



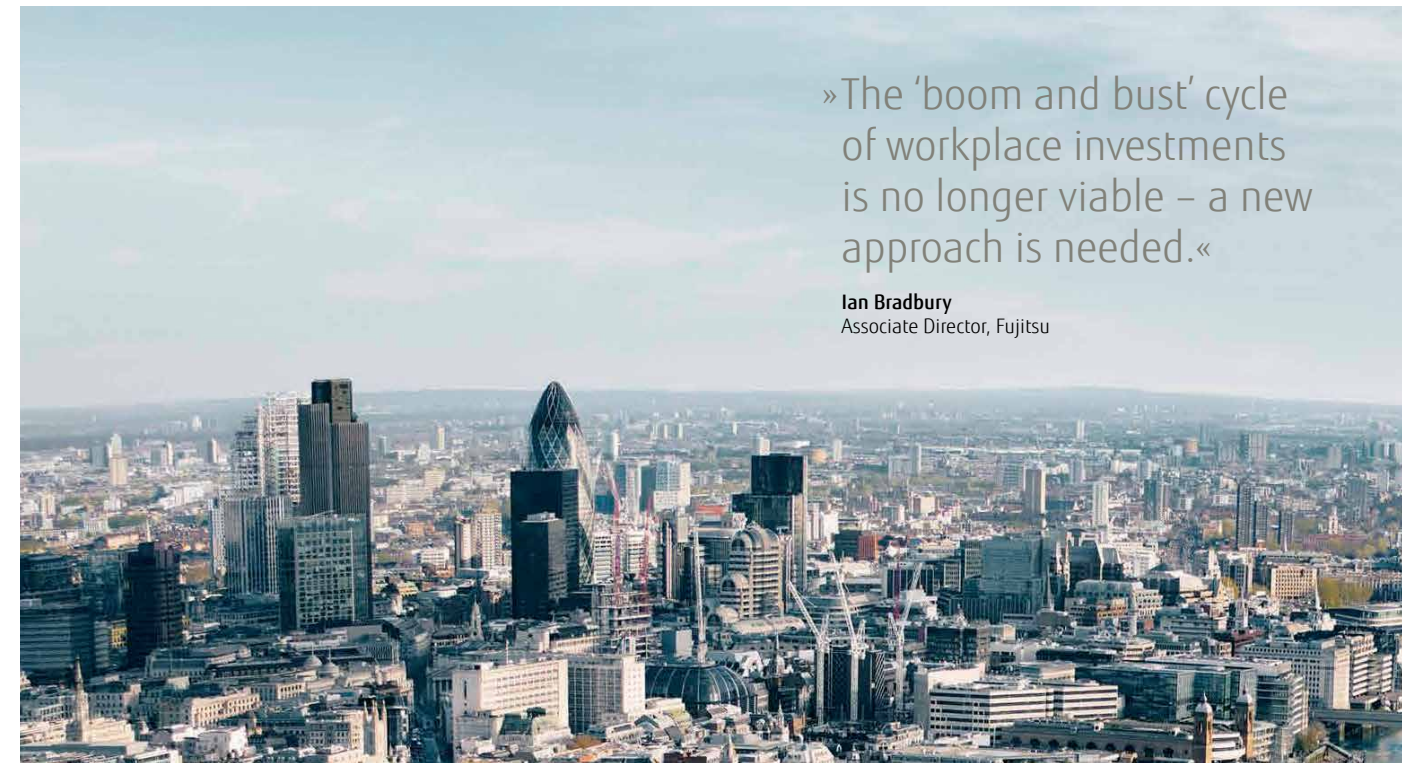
The Value-Driven Workplace in Financial Services

How smart investments in workplace technology
deliver real business value

shaping tomorrow with you

FUJITSU

In the cost-driven workplace, IT can get stuck in the past.



»The 'boom and bust' cycle of workplace investments is no longer viable – a new approach is needed.«

Ian Bradbury
Associate Director, Fujitsu

During a period of unprecedented disruption for financial services organisations, technology investments have largely been focused on customer-facing IT such as internet banking and mobile apps.

Workplace technology has often been neglected on the basis that it's seen as a cost centre, not a value generator. But this cost-driven approach to workplace IT could actually be having the opposite of its intended effect – increasing overall costs.

In the 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 evergreen.

Cheap point solutions can also appear attractive if the sole focus is short-term cost savings. But the long-term financial impact of supporting disparate, poorly integrated solutions can be severe.

This approach also means organisations waste time and money repeatedly finding quick fixes rather than aligning IT plans with overall strategic goals to define a cost-effective, organisation-wide solution.

Moving to a 'Value-Driven Workplace'

Investments in workplace IT in many financial services organisations have traditionally been based on an all-or-nothing approach. When workplace technology reaches end of life, massive upgrades are undertaken at great expense, followed by years of minimal or no investment.

Meanwhile, more agile companies, recognising the value that a high-performing workplace can bring to the business, have taken an evergreening approach to workplace technology. In this way, the tools that employees rely on to do their jobs efficiently and effectively are constantly kept up-to-date, with incremental ongoing investments. Evergreening is a vital element of the Value-Driven Workplace, offering a way to use technology for competitive advantage without the need for huge one-off CapEx spend and disruptive 'big bang' upgrades.

Start focusing on the user, not the technology

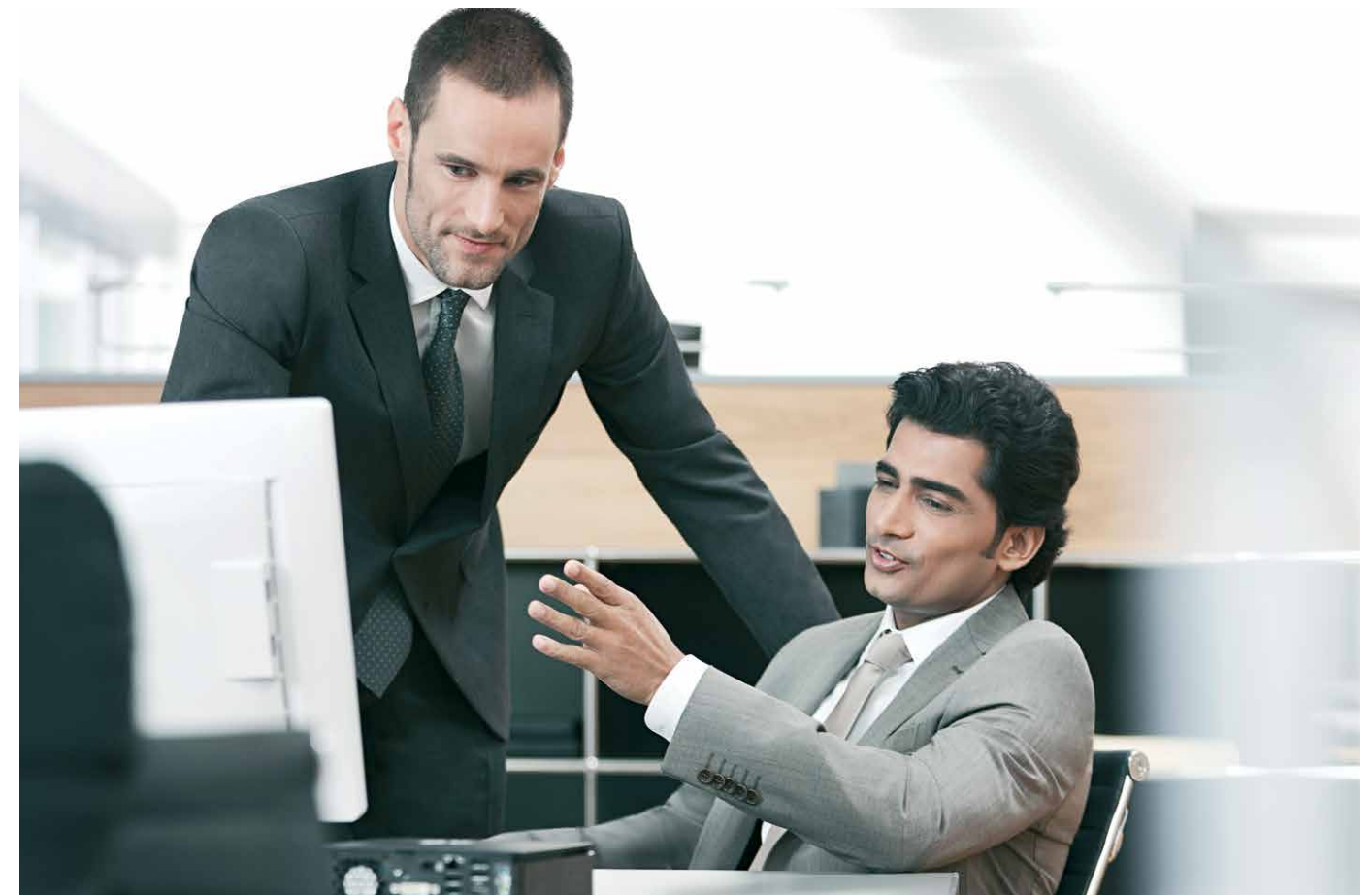
The traditional upgrade cycle also leaves many organisations with a device-centric, rather than a user-centric approach to workplace IT procurement. For example, when Windows XP reached end of life, an opportunity to identify which new devices could benefit which types of users was often missed. In many cases, organisations just switched everything over to Windows 7 and carried on with business as usual. But, as we know, 'business as usual' is no longer enough in the modern financial services market.

By focusing on what users *actually need*, organisations have an opportunity to realise the full potential of the workplace. The promise of mobility, for example, can finally be fulfilled, as users are empowered with technology that accelerates productivity and fosters more effective collaboration.

Inflexible systems, poor visibility

For financial services organisations, the workplace has traditionally been rigidly locked down, making organisation-wide change impossibly difficult to achieve and hindering the rapid innovation that's vital not just to succeed, but to survive in a hyper-competitive market. Compliance concerns can create a perception that changes to workplace technology represent a risk to the business. But, as we'll show later, this needn't be the case.

Another challenge in the cost-driven workplace is a lack of proper management insight. Often, the workplace IT environment isn't monitored proactively for performance issues. Management information is either unavailable or unused, making it difficult to identify areas for improvement and increase the business value of the workplace.



Moving to a 'Value-Driven Workplace'

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

- Deliver tangible efficiency savings and rapid ROI
- Keep employees productive, satisfied and engaged
- Reduce costs and improve technology performance in branches and call centres
- Enhance the customer experience in person-to-person interactions
- Roll out new business initiatives quickly and efficiently
- Accelerate time-to-value for M&A, divestitures, branch consolidation and new product launches
- Protect sensitive customer and business information
- Support frontline fraud protection
- Ensure data security compliance while delivering anytime, anywhere access
- Find the right balance between CapEx and OpEx for your organisation

A Value-Driven Workplace supported by Fujitsu helped one global financial services group:

- Enable **30% of its employees** to regularly work productively from home
- Deploy changes to the IT environment **in minutes** instead of days or weeks
- Improve employee satisfaction from 2.5 out of 5 to **4 out of 5**

How can this Value-Driven Workplace generate business value?

With access to faster, more reliable workplace technology, employees become more productive and more satisfied, and the business will see measurable gains in operational efficiency. For your frontline colleagues, this positive impact also helps them deliver a better customer experience.

Collaboration, between colleagues and between departments, becomes simpler too. Modern collaboration tools connect the right people at the right time to the right information, to align strategic planning, fuel innovation and accelerate decision-making. And that means, in a volatile financial services market that's constantly changing, you can get great ideas to market, fast.

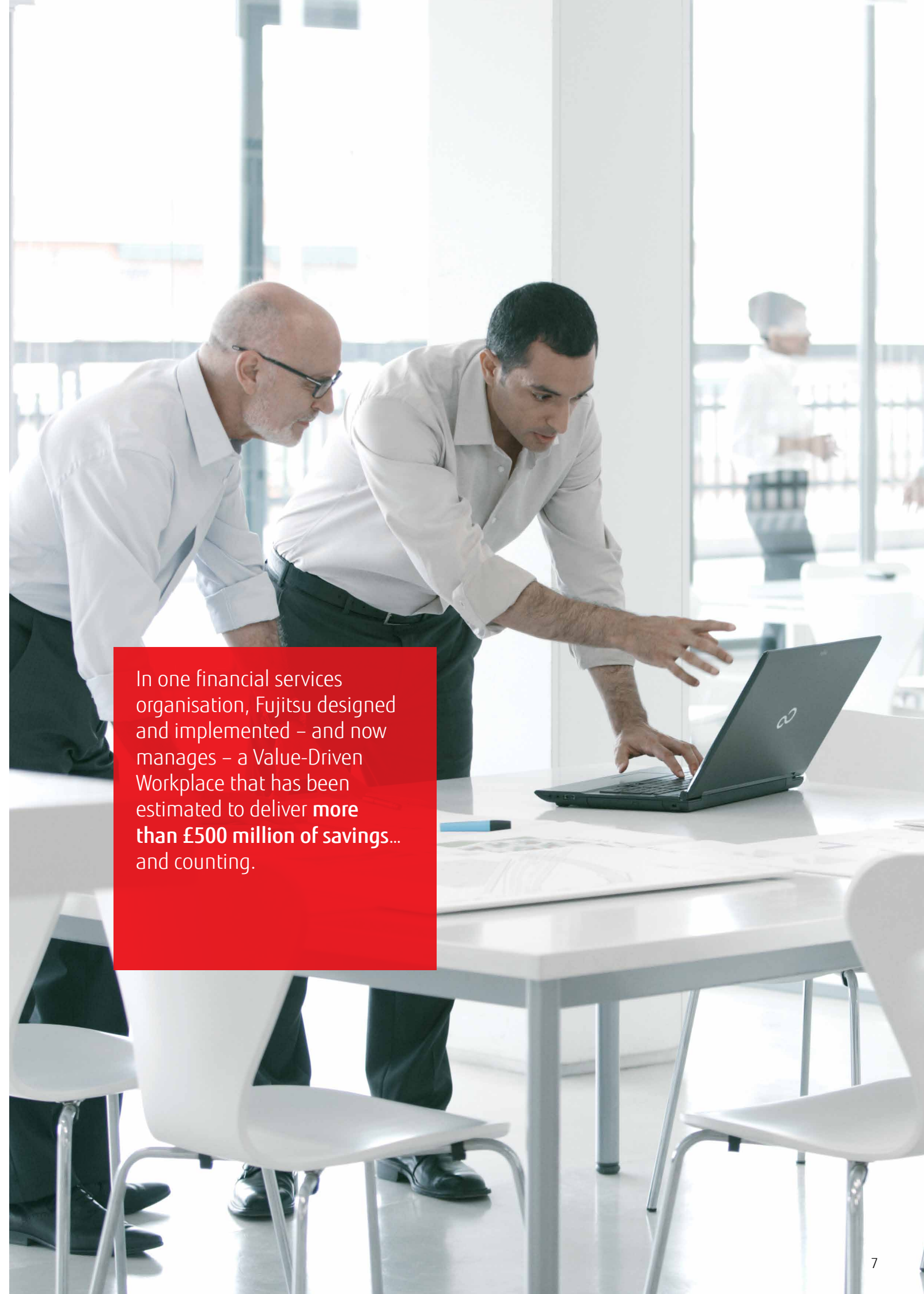
With integrated, agile workplace solutions in place, new business initiatives can be supported more efficiently and effectively. So as opportunities emerge, operational support can be flexed up with minimal effort and flexed down again as necessary. A well-managed Value-Driven Workplace is also designed to easily integrate future technologies to mitigate business risk and accelerate time-to-value for new innovations. Thoroughly monitored and analysed, the Value-Driven Workplace will also help minimise compliance risk and support frontline fraud prevention.

Reduce costs by investing in your workplace

A Value-Driven Workplace that's designed, deployed and managed correctly will cost less to run than a traditional cost-driven workplace.

User support costs will fall as employees gain access to more reliable technology. By working with the right partner on your workplace transformation, you should also expect to see significant cost reductions for software licensing and hardware procurement. And IT maintenance overheads will shrink as aging legacy systems are upgraded to more efficient, powerful and reliable new solutions.

In one financial services organisation, Fujitsu designed and implemented – and now manages – a Value-Driven Workplace that has been estimated to deliver **more than £500 million of savings...** and counting.





The Fujitsu Value-Driven Workplace

Let's be clear – workplace transformation isn't easy. But by working with an expert partner you can take the risk out of your transformation journey by starting small, proving the business value and then scaling up. So making the move to a Value-Driven Workplace becomes simpler, faster and much more cost-effective.

At Fujitsu, we help organisations, including many major financial services organisations, create and manage award-winning workplace transformations that deliver real business value.

Our close partnerships with leading vendors, including Citrix and Microsoft, and a toolkit of proven best practices based on years of experience, enable our experts to find the right solution for your organisation.

Regardless of the size and complexity of your workplace environment, we can help you find the right balance of performance, cost, flexibility and security – so you can benefit from a workplace driven by business value, while avoiding common pitfalls in design, implementation and management.

With a Fujitsu Value-Driven Workplace you can:

- Improve operational efficiency and reduce costs
- Enhance productivity and collaboration
- Increase the speed and reliability of workplace technology
- Strengthen fraud prevention and regulatory compliance

Workplace Anywhere: supporting the always-on mobile workforce

Mobility is revolutionising every aspect of people's lives – including the way they work. Fujitsu Workplace Anywhere provides a complete solution for getting maximum value from mobility, helping you:

- Enable productivity on demand, with anytime, anywhere access
- Integrate new technology and existing systems with ease
- Deliver airtight security in as new data security threats emerge
- Reduce costs with standardised solutions that meet everyone's needs
- Prepare your business for the future and break the cycle of 'big bang' upgrades

The future is already here

Your workplace is changing –
and it’s just getting started.

A convergence of forces – a new generation of digital natives in the workforce, the constant evolution of disruptive technologies, pervasive internet connectivity, and the growing dominance of cloud computing – will continue to reshape the way people think about the workplace.

For financial services organisations that can rethink their approach to workplace investments, the rewards of the Value-Driven Workplace are there for the taking.

Another Fujitsu Value-Driven Workplace has helped a large global financial services group to:

- Achieve cost reduction targets within **15 months**
- Satisfy more than **70%** of users with new services and benefits
- Reduce service desk call volumes to less than **40%** of the industry standard

Contact us:

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

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

Tel: **+44 (0) 870 242 7998**
Email: **askfujitsu@uk.fujitsu.com**
Web: **uk.fujitsu.com**



FUJITSU LIMITED

Contact us on:

Tel: +44 (0) 870 242 7998

Email: askfujitsu@uk.fujitsu.com

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