than 40 languages and delivering local services support in more than 160 countries.

■ Technical Support Services – Intelligent Engineering

Designed to perfectly align with customers' business priorities, Fujitsu Technical Support services are both predictive and preventative. We recognize the negative impact that outages can have on revenue, business reputation and customer satisfaction, and take an Intelligent Engineering approach, providing proactive and dedicated support focused on business outcomes. We can ensure that businesses always stay up and running through using analytics to predict potential problems and resolve them through automation. As one of the largest IT support service providers in the world, we draw on more than 35 years of experience in delivering technical support to customers. Our philosophy of continual improvement and innovation is demonstrated through services such as the Connect IT Bar, providing end users with a walk-up service in head office locations, and the CARE service, where expert engineers deliver proactive issue resolution, training and support at retail locations. Fujitsu IT support includes multivendor hardware and software products, as well as specialized retail systems. A Managed Rollout & Lifecycle Support Service delivers the right systems to the right place, at the right time, including mass rollouts, automated and customized installations, de-installations, relocations and upgrades. This expertise also covers localization analysis, system disposal, data migration and training.

Solutions

Industry Solutions

Fujitsu's long and comprehensive global experience means we have been able to develop expertise across a number of industries. Working together with customers we drive value by utilizing industry specific expertise.

■ Retail Solutions

Fujitsu is delivering comprehensive value for over 500 retailers in 52 countries and powering over 82,000 stores worldwide. With more than 30 years' experience in retail and a broad portfolio of retail solutions backed by enterprise ICT products and services, we are focusing on three core capabilities that ultimately deliver retailers a differentiated customer experience under the ethos of "Connected Retail":

· Innovative retail solutions - to support and future-proof the customer experience in today's multichannel world; this includes Fujitsu Market Place (our omni-channel PoS application) and new solutions from our innovation labs around the world.

· Connected enterprise - linking applications, information and communication within the store, between the front and back office, and between multiple vendors to deliver a seamless and integrated customer journey, including enterprise solutions, and outcome-based enterprise services.

· Global delivery - the assets and capabilities to deliver consistent cross-border solutions.

■ Financial Services Solutions

For over 4 decades Fujitsu has been a trusted technology partner for financial service providers around the globe. Our years of experience working within the financial services sector has led us to develop an in-depth understanding of the demanding climate in which our customer's operate, and their need for agility, flexibility, and security in serving their customers.

Today's role of financial service providers is evolving at an unprecedented rate, and this pace of change is further exacerbated by increased regulation, increased competition, rapidly changing customer demand and low interest rates driving fierce competition. Customer expectations and demand for new digital services are rising, with customer retention becoming less about loyalty, and more about the ability to provide innovative 24/7/365 services with high levels of transparency and security. Fujitsu's financial service IT solutions are helping our customers with their digital transformation journey, enabling them to act quickly, scale rapidly, remain agile and keep pace with changing customer and regulatory demands.

■ **Manufacturing Solutions**

Industrial revolutions are characterized by how we manufacture the goods that people need and desire. Every Industrial revolution has had its own enabling technology and its impact on horizontal and vertical integration of value chains. The Fourth Industrial Revolution – or Industry 4.0 – is no exception to this but the impact and speed is superior to any previous Industrial Revolutions. Based on IoT as enabling technology, Industry 4.0 will provide new means for individual production down to lot size one at costs similar to mass production and for new, smart services.

With our "Co-Creating the Digital Factory" approach we are at the forefront of that historic change. Not just because we are experts in the digital technologies that are transforming manufacturing, but because we are an active, global manufacturer.

Some of the key themes of our generic manufacturing approach are:

· Ensuring automation complements the skills of the workforce ensuring humans and machines can work together, side-by-side, and hand-in-hand, and will be empowered by digital transformation to be more productive and focus on high value tasks.
· As production lines become more automated and Industrial IoT becomes more prevalent, we are working to ensure security at every stage of the production process to protect both IP and output.
· We are seeking to protect networks without hindering their operations within the factory and across the supply chain.
· We are working to make supply chains more transparent and frictionless so that lean manufacturing can be leaner, and customers can be assured of their products and services.
· Leveraging the power of the cloud is vital, and we work with you to choose the right model for your objectives.

Innovative Solutions

■ **Sustainability Solutions**

Balancing economic, social, and environmental sustainability presents both opportunities and challenges for modern-day businesses. Organizations that understand the need to use their ICT innovatively while focusing on its optimization, resource and energy efficiency will gain from both a business advantage as well as social responsibility. Fujitsu helps your organization optimize the efficiency of its ICT equipment and data centers, saving you money and reducing greenhouse gas. Our Enterprise Sustainability Solutions align your sustainability objectives with your business goals for sustainable growth.

- FUJITSU Enterprise Sustainability Consulting
- FUJITSU ICT Sustainability Framework
- FUJITSU ICT Sustainability Benchmark

■ **Transport Solutions**

In today's digital age, transport operators face a unique challenge - how to deliver a truly seamless, high quality, reliable and affordable passenger-controlled journey while using capital-intensive physical infrastructure. At Fujitsu, we believe the way to achieve this goal is through the co-creation and deployment of innovative digital transport solutions. It's our belief that co-creation with an expert partner is a far more effective way of developing new solutions than working in isolation. By working closely together, we can help you understand how integrating digital technology can enhance your passenger experience, lower your costs and gain insight into your passengers' behavior and needs.

With our digital technology we connect business, technical and operations to enable operators to deliver a seamless end-to-end travel experience. We have the capability to connect every stage of your passenger's journey – from planning and booking tickets through to the on-time arrival at your destination. Our portfolio of digital transport solutions includes:

- Aviation Scheduling;
- Big Data Solutions for Intelligent Mobility;
- Digital Car Park Management;
- Digital Traffic Flow Management;
- Digital Customer Information Systems;
- Digital Noise and Emissions Monitoring;
- Digital Safety and Compliance;
- Digital Ticketing Solutions;
- Driver Alertness Monitoring;
- Mobile Ticketing Solutions;
- Rail Crew Rostering and Disruption Management;
- Smart and Integrated Ticketing and Loyalty Schemes.

■ **Technical Computing Solution**

Building on our long-standing history of innovation, 30 years of experience in the development of supercomputers and the exceptional depth and breadth of our offering, we provide the enabling technologies and services for a wide range of aerospace, meteorology, astronomy, healthcare and industrial projects. We have also teamed up with numerous prominent research agencies to design bespoke solutions for the most varied and challenging technical computing applications.

- GREENAGES Citywide Surveillance
- GREENAGES Parking Analysis

Products

Software

Fujitsu is the only Japanese vendor with a systematic software product lineup. Fujitsu integrates optimal systems according to customer needs and objectives, based on a core lineup of proprietary technologies and products combined with supplementary partner software products and open-source software.

■ **Fujitsu Software Enterprise Service Catalog Manager**

Enterprise Service Catalog Manager is your self-service portal for IT services in the cloud. In your corporate store, you can offer virtual machines and storage as well as Web-based business applications. The integration platform for IT services guarantees for high flexibility, low costs, and a rapid, standardized provisioning and chargeback of services running in private or public infrastructure.

■ **FUJITSU Software Infrastructure Manager**

FUJITSU Software Infrastructure Manager (ISM) enables organizations to drive towards the path of achieving software defined infrastructure, by automating and simplifying infrastructure operations across compute, storage and networking.

■ **Middleware**

- **FUJITSU FlexFrame Orchestrator Management Software** enables operating SAP applications, databases and the SAP HANA platform easier, faster and more effectively. It simplifies the management of complex SAP environments, optimizes planning, operation and change management and reduces costs by up to 90% while increasing agility by up to 50%. Comprising most advanced orchestration and administration capabilities, FlexFrame Orchestrator is an optimized operational concept for the entire SAP landscapes.

Integrated Systems

Under the name of FUJITSU Integrated System PRIMEFLEX, Fujitsu provides a broad lineup of Integrated Systems. For a full description, please see the "Integrated Systems" section on page 78.