

This is a time for dynamic resilience in Financial Services

Fujitsu, Oracle, and you - enabling dynamic resilience for recovery and beyond



The financial sector – and indeed the entire world - has been turned upside down since we were last in contact. The events of 2020 have given us time to stand back and reflect on what really matters; people, society, cooperation, and a determination to improve how we live, do business, and secure the future capabilities in ways that suit you.

What is clear is that the digital aspects of our world have proved invaluable. They are at the core of our response to the pandemic and our ability to maintain vital services, lines of communication, and the flow of data.

Enterprises who have started on the long journey of building sound digital foundations for their business, with online capabilities and customer centric digital offerings, have a competitive advantage in the age of social distancing. They are proactive rather than reactive enterprises.

This holds true especially in financial services industry.

Digital capabilities are now an important element in our resilience as a civilization and are key ingredients in transforming reactive enterprises into proactive ones. It's important to learn from events, mistakes, and successes to ensure that society is more resilient today and more importantly, in the future. At Fujitsu, we see resilience and digital capabilities as the key to not just recovering from 2020 but driving growth in the years ahead.

That's why we work closely with Oracle to provide customers with cloud infrastructure which embeds resilience at the heart of their enterprises, and enables them to leverage the power of Oracle applications and a highly secure digital platform to achieve agility, dynamic performance, cost savings, and increased productivity as well as enable new ways to go to market. This is what we call dynamic resilience.

Business imperatives across all sectors have not changed. The 'eternal truths' of innovation, quality, efficiency, optimized operations are still at the top of your agenda. But, the need for resilience in financial services has been brought into sharp focus. The big question is now, as it has always been, 'how can we cope with setbacks and bounce back stronger than before?'

The only way to do that is to take positive action based on a positive state-of-mind. Enterprise need to be agile enough to adapt at speed and scale. Cloud together with your existing technologies can enable you to compete and grow. Your existing ERP and EPM systems - which are vital to your day-to-day operations - can be securely distributed while your people consume the applications and tools they rely on as-a-service. That's how you achieve ultimate flexibility.



We work to help you modernize your infrastructure and leverage your existing systems and processes so that you can make the most of Oracle's secure digital platform, renowned cloud technologies, and ensure that you're set for the future (and are supported way beyond 2030), to provide each part of your business with the confidence it needs to deliver not just business-as-normal, but a business that can cope (and hopefully thrive) when business is abnormal!

It's a philosophy as well as a concrete set of products and solutions. At Fujitsu, we think deeply about WHY you need the cloud, which cloud, and how it's integrated into your existing systems. It's tailored to your specific needs. This is one area where the cookie-cutter doesn't cut it.

Getting it right now means, amongst other things, that you save money over the long-term (especially on expensive upgrades) and stay up to date with technology as it changes, as well as avoid complex customization projects because process are standardized, which in turn cuts TCO. By moving now you position your enterprise to take advantage of new capabilities as needed.

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Again, that boosts resilience. Our approach is based on simple, eternal truths: we cannot always control what happens; but we can always (and should) control what we do when it happens, and how we make the most of what we learn from the experience. The old cliché asks us 'keep calm and carry on' which looks great on a mug or a T-shirt, but it is, in fact, the essence of resilience. To 'carry on' means keep doing what you do best, often in different ways, but always heading to the same objectives.

As a modern stoic philosopher puts it, 'a resilient person refuses to play the role of a victim. They have the power to choose how they respond.' And that's what we want to provide: the power to take charge and move forward with certainty. To be dynamic and to do it because you have a strong digital core and a cloud infrastructure which delivers resilience, agility and the ability to workaround sudden events and stay focused on your core objectives. You retain your destiny in your own hands.

That is what we will work with you to achieve, maintain, and develop. Our close relationship with Oracle, based on three decades of global partnership, means that you can be sure that together we can move forward with dynamism and confidence to not just get through the challenges of the near term, but be stronger and more competitive in the long run as the world recovers.



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