

# Fujitsu - Empowering Business From End To End as Your Trusted Partner



(From Left to Right) Mr Albert Wong, General Manager, Managed Services, Mr Derek Yiu, General Manager, Solutions and Services Business and Mr Johnny Chin, General Manager, Infrastructure and Application Solutions

As globalization continues to rise, CIOs today are struggling to overcome challenges raised by new technology implementations built upon tired and costly legacy systems. Whether figuring out how to shift applications and infrastructure to the cloud, or how to modernize and innovate despite the IT skills shortage, the result of the quickly evolving IT landscape is an often confusing melee of technology, applications and processes which can make it difficult for business and IT leaders to unlock value and increase efficiencies.

We spoke to the leadership team at Fujitsu Hong Kong to discuss today's enterprises' biggest business issues, the company's strategy for acting as a trusted partner to enterprises, and how CIOs can cut through the technology clutter to transform their IT.

**Fujitsu enables enterprises to consolidate their IT infrastructure and applications as a regional hub.**

*"The economic benefits of the cloud are enabling businesses in Hong Kong to drastically reduce total cost of ownership by shifting from cap-ex to op-ex. We've seen businesses free up two-thirds of their cash flow by deploying cloud computing."*

Derek Yiu, General Manager,  
Solutions and Services Business

**CW:** *It's clear that CIOs are operating in a more complex environment than ever before. What particular challenges are you hearing from CIOs in Hong Kong?*

**DY:** The role of the CIO has changed drastically in the last five years, and they're now under increasing pressure to innovate while driving down costs. As such they need robust, scalable solutions which enable them to create maximum value with minimal resources. Businesses large and small are increasingly turning to the cloud to lower total cost of ownership and increase business agility.

Today we're seeing multi-national corporates (MNCs) working towards a regional hub model, controlling all infrastructure out of the US, Europe and Asia. By embracing the cloud and consolidating IT deployments across the world, CIOs can drastically reduce costs.

For start-ups, cash flow is absolutely critical as they often lack capital until they can effectively monetize their products or services. By moving to the cloud, entrepreneurs and small businesses can lengthen the overall investment period, reducing the amount of upfront investment required and releasing cash flow.

**CW:** *What is Fujitsu's cloud strategy?*

**DY:** We recognize that working with different suppliers can cause headaches for our clients. IT managers need to conduct multiple vendor evaluations and deal with a plethora of different teams which drains time, money and energy. Instead, most enterprises will look for one supplier who is able to meet all of their requirements from consultancy, to infrastructure to managed services and support. Fujitsu's strategy is to act as a one-stop-shop: we can meet all of our clients' business needs and streamline the cloud onboarding process.

We also understand that when enterprises first embark on their cloud journey, they're typically reticent to shift all applications and infrastructure off-premise. We help them take the first step on the road to cloud adoption, such as through ERP hosting. As a next step, after their confidence in the cloud grows, we help them to shift more infrastructure to the cloud, and embrace Infrastructure-As-A-Service (IaaS) to unlock even more benefits.

### **Fujitsu's industry applications encompass custom-built, pre-packaged and global solutions.**

***"Whether enterprises need a custom-built app to meet their specific requirements, or an out-of-the-box solution which can be deployed that day, Fujitsu offers a broad range of solutions which can help transform an enterprise into a cost-efficient, agile business one app at a time."***

Johnny Chin, General Manager,  
Infrastructure and Application Solutions

***CW: What are the 'must-haves' for IT leaders today when it comes to IT infrastructure, system and application management?***

**JC:** Three key areas we're hearing more and more about as they increasingly impact the lives of our CIO customers are mobile, cloud and customization.

When it comes to mobile, IT departments need to ensure that they can deploy applications quickly and allow access to apps and data wherever the employees go, without compromising on corporate security.

Regarding cloud, one key way for CIOs to deploy and manage applications more effectively is by embracing virtualization. Leveraging the cloud means that IT departments can allow easy, anywhere access to data by storing it in a central location. However this often involves a complete revamp of an enterprise's IT legacy and a major operational shift, so a key goal for us is to show organizations how they can start to virtualize their systems, or entire workplaces, without disrupting day to day operations.

Finally, we're increasingly focused on customization and designing different, bespoke applications for enterprises in different industries. For examples, FSI organizations need speed and security, retailers require speedy turnaround of IT deployments and

## **Case Sharing**

### **Fujitsu keeps the transport flowing with IaaS**

#### **The challenge**

The world's leading passenger transportation system manufacturer faced challenges with its incumbent infrastructure. Facing slow response times, inefficient system configuration and high maintenance costs.

#### **The solution**

The company migrated to a cloud environment, embracing a system-as-a-service model. On-demand services include SAP hosting, utilized-based services, migration, on-going support and Fujitsu platform products.

#### **The benefits**

Fujitsu enriched the company's infrastructure by providing access to a scalable pool of trusted resources from the Fujitsu Cloud, lowering upfront technology refreshment cost and helping the company shift to operational expenditure based on IT system demands, and releasing cash flow.

real-time access to data, while logistics companies need transparency in the dispatch process. Fujitsu is able to customize both local and global solutions according to the needs of individual industries, and individual businesses.

***CW: What is Fujitsu's strategy to address these varying needs of different industries?***

**JC:** We adopt a three-pronged approach to helping clients get the most out of their applications:

- Custom build: With our resources and expertise, we can tailor-make applications that meet our customers' business needs from application development, to deployment, to on-going support.
- Packaged solutions: We'll take an existing application – for example, an ERP or HR system – and help clients to customize it according to their requirements before deploying.
- Global solutions: We are dedicated to local and global research & development, which enables us to localize our series of world-class global solutions for different markets.

Regardless of which approach we adopt, we ensure that our clients are able to use the resulting applications easily and quickly. Often, we'll first work with clients to pilot a packaged solution, which is then extended to a full-scale deployment in a phased approach.



*Fujitsu is the one-stop shop for enterprise providing tailor made Cloud solutions for their IT transformation*



Fujitsu provides managed services to meet the business needs of client

## Case Sharing

### Reducing the wait at Watami

#### The challenge

Famous restaurant chain Watami International Limited needed to combat rising labour costs and improve its front-desk queuing procedure, while ensuring the best possible dining experience.

#### The solution

Fujitsu developed a customized, three-screen queuing system kiosk – the first of its kind in Hong Kong. A touch screen monitor displays simple buttons for choosing the number of diners to be seated and prints a physical ticket. Two larger monitors show ticket numbers, menus and special offers. The kiosk is cloud-ready and data gleaned from the system can be used to improve the restaurant's Customer Relationship Management programs.

#### The benefits

Watami has effectively maximized business opportunities and streamlined the overall reception process for diners, who find the system easy to use. Additionally, restaurant staff are freed up from front-of-house, to provide a speedier service in the restaurant.

### Fujitsu manages increasingly complex IT environments for customers with a global management framework

*"We're committed to helping CIOs navigate an increasingly complex IT environment taking a holistic approach to planning. By leveraging Fujitsu's global expertise and tools, businesses can enjoy economies of scale and a well-defined technology roadmap."*

Albert Wong,  
General Manager,  
Managed Services

*CW: What's one of the biggest trends you're hearing about from customers today, shaping Hong Kong's business landscape?*

**AW:** We're increasingly hearing about Big Data, and the explosion of information CIOs now have to manage. Although the internet and cloud computing have made it possible to access a huge variety of data, this results in new demand for ways to transport, store and analyze data, which involves a huge

amount of computing power.

In addition, CIOs are not only facing increased demands on hardware, software and networks, but critically, talent. Enterprises are desperately trying to build IT teams equipped with the necessary skills to design and deploy platforms, then efficiently, systematically and securely manage systems.

As more enterprises move to the cloud, and become more comfortable with the fact that their data might reside outside the organization, they're realizing the "intangible" benefits of outsourcing management of IT services too. As with running a utility, where customers don't need to worry about the cleaning, safety, or maintenance of their water or electricity supply, so with the cloud. When a trusted service provider takes up responsibility for the smooth operation of IT services, enterprises gain peace of mind.

I believe that in the future we'll see an increase in demand for managed services as more enterprises realize the benefits of relying on a trusted IT partner outside the organization for deployment, maintenance and support.

*CW: What about key trends in data center services, and your forward-looking strategy in this area?*

**AW:** Another unfortunate trend we've seen affect our customers is the increase in natural disasters in the region. Looking ahead, we believe that clients will increasingly look at Hong Kong and Singapore as parallel back-up locations. If an enterprise primarily operates in Hong Kong, Singapore becomes a secondary back-up location, and vice versa. This has given rise to demand for 'Back-Up-As-A-Service', another key managed service which we provide to MNCs.

At Fujitsu, we have a global management framework in place which means we can consistently provide MNCs with world-class data center services and effectively support them with ITMS best practices across the world. Leveraging our world-class data center facility and tool here in Hong Kong, enterprises can enjoy economies of scale and well-defined technology roadmap. We also have the agility needed to respond quickly to client requests at anytime, from anywhere.

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