

FUJITSU Transformational Application Managed Services

FUJITSU



shaping tomorrow with you

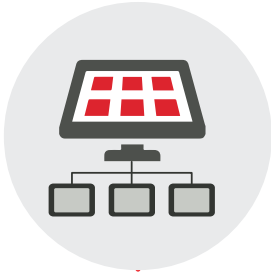


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Going digital – What does it mean for Applications Management?

Most public and private sector enterprises recognize that going digital will drive business agility and improve the user experience for their customers and employees. Nevertheless, many organizations are still holding on to traditional core processes that underpin their business operations – with an emphasis on scalability, efficiency, safety and accuracy – meaning simply ‘keeping the lights on’ can account for up to two-thirds of IT spend¹.



Transformational Application Managed Services enables customers to embrace digital transformation and respond more rapidly to changing business needs while also drawing the greatest value from their investments in existing applications.

FUJITSU Transformational AMS allows enterprises to simultaneously manage the new Hybrid IT world of cloud applications running alongside, and being integrated with, on-premise. This approach to operating both ‘high-speed’ and ‘traditional’ modes, adds value in the three areas of enhancing customer experience and satisfaction, increasing profitability and business value, and enabling faster time to market.



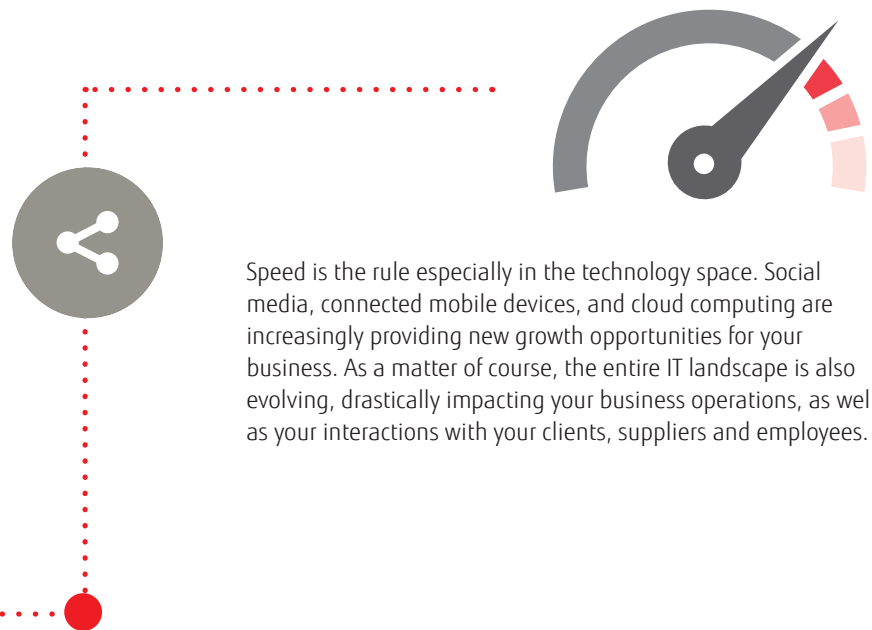
Through Transformational AMS, organizations will maximize the value to be gained from business insights, while providing a continuous improvement strategy. Greater business impact is achieved by applying the principles of bi-modal IT, proactive management, innovation aligned to business drivers, and automation-centric transformation. This approach delivers efficient services that enable organizations to reinvent themselves in four key stages: Transition, Manage, Business Insights and Transform.



¹ Gartner “IT Key Metrics Data 2015: Executive Summary” Linda Hal et al, 15 December 2014.
Note: The value for 2015 is a projected figure and is based on projected 2015 IT budgets provided by Gartner clients

Challenges

In today's highly competitive world, with ever-changing market and customer priorities, your business needs to use every lever available to enable you to provide more efficient, consistent, and prompt services to your customers.



Speed is the rule especially in the technology space. Social media, connected mobile devices, and cloud computing are increasingly providing new growth opportunities for your business. As a matter of course, the entire IT landscape is also evolving, drastically impacting your business operations, as well as your interactions with your clients, suppliers and employees.

This leads to several questions...

- What does this rapid change mean for your IT environment?
- Is your current IT environment fit for the new digital world?
- Can you safeguard your investment in your current landscape, while preparing for the future?
- How will you maintain an attentive IT environment in such a rapidly transforming, hybrid digital world?
- How will you transform your IT operations to support the demand for shorter and faster change cycles?

FUJITSU Transformational Application Managed Services (Transformational AMS)

Fujitsu, through Transformational AMS, delivers added value to your business, along with a continuous improvement strategy.

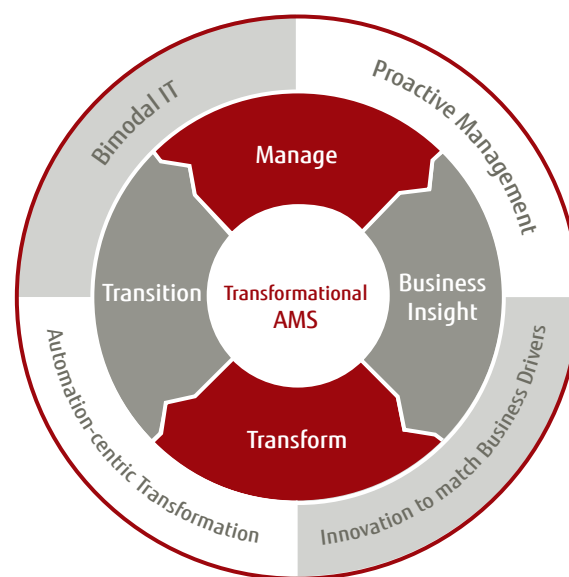
This creates a greater business impact by applying the principles of:

- Integration of bi-modal IT
- Proactive management
- Innovation to match business drivers
- Automation-centric transformation

Transformational AMS delivers efficient services to enable you to reinvent your organization.

The four key phases are:

- Transition
- Manage
- Business Insight
- Transform



Transformational AMS Integrated life-cycle

Overcoming rising business pressures

Rationalizing the application portfolio

Align budgets to application priorities

Increase value from existing applications

Respond faster to changing business needs

Balance the cost of optimization and investment in the future



Transformational AMS Major Principles

Time to Market – Integration of bi-modal IT

Time to Market is the mantra for our Change Management – Improving the agility of existing operations with, for example, shorter release cycles, whilst maintaining the quality of application services.

The speed of change is adjusted to the nature of the business and its functions. While backbone operations, such as Finance require a stable, low-change environment; front operations that deal with your customer’s experience, such as Marketing, Product Management, require continuous change.

Agile development methods and DevOps techniques are integrated with our best practices in ‘low risk’ AMS operation. In addition, new techniques are introduced into regular operation, to increase speed and efficiency.

Test automation and automated release and deployment ensure the fast and controlled implementation of new releases across your IT landscape (Dev, QA, Prd), as well as releases to the multiple client devices in use.

Innovation to match business drivers: Continuous improvements driven by real business insights and Lean methodologies.

Analysis of the end-user perspective, using ‘field innovation’, ‘Problem Management analysis with the Fujitsu Sense & Respond methodology’ and ‘Fujitsu APD (Automated Process Discovery) tool’ to analyze bottlenecks, loop-backs, main flow, infrequent flow and process flow comparisons; combined with data from daily operations (performance and process monitoring) drive agreed improvement initiatives.

Joint workshops are conducted to align your business transformation with the opportunities identified through business insights, resulting in a common innovation agenda. We combine our years of experience in your business area with our vast technology capability, in order to manage and drive improvements.

Pro-active management of your landscape – preventing disturbance in your day-to-day operations:

We know your business, ensuring your critical business processes and peak periods will run smoothly.

Automated performance monitoring and critical process monitoring are implemented with APM (Application Performance Management) tool to quickly detect and prevent issues and to identify bottlenecks in both the application landscape and process operation.

Automation-centric transformation: Rapid technology adoption enabling fast business transformation

We keep your systems relevant and ready for the digital world using our application modernization techniques and leveraging our public and private cloud platforms. This creates flexibility for your future technology choices.

We enable you to rapidly create new business value by aggregating and integrating existing solutions to support new and augmented business processes. We do this by leveraging our technical expertise with services like FUJITSU RunMyProcess and FUJITSU’s Global Cloud Platform.

We bring innovative solutions from our extensive technology investments to help you accelerate the digital transformation of your business. This creates new customer and end-user experiences while making your business more responsive and connected to the Internet of Things.





Transition

Transition marks the start of your transformation journey – the review of current processes and tasks.

Transition is focused on moving quickly to the new operating model where your current environment has moved to a Fujitsu environment; with (of course) low risk and minimum disruption.

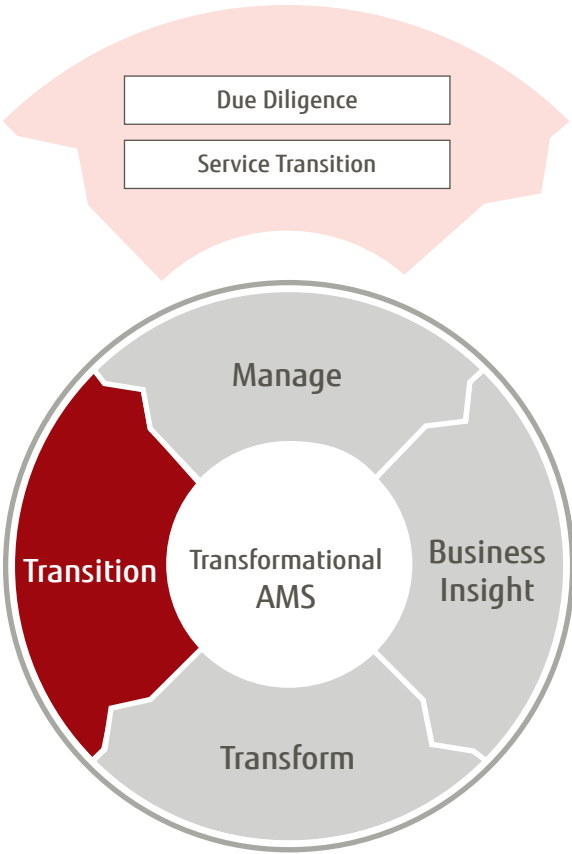
The entire Transition approach is based on two steps; Due Diligence and Service Transition. There are three proven and tested sub-phases in Service Transition: Initiate, Deliver, and Handover. Each step has its own set of consistent processes, with a well-defined sequence of activities that ensure that the desired results are achieved.

The Transition process is managed using pre-determined objectives, governance models, communication management plans and risk management plans. It includes a high level of work-flow processing, marked with intermediate knowledge transfer and process reviews. The result is the smoothest possible transition and a successful handover.

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The Top 3 customer outcomes:

1. Low risk transition of services.
2. Minimum disruption.
3. Minimum involvement of clients key resources.



Manage

Manage represents a controlled approach to ongoing improvements in productivity and time to market. Manage maintains the best possible levels of service quality and availability, while supporting the rapid restoration of normal service operations, when required. Furthermore Manage ensures that the Business Insight framework is managed as a 'Business-As-Usual' (BAU) activity.

In parallel, Manage drives new product releases within test and live environments, with the effective implementation of bi-modal IT. By using an optimized and streamlined management process, Fujitsu boosts operational speeds and reduces time-to-market.

DevOps is a key differentiating factor in operations, as it allows the inclusion of modern, up-to-date development and support practices. These streamline and optimize releases to the market.



CMMI L5 for services
ISO 9001:2000
ISO 27001:2005 Information
Security Management

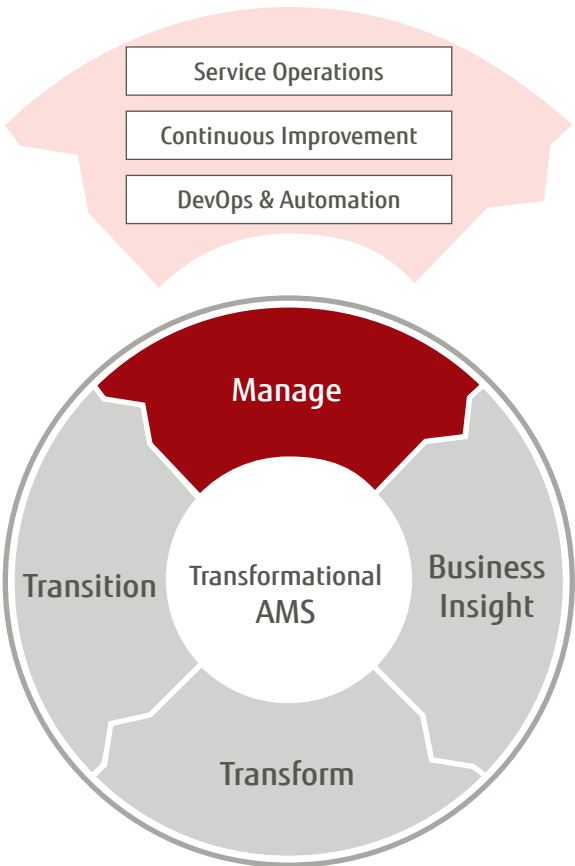


24 x 7 x 36
Facilities



The Top 3 customer outcomes:

1. Effective IT service delivery.
2. Advance to a more predictable operational expenditure status.
3. Quick and optimal deployments of new services to user base.



Be proactive to ensure improvement





Business Insight

Business Insight brings value to your business. It is the driver for targeted change, ensuring maximum utilization of your applications to support your business – today and in the future!

Business Insight services assist in the collection of valuable input and observations; identifying and visualizing their impact on the business. This ensures the continuous improvement of processes and effective transformation, in parallel with your business goals. As such, Business Insight is an integral part of the Transformational AMS life-cycle.

Business Insight is a consultative approach that helps you make a big leap towards the target level for your business.

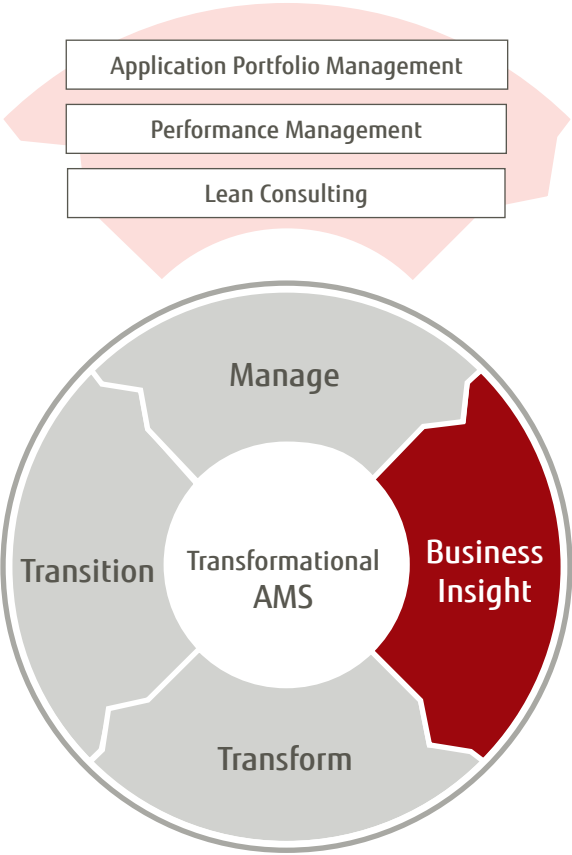
Business Insight innovation helps you to realize continuous improvement. Information analytics and end-user perspectives enable joint improvement initiatives, while Fujitsu services and technology enables faster business transformation.

Business Insight drives the efficiency and productivity of your business, with a roadmap for innovation and transformation.

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The Top 3 customer outcomes:

1. Improve the efficiency of the business.
2. Analyzing the health of systems and building visibility to operations.
3. Enabling the business transformation.



Transform

Transform supports and drives the continual and even disruptive changes required by fast changing market conditions, giving you an edge over your competitors. Transform enables you to reinvent your organization, with the smart adoption of new technology and applications. Transform helps you to innovate your existing business services through modernization and the porting of business applications.

The Transform phase creates an opportunity for service integration, collaboration, and business re-engineering; through analysis, innovation, migration and integration.

The use of Fujitsu IP, combined with the IP of trusted partners and Fujitsu's global ITIL compliant methodologies, enables a fast, efficient and proven transformation across the enterprise. This means you will quickly realize value.

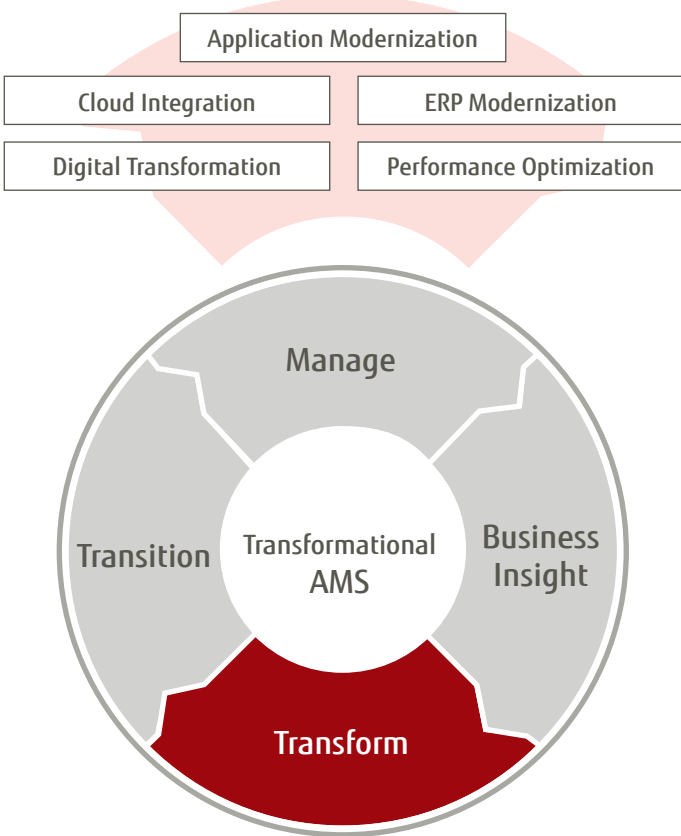
Transform strategies include:

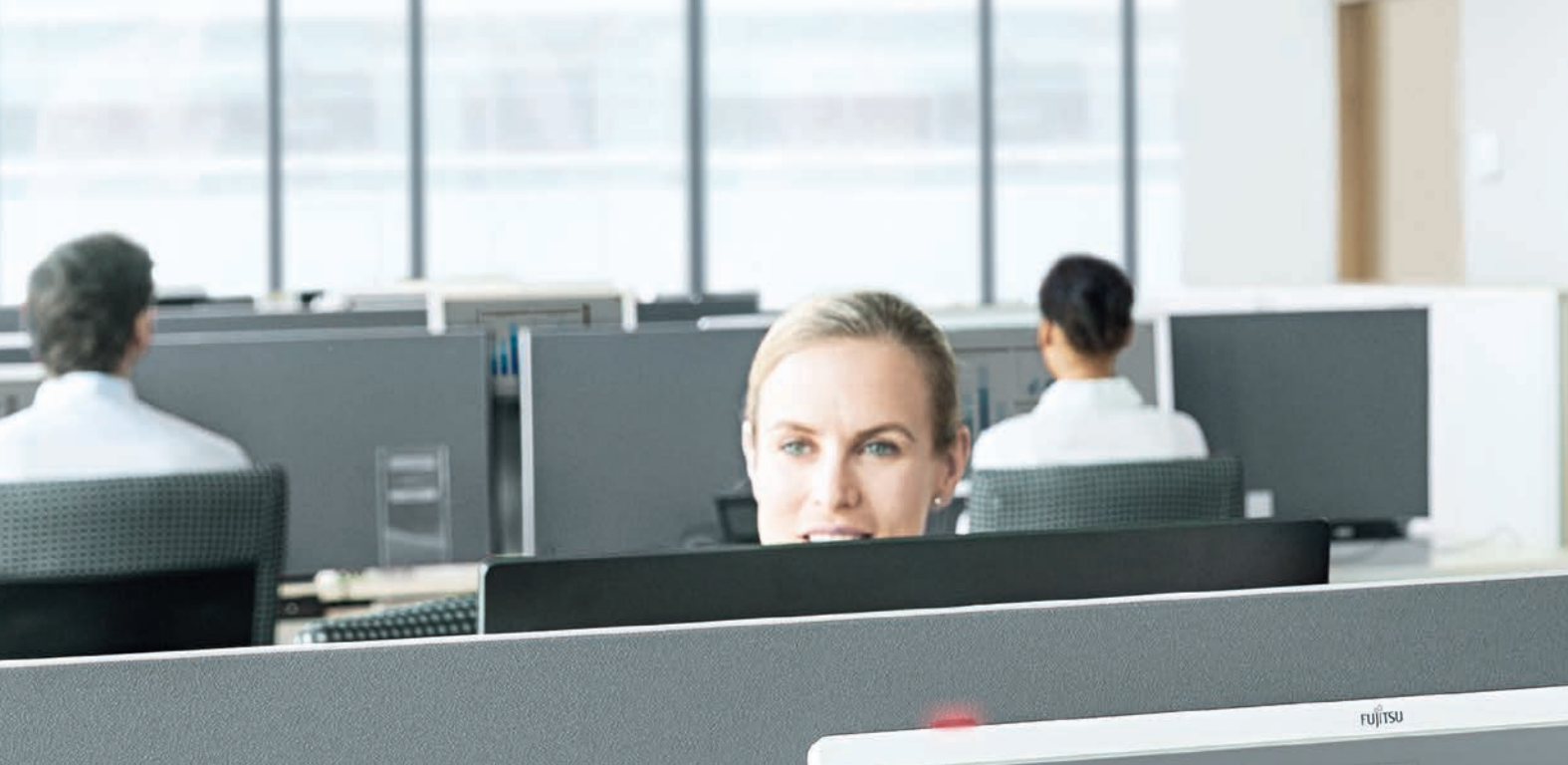
- The migration to HANA platform / S4/HANA.
- The migration to Oracle and Microsoft new ERP.
- The migration to application platform with Hybrid-IT architecture.
- A mobile or tablet front-end to any application.
- RunMyProcess, which enables your current processes to be swiftly moved to a Cloud platform.

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The Top 3 customer outcomes:

1. Reduced Total Cost of Ownership.
2. Improved customer experience and agility.
3. Integration of the application estate.





Your Benefits

By outsourcing the responsibility for managing your applications to Fujitsu, your business gains a wide range of benefits.



What is special about Fujitsu?





Conclusion

FUJITSU Transformational Application Managed Services meets your business needs by delivering services to manage your complete application portfolio, in a way that is tailored to suit your application landscape and the requirements of your business today and in the future.

As a trusted service provider, with a unique understanding of your business, Fujitsu crafts solutions that help you advance into the digital age and bridges the gap between the fast-changing digital world and existing business operations.

FUJITSU

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