



Shaping  
tomorrow  
with you



## Shaping tomorrow with you

Fast moving technology trends like mobility and the Internet of Things are accelerating the pace of change. They are driving us towards a hyperconnected world where established boundaries lose their relevance. As a result, organisations must balance the demands of their current capabilities, expertise and investments with the call to digitalisation.

Successful enterprises will find their own unique balance between these two key drivers. Fujitsu is committed to finding the right balance for our customers.

### Innovation with a Human-Centric focus

Our vision is to help create a society where people are empowered by technology. Empowered to innovate, enrich their lives and create new business and social value, ensuring a safer, more prosperous and sustainable future for everyone. It is our job to make this happen. We do this by enabling our customers to make new connections between people, information and technology, an approach we call Human Centric Innovation.

The future will be shaped by technology and innovation. That's why, with our global heritage, we are the partner of choice for ambitious organisations leading the next exciting wave of change.

"Fujitsu has been a trusted partner for over 20 years, constantly helping us to seek out innovative solutions."

Director, Retail sector, France



## Digital balance

We live in a world increasingly shaped by digital technology. This technology is now a major source of growth and innovation, delivering exciting new opportunities for both business and society.

Our customers and their end users are empowered like never before, with unprecedented connectivity and digital knowledge. We all have to embrace change to meet new and fast evolving expectations.

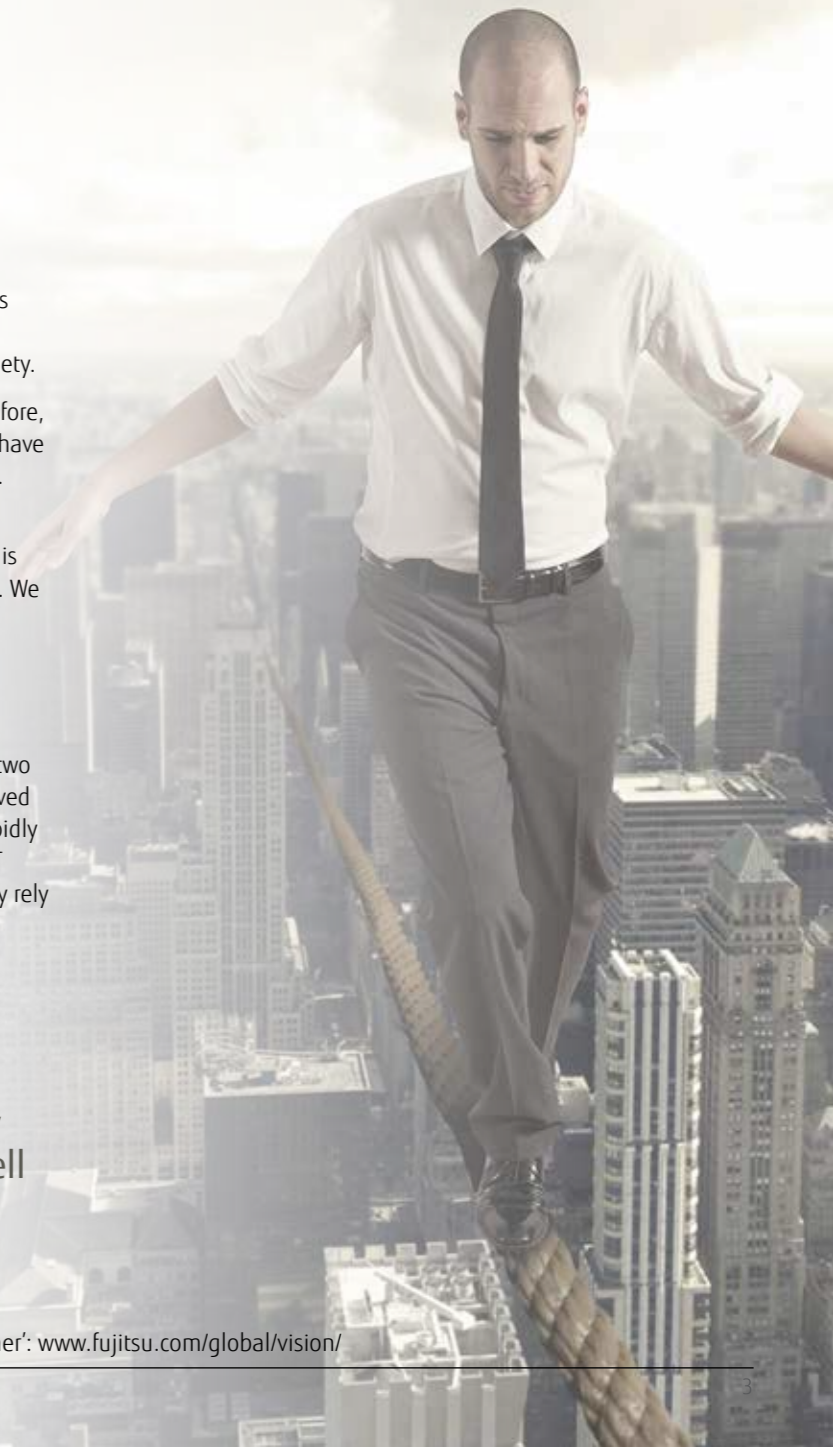
### A balancing act for digital success


A consistent theme across all the diverse markets Fujitsu serves is the need to balance existing technology with digital innovation. We help our customers adopt and exploit emerging digital-based line-of-business solutions, while modernising the established systems that enterprises rely upon today. We refer to this as twin-track IT.

All organisations need to find the right balance between these two needs; the balance that ensures long term growth can be achieved from a position of strength. We are helping our customers to rapidly embrace digital opportunities, confident that their underlying IT infrastructures will continue to deliver the essential services they rely on.

"We are taking great strides in the way we use technology. As both a technology champion and an innovator, Fujitsu is well placed to join us on this journey."

Business Services Director, Construction sector, UK



 Learn more about creating innovations of the future together: [www.fujitsu.com/global/vision/](http://www.fujitsu.com/global/vision/)



## Driving a responsible business

We are committed to helping address the risks and opportunities of a changing world. With the global population growing, society faces major challenges such as resource management, food supply, healthcare and environmental protection. Unprecedented levels of urbanisation, demographic change and stress on natural resources are impacting us all.

**"Fujitsu has enabled us to reduce energy consumption, cut data centre costs and improve our services."**

Director of Information Systems, Local Government sector, Italy.

At Fujitsu, we are using our expertise to develop relevant and sustainable solutions. For example, we are leading the evolution of smart cities, digitalised agriculture and next generation healthcare, introducing technology that can transform mountains of data into useful information to help build a safer, more prosperous and sustainable future.

## Winning the right way

We believe in the concept of winning the right way. This means not only delivering our commitments to customers and shareholders, but also looking after our people and having a positive impact on society. We are also committed to engaging future leaders to ensure the long term success of the responsible business movement.

### Enabling growth

Doing business the right way makes sense for our employees, customers, suppliers and partners.

### Enriching lives

Using the power of digital to create a more connected society.

### Shaping the future

Using new and emerging technology to address global challenges.

### Engaging future leaders

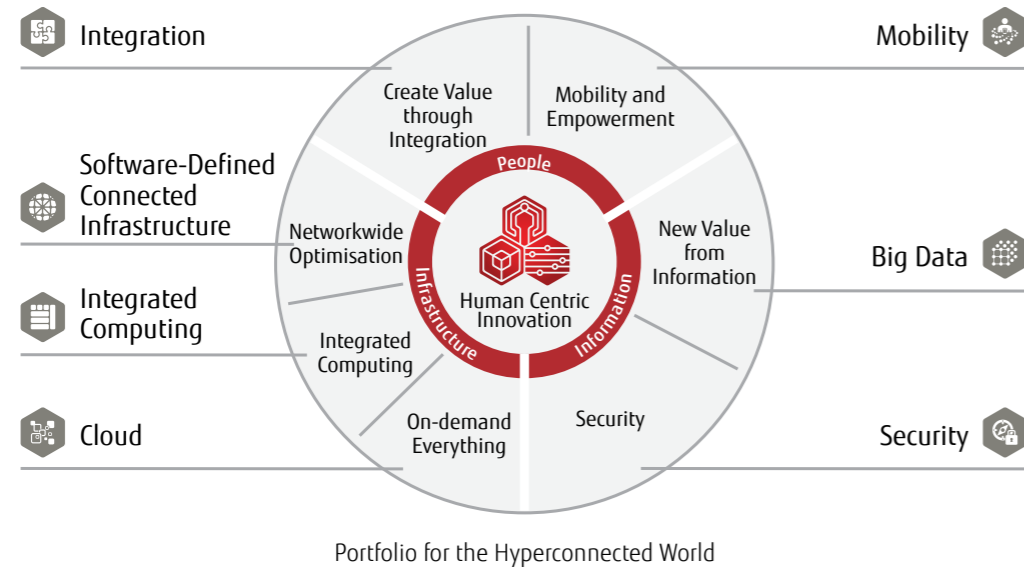
Inspiring young people to make a difference.

RESPONSIBLE  
BUSINESS OF  
THE YEAR 2015  
BUSINESS IN THE  
COMMUNITY

## Thriving in a twin-track world

Fujitsu offers practical, targeted solutions and services that enables organisations to run their existing IT for maximum value and efficiency, while helping adopt digital technology, at their individual pace, and according to their priorities.

Our global presence ensures that we can support our customers wherever needed. Our rich product and services portfolio includes all that is needed to make the digital revolution a reality – and to help organisations thrive in a changing world.



### Digitalisation with confidence

Our Digital Business Platform, MetaArc, encompasses the cloud-based technologies, tools, services and partnerships needed to enable digitalisation with confidence. It enables business transformation by allowing organisations to modernise, integrate, orchestrate and manage the blend of cloud and non-cloud systems without compromising flexibility, security or performance.

Find out more about what we can do for you at: [www.fujitsu.com/global/vision](http://www.fujitsu.com/global/vision)

## Transformation driven by people

The lives of people around the world are touched by Fujitsu technology and solutions everyday. From high street shopping and online banking through to transport bookings and driving licences.

In the UK and Ireland alone, we are:

- Enabling the processing of 2.8 million passports every year
- Managing more than 20,000 retail outlets and over 85,000 point of sale devices
- Processing over 10 million driving licence updates and almost a million new licences every year
- Enabling Ireland's Road Safety Authority to process hundreds of driving test applications every day
- Supporting 1,000 staff, including 150 judiciary members in 70 locations for the Irish Courts Service
- Helping financial services providers to serve over 40 million customers and operate over 20,000 local branches
- Connecting 300,000 defence users in over 2,000 locations worldwide.

"Fujitsu has proven to be an ideal partner. Their team is full of great people, with deep experience, who have helped us transition to a global service platform."

Project Delivery Manager, Manufacturing sector, UK

Visit the Fujitsu Youtube channel for all case studies.



## Your IT partner

- Fujitsu employs 162,000 people worldwide, with 14,000 based in the UK and Ireland
- Half of the companies in the Fortune 500 are Fujitsu customers
- We serve more than 4 million end users in over 175 countries
- Fujitsu service desks resolve more than 50,000 incidents every day in 41 different languages
- We invest more than \$2.2 billion a year in R&D, which has led to over 100,000 global patents.

Find out more and download the Fujitsu Corporate Ebook at: <http://www.fujitsu.com/uk/about/>

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