

Fujitsu World Tour 2016

**Digital Transformation &
Application Management**

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Human Centric Innovation in Action



Meet the
SOUSA
FAMILY



It's already here



Dear Santa,
How are you? I'm good.
Here is what I want for
Christmas.

Ahttp://www.amazon.com/gp/product/B0032HF60M/ref=59_hps_bw_g21_ir03?pf_rd_m=ATVPDKIKXODE&pf_rd_s=center-3&pf_rd_r=1XW442FH2K03Y78MWQNM&pf_rd_t=101&pf_rd_p=1328901542&pf_rd_i=16579



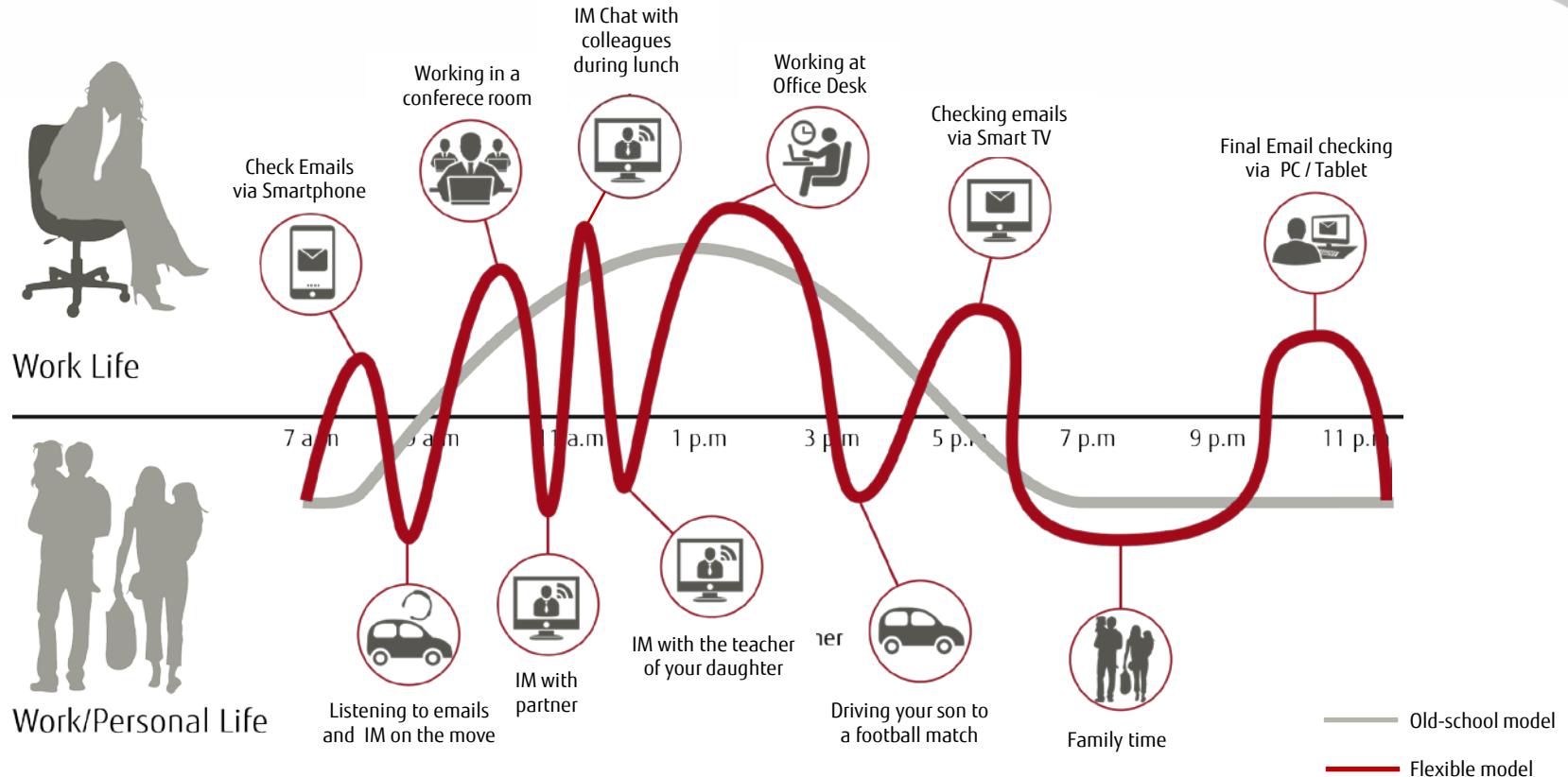
Last Century



Now



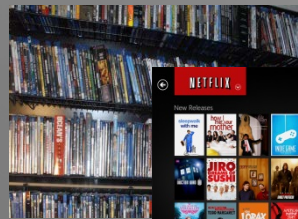
Work-Life Balance



Industries are transformed rapidly

"Recent research carried out by Forrester has found that more than 70% of companies on the Global 500 list 10 years ago have vanished – unable to adapt"

Craig Le Clair, Vice president - Forrester Research (2014)



Video Industry



Paper Industry



Music Industry

- Pricing model
- Whenever & wherever
- No physical products
- Advices & recommendations
- Wide range of products/services

Keeping up with demand

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Transformational
application
managed
services

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The Application Challenges of a CIO



Challenges with the application landscape



Agility/
scalability/
compliance

Dead, dying or high
risk technology

Reduction in
Portfolio
Complexity

User Interface
Web Interactivity
Generation Y

Cloud
Utilisation and
Mobility

Lack of
Functionality

High operations costs
limited investments
for new initiatives

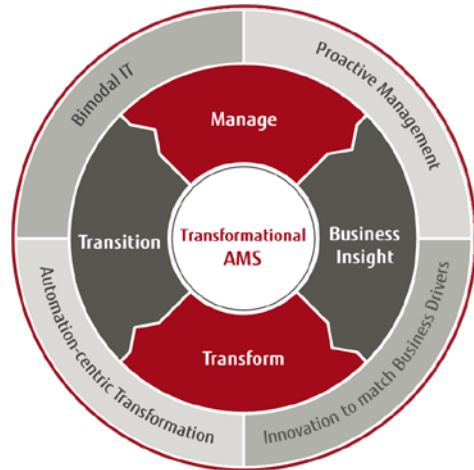
Rare & Expensive
Legacy Skills

Mergers /
Acquisitions

Application Management

■ Did you know your IT landscape is alive?

- It grows
- It adapts
- It transforms
- It ages
- It speaks
- It needs care

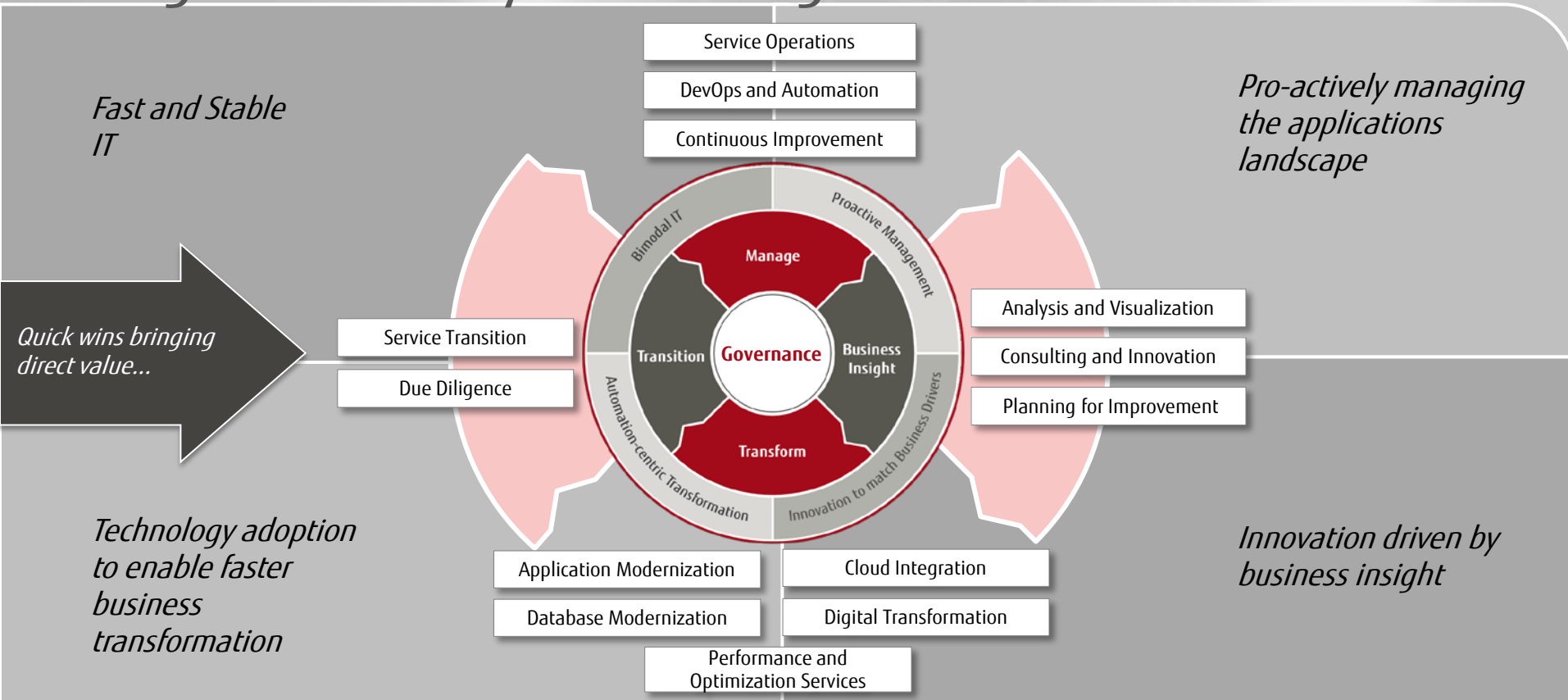


■ How to care for it?

- Grow where you earn the most money
- Follow the trends of your customers
- Assess it regularly
- Keep it young by modernizing
- Measure with the right KPI's
- Manage everything

Transformational AMS

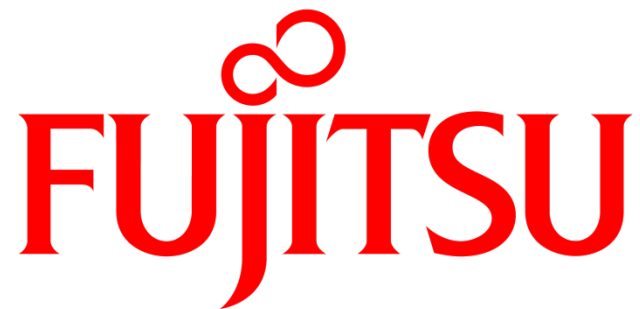
Integrated Lifecycle Management



Summary

- Digital Transformation is already here.
- Complete Industries are changed.
- Your IT landscape is alive and must keep up.....
- and get Ahead





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