

Fujitsu on: Partner Ecosystem

Overview

- The Partner Ecosystem represents over 80% of Fujitsu's business in the EMEA region – consequently, for Fujitsu to be successful, its partners must also be successful.
- There are multiple opportunities and programs for partners of all types to participate in Fujitsu's partner ecosystem.

Stronger Together as an Ecosystem

- Helping to achieve today's business objectives requires multiple technology and channel partners to work together. Fujitsu is helping its channel address this opportunity by integrating its partners large and small into an ecosystem, where they are empowered to collaborate effectively to realize emerging market opportunities and create business value. Fujitsu is not only facilitating this partner-to-partner collaboration but is also providing a common go-to-market approach to support it.
- A key element of enabling this collaboration is Fujitsu's powerful Human Centric Experience Design (HXD) methodology which is designed to enable partners and their customers harness the power of collaboration to meet their unique digital transformation needs. To facilitate this process, Fujitsu's partners have access to its highly effective co-creation workshops, supported by an international network of Digital Transformation Centers.
- Fujitsu Ecosystem Platform is the latest step in the evolution of its ecosystem approach. The platform provides a dynamic space where customers and existing and new partners can collaborate, innovate and generate new business value. The Platform's features allow partners to interact at many new levels, from promoting their own value-adding solutions and innovations to posting "challenges" for new partner-to-partner collaborations to fulfill new customer projects. It also promotes micro-alliances to assemble and deliver complete customer solutions.

Fujitsu's SELECT Partner Program

- Fujitsu's SELECT Partner program was designed for ease of use and was the first in the industry to offer customer-centric specializations based on expertise rather than revenue thresholds. There are no barriers to entry: Partners can sign up as SELECT Registered partners and immediately start their relationship with Fujitsu. Joining as a SELECT Program partner also opens up the opportunity to build expertise and gain SELECT Expert accreditation for customer-centric solutions including integrated systems, workstations, data protection, virtual client computing and hybrid cloud deployments.
- Fujitsu's SELECT Circle level is focused on the needs of value-added channel partners and is designed to facilitate a deeper level of engagement. SELECT Circle members act as trusted advisors who are digitally co-creating and enabling growth in the datacenter.
- Fujitsu's SELECT Infinity track allows leading EMEA corporate resellers to benefit from unlimited opportunities for solutions from notebooks to AI with a boundaryless approach to international projects.
- Fujitsu Champions are partners with unique, specialist skills and experience. Champions can be any type of partner, including resellers, system integrators in addition to partners that do not resell products such as ISVs and consultancies. Including Champions within the Ecosystem helps catalyze value and generates a force multiplier effect when partners with complementary skills collaborate. The power of co-creation gives partners the opportunity to contribute to the delivery of innovative customer solutions whose scope lies beyond the capabilities of any individual partner. Fujitsu Champions focus on the following technology areas:

- Data Driven Transformation solutions centered on helping customers store, access and monetize the multiple sources of data across even the most complex organizations
- Fujitsu Hybrid Cloud solutions, which ensure that the right workloads are allocated to the most appropriate clouds, driving cloud efficiency and momentum
- Fujitsu's Workplace Transformation portfolio, designed to maximize the efficiency of the 'new normal' way of working
- Infrastructures for SAP Environments that transform data center operations for the intelligent enterprise.
- Fujitsu recently invested 3 million Euros in the SELECT Partner Program to enable channel partners to better help their customers navigate the complexity of digitalization. Significant program enhancements include new user-friendly tools, the introduction of improved rebates, and broader access for partners to tap into Fujitsu's key transformation capabilities.
- SELECT partners have access to a wealth of information and training opportunities. In addition, Fujitsu's TechCommunity digital platform that enables partners. to learn from the experts and keep up to date with the latest developments in technology at Fujitsu and across the industry as a whole. The platform promotes interaction with news, blog posts and a discussion board.
- The valuable role of partners in delivering digital transformation for their business customers is recognized and celebrated at Fujitsu's annual SELECT Awards. Judges for the 2021 awards will consider not just business value created but also non-financial indicators such as contributions to the United Nations' Sustainable Development Goals (SDGs).

Fujitsu Quote

- Fernanda Catarino, Head of Channel, Alliances and Ecosystems Europe at Fujitsu, comments: "Fujitsu has the solid foundation of a strong partner ecosystem in place. Together, we are well positioned to help customers truly harness their data. We are also well placed to help our channel grow, standing by each partner's side as a trusted advisor, offering as much or as little support as they need. None of us can do this alone – but we are stronger together."

Reference customers

- Videos from the Innovation Award finalists: <https://www.fujitsu.com/global/microsite/spp/#stories>

Relevant Fujitsu Channel/ Milestones

- May 18, 2021: [Fujitsu Invests EUR 3M in Enhancements to SELECT Partner Program to Accelerate Channel Digitalization Projects](#)
- May 18, 2021: [Applications Open for Fujitsu's 2021 SELECT Innovation Awards, with \\$10,000 Prize for Winning Partner : Fujitsu EMEA](#)
- December 2, 2020: It takes a village – [Fujitsu's Channel ecosystem approach to creating a new Data Protection as a service offerings: It takes a village – Fujitsu's Channel ecosystem approach to creating a new Data Protection as a service offerings](#)
- November 24, 2020 - [Fujitsu Introduces Ecosystem Platform to Stimulate and Accelerate Partner Collaboration](#)

Further reading

- Fujitsu Channel on the [Fujitsu blog](#)
- Fujitsu Channel Ecosystem on LinkedIn: <https://www.linkedin.cn/showcase/fujitsu-partner-ecosystem-europe>

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