Fujitsu Sustainability Consulting
Maximizing ICT efficiency, unlocking business benefits

shaping tomorrow with you

Let's shape tomorrow
with sustainable innovation

Fujitsu helps organizations unlock information and communications technology (ICT) cost savings and develops financial business cases for implementing energy-efficiency programs that achieve long-term savings. We call this 'sustainability-led innovation' and it is about helping you create a better future for your business.

Prepare for tomorrow today

The information explosion and growing need for ICT services are creating an insatiable demand for energy and other resources. Yet sustainable ICT practices are failing to keep up with this trend. We anticipate that by 2014:

- Innovation and technology will become more vital to sustainable business practices
- The cost of powering ICT equipment will far outweigh the initial capital expenditure
- Enivronmentally sustainable businesses will be more attractive to stakeholders
- Chief information officers will be held more accountable for their organizations' ICT energy expenditure

How do you benefit?

Our research shows significant hidden savings are achievable for organizations that don't understand their ICT-related energy costs and haven't yet implemented ICT energy-efficiency programs. Unlocking that potential can provide cost savings in weeks. Through Fujitsu's global sustainability program, we can help your business reduce its ICT-related energy costs and carbon emissions, and achieve operational efficiencies across the organization – not just in the IT department. Our experts deliver advanced environmental solutions, services and products to help you save money in the short term, improve the energy efficiency of your technology, and streamline business processes to maximize long-term value.

Figure 1 – Fujitsu framework for aligning IT

1 Review enterprise value **2** Assess resource usage **3** Optimize IT function

Strategic alignment > IT assessment > Strategy development > Business transformation & change <—> Realizing the benefits

How can Fujitsu help?

Fujitsu helps customers assess the environmental impact of their ICT assets and explore ways to optimize their businesses through more efficient ICT. Our comprehensive, step-by-step ICT sustainability program delivers tangible results. Using the Fujitsu Sustainability Framework, we develop sustainability strategies that align with your business goals and ICT assets. We aim to engage your whole business, ensuring you can identify and capitalize on all potential benefits.

We follow a straightforward process that requires minimum investment of your time. First, we assess your specific business needs and desired results. We then develop scenarios using data analysis and data-modeling techniques to identify areas where you can quickly reduce costs. We also provide recommendations for using ICT assets more efficiently in the longer term to maximize ongoing cost savings.

The facts

- Using our Sustainability Framework, organizations reduce their ICT energy costs by an average of 40% within the first 12 months with no capital expenditure
- Only 14% of CIOs worldwide have a good understanding of their ICT energy bills
- Organizations that know their energy bills can increase their performance on the Global ICT Sustainability Index by an average of 20% compared to their competitors[1]

Achieve measurable results

We are helping many organizations improve the efficiency of their ICT equipment and save money. Below are some examples of how we are providing value to organizations across a variety of industries.

- **Transport** – We are helping an organization reduce its electricity costs for end-user devices by 52%
- **Education** – We are providing a data center solution that will help a university save 50% in ICT operational costs and reduce carbon emissions of IT services at each of its campuses
- **Retail** – We are helping a retailer create a roadmap for more than 35 sustainability initiatives, including transitional outcomes, risks

and final results, and developing a business case for these initiatives that gains senior management support
- **Government** – We are providing a desktop energy management solution that will help a government organization reduce its energy costs by at least 24%, reduce its greenhouse gas emissions by the same amount, and achieve a return on investment in around 1.5 years
- **Manufacturing and automotive** – We are implementing IT equipment initiatives to help an organization reduce electricity costs within one year by 43% and cut greenhouse gas emissions by 43%
- **Financial services** – We are helping an organization reduce its annual ICT electricity and paper costs by around 50%, and slash annual ICT energy consumption and carbon emissions by 85%
- **Healthcare** – Using our sustainability services, a healthcare organization expects to reduce its data center electricity consumption by 28%, cut energy costs by 60% by consolidating its servers, and achieve 100% return on investment within six months

Fujitsu: A global leader in sustainability

Fujitsu began implementing sustainable business practices in 1938. Our consistent, genuine, and long-term sustainability vision and strategy is paying dividends for our customers and has resulted in worldwide recognition. As a result of our world-leading green governance and carbon-reduction programs, Fujitsu is highly ranked by Gartner, the World Wide Fund for Nature (WWF), Computerworld, and Newsweek. Fujitsu is:

- Ranked number one on the 2011 Top 12 Green-IT Vendors list by IDG's Computerworld for the second year running
- Ranked 13 of 500 in the Newsweek Green Rankings 2011 across all industries
- Recognized as a leading vendor in the Gartner and WWF report 'Low Carbon and Environmental Leadership in the ICT Industry 2010'
- At the forefront of developing sustainable-ICT initiatives and helping customers reduce greenhouse gas emissions. We have set global emissions reduction targets for our customers

For more information, please go to www.fujitsu.com/global/solutions/sustainability.

[1] ICT Sustainability: The Global Benchmark 2011