



PHILOSOPHY
Shaping tomorrow with you.

FUJITSU

Fujitsu Hong Kong



FUJITSU PIONEERS HUMAN-CENTRIC INNOVATIONS

Fujitsu is flying high, but they most certainly do not have their head in the clouds, it is more the case that their innovations are helping their clients find their cloud's silver lining.

In a study by Gartner, it was revealed that the Internet of Things (IoT) will include more than 26 billion devices by 2020, which in turn produce large quantities of data that needs to be stored, processed and analyzed in real time. The IoT has become the driving force behind the demand for Fujitsu's cloud, data center and IT managed services. For Fujitsu and their clients, that's a lot of silver.

Whilst Fujitsu leads the way with nearly 80 years worth of experience and now serves 100 countries, they continue to innovate and secure their position globally as an unrivalled supplier for ICT services the world over.

Named the fourth largest IT service provider in the world, with 100 data centres allowing them to provide services, operational models, processes, communication and governances across multiple countries and with a growing workforce of over 160,000 experts, it is little wonder that Fujitsu is now also the number 1 provider in Japan.

Whilst the digital world continues to expand, finding solutions enabled by Cloud, big data and mobile technologies has become the norm for enterprises large and small, therefore CIOs worldwide value service providers like Fujitsu for crucial roles in perfecting and tailoring one-stop-shop ICT solutions.

Mr. Derek Yiu, General Manager, Solutions

& Services Business, Fujitsu Hong Kong, says: "Our 50+ years of operation in Hong Kong gives us inside knowledge of the local market and the understanding of regional challenges by facilitating the establishment of regional data centre hubs from our world-class data centres in Hong Kong and South China. As a gateway to China and the rest of Asia, Hong Kong serves as an ideal location for MNCs and organisations to consolidate their infrastructure and data centres from one regional IT hub."

Fujitsu is a forward thinking company with a belief which understands that their employees are their greatest asset. Apart from running scholarship programs for worldwide candidates, they also invest in executive, technical and product training with their very own Fujitsu University.

At Fujitsu, 'empowerment' is the word of the day. Fujitsu's main focus is on 'human-centric innovation', or to put it into laymen's terms, a system where one can create an application or workflow specific to the need of that organization or industry, giving the user the freedom to tailor their work flow in a way that not only saves time and money but that also ensures that their latest research, products or services can be easily adapted to their needs.

By offering iPaaS solutions (Integration Platform as a Service) such as RunMyProcess, Fujitsu continues to empower their customers by eliminating the need for companies to invest in considerable operating costs as well as platform and capacity limitations. Furthermore, Fujitsu's energy-efficient technologies are made



possible by their business-centric data center infrastructure, which enables the consolidation of information, data analysis and result compilation in a timely, efficient and cost-effective manner to meet key business priorities.

Moreover, tailor made ICT solutions are available for Fujitsu's managed services whether from data center services, network communications to technical maintenance. Working from Global Delivery Centers in more than 41 languages with local presence in 70 countries, Fujitsu delivers ITIL compliant delivery processes from data centers with Uptime Institute standards and ISO27001 secure operations.

Essentially Fujitsu is working side by side with each customer on the journey of business success and shaping their future together. For such companies as Core Pacific-Yamaichi, ThyssenKrupp Elevator, Watami and many others, Fujitsu drives business values for each customer in different industry verticals by providing tailor made one-stop-shop solutions.

Derek Yiu states that: "In the case of ThyssenKrupp Elevator, one of the world's largest manufacturers and operators of passenger transportation systems, migration of their SAP database and application environment to Fujitsu's private cloud and hosting services has enhanced their performance by 30-50%. While in retail, Fujitsu's dual screen POS system has become an effective marketing tool, specifically for the Pacific Coffee Company, enabling them to enhance the customer's coffee drinking experience and therefore increasing their loyalty. The customised queuing kiosk

system provided to Watami has also helped improve satisfaction among waiting hungry customers. To further expand our footprints in the public sector, Fujitsu Hong Kong is bolstering our team's skills and capabilities to ensure that we are proficient in government project lifecycle management."

With their considerable commitment to the fostering and development of a Human Centric Intelligent Society, Fujitsu continues to innovate prevailing technologies that directly contribute to improving our standard of living.

Fujitsu takes pride in their aim to drive, produce and innovate research and as such with an annual R&D expenditure reaching more than US\$2 billion, it is a commitment that they invest 5% of their revenue.

Derek Yiu shares a prediction cited in a study by Gartner that by 2017, 60% of Global 1000 organisations will execute on at least one revolutionary and currently unimaginable business transformation effort, for this reason, Fujitsu's many clients enjoy their turn-key approach to adopt their flexible model, providing them with a unique access to a full-service package without investing into more than one service vendor, as well as cost savings through easier scalability without compromise.

Fujitsu's readiness to continually deliver innovative solutions and services for local and global businesses is evident from their determination to be the leading edge in ICT solutions and technology.

By offering such cost-effective customer-centric solutions, Fujitsu: Empowers you to create your own solutions.

*This page clockwise:
FUJITSU Server
PRIMERGY inheriting
60 years of experience
in mission-critical server
development ; Fujitsu's
iPaaS cloud solution
such as RunMyProcess
helps customers design
workflow, build and
deploy business critical
applications*

*Opposite page:
Derek Yiu, General
Manager, Solutions and
Services Business, Fujitsu
Hong Kong*

FAST FACTS

- Fujitsu is the leading IT services provider, with approximately 162,000 professionals, serving customers in more than 100 countries. As a leader in ICT solutions and services for nearly 80 years, the group pursues strong innovation initiatives to create new value for customers with annual R&D investment amounting to nearly 5% of total revenue.
- Operating in Hong Kong for over 50 years, Fujitsu delivers real business value for customers across various industries by combining global expertise with local experience and facilities. The Hong Kong office also serves the Macau market, further extending the outreach of the company's world-class services and solutions to the gaming and hospitality industries.
- In the past 12 months, Fujitsu has deepened penetration in key industry verticals, including retail, telecommunications and FSI, with industry-relevant solutions and services. Meanwhile, as one of the selected suppliers for the HKSAR government under the Standing Offer Agreements (SOA) on Total System Solutions for Server Systems and Quality Professional Services (QPS), Fujitsu also aims to strengthen the partnership with public sector organizations introducing an array of robust social innovations in the near future.

