



SELECT Partner Program

Make an impact,
use your **power**
to **empower**.

In today's increasingly complex IT landscape you need a partner you can trust.



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Collaboration and Co-Creation are key to our partnership

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.

"I'm proud that 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, with us 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."



Anna Soriano

Head of Portfolio, Products & Channel,
Fujitsu Oceania

Why join the Select Partner Program

The Select Partner Program is free to join and there are no barriers to entry: we focus on skills and competencies, giving all partners equal opportunity to advance to the highest levels of partnership.

Partners can progress through various levels by gaining specializations and certifications, with more benefits such as special rewards and rebate programs along the way. The higher you go, the more benefits you get.



Select Registered

This is the starting level, your level now. You gain immediate access to tools, benefits, training and support



Select Expert

Progress to this advanced level through specializations and certifications – and gain even more benefits



Select Infinity

Unlimited opportunities for international corporate resellers



Select Circle

The highest level of engagement for Digital Trusted Advisors

Invitation only

Why be a Fujitsu Partner?



Select Partner Program benefits

When you become a Fujitsu partner, you are right at the center of a hub of exciting opportunities to drive profit, generate new revenue and extend your customer base.



Channel Partner Portal

Begin as a Select partner today and gain instant access to a dedicated partner portal with resources to power up your go-to-market strategy.



Grow your business

Develop your expertise in Fujitsu's portfolio through specialization as a Select Expert.



Marketing support

To drive our success together, we provide all Select Partners with access to co-marketing materials and tools for lead generation and mutual growth.



Select Connect

With a direct connection to our own CRM, Select Connect gives you the information and direct contacts you need to get the most out of our partnership and fulfill your sales.





Select Partner Program benefits



Select Academy

Helping you to build skills and knowledge as well as to obtain a certification to progress from Select Registered to Select Expert partnership, our Select Academy offers a unique training experience.



TechCommunity

We also encourage you to take part in the TechCommunity where regularly-organized webcasts help you to keep in touch and stay up to date with the latest developments.



Ecosystem Platform

Our platform provides a dynamic space where customers and existing and new partners can collaborate, innovate and generate new business value.



CX Lab

The CX lab blends the physical and virtual worlds – it’s a metaverse that will help you conceptualize the perfect solution for your customers and partners.

Our partner ecosystem: P2P collaboration for business value creation



A thriving partnership is a rewarding one on all fronts, from the little things to everyone involved in driving success. So much so that Leading channel analyst firm Canalys has recognized Fujitsu's Select Partner Program as a "Champion" in the IT channel in its latest EMEA Leadership Matrix. The Select Partner Program delivers unbeatable value to its growing international base of channel partners around the world, founded on three cornerstones:

Innovation

Fujitsu provides every member of its Select Partner Program with access to high-quality, customizable solutions intended to help their customers to simplify and enhance everyday life. Fujitsu's best-in-class products represent the foundation of IT solutions that channel partners' end customers will find compelling.

Simplification

By providing market-leading tools, specialized processes, and sources of information, Fujitsu empowers its channel partners to differentiate in their business.

Engagement

Fujitsu's cooperation with channel partners is sustained and developed by personal relationships and distinguished by the hallmark of excellence, so it is easy for Fujitsu and its partners to succeed in developing mutually profitable business. The Fujitsu values demonstrate the company's clear commitment to understanding the unique value of its partners in the IT market, while also respecting their customers and embracing cultural differences.

Innovators

Influencers, cloud centric start-ups, digital consultancies

Software & IP

ISVs, ASPs, Data aaS, developers

Scalers

VARs, distributors, market places

New Business

Service Champs

IMSPs, system/service integrators, hosters/colocators, implementation partners, vertical focused partners

The Cloud

AWS, Azure, Google

The Silicon Team

Our technology partners

Success through focus

Fujitsu is concentrating on four strategic areas focused on solving partners' most pressing customer issues. Intending to deliver business outcomes, the four pillars are:



Data-driven transformation

Solutions centered on helping customers store, access and monetize the data across even the most complex organizations.



Hybrid cloud

Solutions which ensure that the right workloads are allocated to the most appropriate clouds, driving cloud efficiency and momentum.



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.





Better together: our Fujitsu partner values



Trust first

Fujitsu's relationship with channel partners is based on trust, supported by clear rules of engagement.

Grow together

Fujitsu's firmly held belief is that in order to be successful, its channel partners need to be successful. Fujitsu partners are empowered to collaborate effectively, realizing emerging market opportunities and creating business value.

Human-Centric innovation

Fujitsu is dedicated to putting people at the center of innovation. The company works closely with partners to define digital strategies and provide service-centric solutions that help them create new revenue streams and thrive.

Partners are at the center of Fujitsu's Co-Creation

Fujitsu's Human Centric Experience Design (HXD) methodology meets the Metaverse with the radical

CX Lab placing the complementary skills of an ecosystem in the context of an end-customer's challenge.

Working with Fujitsu is easy

There are no barriers of entry to the Select Partner Program or for progression within it. It is focused on skills and competencies, giving all partners equal opportunity to advance to the highest levels.



The most important reason to join the Select Partner Program is to grow your business.

**Want to join?
Register now and use
your power to empower!**

www.fujitsu.com/register



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