The value-driven workplace for Financial Services

CITRIX® | FUJITSU

Financial Services:
a brave new world

Following the global banking crisis, Europe's financial service industry has changed almost beyond recognition. New regulations require banking organizations to adhere to strict security and compliance measures, even if they must incur costs to do so.

A surge in divestitures, outsourcing and offshoring, together with a sharp increase in competition from supermarkets and pure play Internet banks, has caused the market to converge and consolidate. New, agile challenger brands are emerging, without the burden of legacy infrastructure or outdated processes.

This raises tough challenges for established financial services companies. They must evolve quickly to stay successful – and IT needs to enable this. Success depends on agile, innovative processes that get more out of employees and infrastructure for less cost. Internal operations must focus on customer service excellence and employees always available IT expectations to accelerate time to market for new products and services.

In the race to satisfy these demands, technology has often focused on customer-facing IT such as internet banking and mobile apps. Conversely, workplace technology has often been neglected because it has been seen as a cost center, not a value

generator. But this cost-driven approach to workplace IT may actually be hindering, not helping – and increasing overall costs, because in a cost-driven workplace, technology investment decisions tend to be tactical rather than strategic.

A focus on costs usually leads to significant, unplanned investments as workplace solutions approach end of life without having been kept up-to-date. The long-term financial impact of this approach can be severe.

We must ask some key questions:

- What's the best way to deliver tangible efficiency savings and rapid ROI?
- How can we make investments in workplace technology that deliver business value?
- Are we really preparing for change?

Creating a Value-Driven Workplace

Operationally agile companies have taken an evolutionary approach to workplace technology. Tools that employees rely on to do their jobs effectively are constantly kept up-to-date, with incremental investments. This is essential to the Value-Driven Workplace, and provides a way to use technology competitively without making huge, one-off CapEx spending and disruptive upgrades.
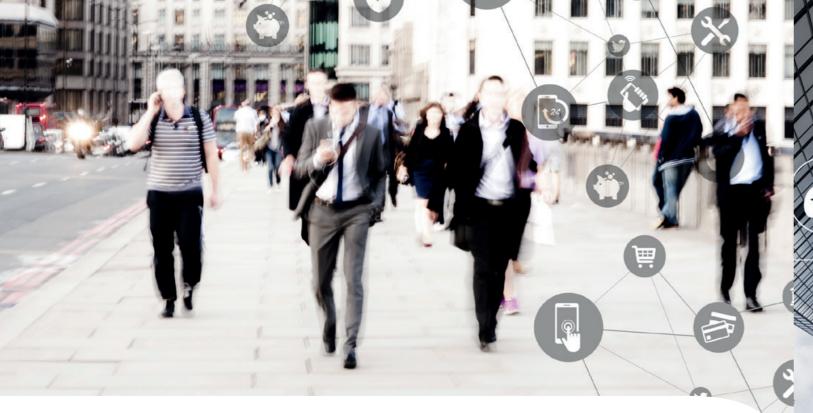
By focusing on what users *actually need*, organizations can realize the full potential of their workplace. The promise of mobile workplace can finally be fulfilled, as users are empowered with technology that accelerates productivity and fosters better collaboration.

A Value-Driven Workplace should cost less to run than a traditional cost-driven workplace. User support costs fall as employees gain access to more reliable technology. There should also be significant cost reductions for software licensing, hardware procurement and IT maintenance.

With investments based on the business value of workplace technology, rather than simply on cost considerations, the Value-Driven Workplace can help you:

- Boost productivity and collaboration
- Keep employees satisfied and engaged
- Attract and retain new talent

From a cost perspective, you can reduce costs and improve technology performance in branches and call centres across your estate, while finding the right balance between CapEx and OpEx.

Investing for the long-term

Today's banking customers have more choice than ever, and can interact with financial institutions in all sorts of ways. They demand service excellence and immediate gratification. They expect to interact quickly, personally and intuitively.

What's more, your employees are also consumers. They know what technology can do in their personal lives, and they expect the same capabilities at work. Indeed, a new generation of workforce talent is increasingly deciding where to work based on the technology on offer. This mobility is dissolving boundaries between working and non-working lives. Work can now be carried out anywhere, on any device.

Delivering these expectations requires an IT revolution. New and emerging digital technologies must enable complete mobility across personal and corporate lifestyles; optimize every inch of real estate; develop new apps quickly; communicate across multiple channels, and retain data security and compliance.

Against this, financial services workplaces have traditionally been rigidly 'locked down' in legacy approaches. This has made organization-wide change very difficult to achieve and has hindered the rapid innovation that is so vital to survive. Compliance concerns can create the perception that changes to workplace technology represent a risk to the business. But this need not be the case.

By basing your investments on the business value of workplace technology, rather than simply on cost considerations, a Value-Driven Workplace model can help financial services institutions meet these challenges. This accelerates the move towards true mobility, through the seamless connectivity that customers and employees need.

Unlock the value of your business

At Fujitsu, we help organizations create and manage award-winning workplace transformations that deliver real business value. Our close vendor partnership with Citrix and a toolkit of proven best practices enable our consultants to find the right solution for your organization. So, you can realize the potential of your people and buildings, while ensuring everyone involved stays in constant communication.

- For one financial services organization, a Value-Driven Workplace has already delivered more than £500 million of savings and resulted in 1 in 3 employees regularly working productively from home.

- It has also meant that changes to the IT environment are deployed in minutes instead of days or weeks and overall employee satisfaction scores have jumped to 4 out of 5.

- The same organization has delivered measurable benefits from a Fujitsu Value-Driven Workplace, where cost reduction targets have been achieved within 15 months, with more than 70% of users being satisfied with new services and benefits, and service desk calls have fallen to less than 40% of the industry standard.

Ready to help

Workplace transformation isn't easy. But working with an expert partner can make it simpler, faster and much more cost-effective.

Fujitsu's experience and expertise can take the risk out of your transformation journey. We can help you find the right balance of performance, cost, flexibility and security. Our modular approach can help you start small, prove the business value and then scale up.

Fujitsu is positioned as a leader in Gartner's Magic Quadrant for End User Outsourcing Services (EUO) in Europe. Fujitsu's 'Workplace Anywhere' solution creates a proven, high-performing workplace that gives users the freedom to work in the way they

want, while optimizing available office and branch resources, staying secure and saving time and money.

The pace of change is not going to slow. New forces and innovations will continue to reshape the way people think about the workplace. However, for financial services organizations that can rethink their approach to workplace investments, the rewards of the Value-Driven Workplace are tangible and within reach.

Get in touch today to discuss your workplace transformation strategy, or book a Fujitsu Workplace Assessment.

Discover how we can help you design, create and manage a Value-Driven Workplace that delivers the results you need.

CONTACT FUJITSU

fujitsu.com/contact

Ref: 3581