

This changes everything for the Public Sector

It's our duty to rise to the challenge

The Fujitsu logo is positioned in the top right corner of the page. It consists of the word "FUJITSU" in a bold, red, sans-serif font. Above the letter "J" is a red infinity symbol.

That's the role of government. At every level. When the very fabric of our society is threatened, it's the job of government to protect people's health, safety, livelihoods, and wellbeing. It's more than a job, it's a 'duty.'

At Fujitsu, we take this duty very seriously. This is no time to 'sell' the benefits of Digital Transformation or specific technologies and solutions. It's a time to focus on the real and urgent needs of citizens as they engage with healthcare and welfare services whilst following social-distancing guidelines to beat the pandemic.

This crisis has highlighted the expanding digital layer which is now embedded deeply within both our working and personal lives. Technology has suddenly become a lifeline rather than just a tool. It enables public sector services to continue to function at an acceptable level while public sector workers protect their own health and that of the citizens they serve.

Of course, nothing is perfect. There have been problems as the impact of the pandemic has grown across the continent, but experience at the frontline shows that people are adapting fast, and they are being creative in the ways they're making the most of the technologies and applications which are already in place.

We are all learning as we go, though judicious investments in the past are paying dividends in terms of continuity of service and continuance of outreach by critical services in the community. We believe we can help you do more. Our role is to support you as you adapt your working practices and systems to what is sure to be a 'new normal' while planning for a future which demands a different approach to digital.

shaping tomorrow with you



We can't ditch the old priorities: a commitment to workplace and workforce digital transformation, cybersecurity and data protection, as well as application transformation to achieve faster, smarter communication with citizens, especially key populations who rely on government services. The point is to adapt already sound strategies with the new perspectives a crisis always generates.

It falls to your generation of public servants to seize the chance to reframe the way government is viewed and delivered. As polling shows across most nations, the public support their governments' action on fighting the pandemic.

When times get tough the instinct of the majority is to come together; to work together, care for each other, and celebrate those who are on the frontline and continue to ensure that our society functions.

As Frank M. Snowden, a professor emeritus of history and the history of medicine at Yale, puts it, "Epidemics hold up a mirror to human beings that shows us just who we are [...]; They show the moral relationships that we have toward each other as people, and we're seeing that today."¹

It's a moral imperative. A civic duty. It's one we take seriously. We are here to help and support you whenever you need that help and support. And, importantly, we will work hard to ensure that you come out of this crisis stronger and better equipped to meet the inevitable challenges ahead.

Fujitsu's duty is to ensure that you have the technologies and solutions to support those relationships and services:



To protect the health and safety of your citizens and employees



To not only maintain services, but to enable them to work faster, smarter, and with greater security and integrity



To assure the people who depend on you that you ARE there for them, and CAN deliver what they need seamlessly, efficiently, and at the right cost



To use data so that everything you do is transparent and fosters effective and dynamic decision-making



To help you adapt to a new financial regime with new spending priorities and uncertain budgets

¹ https://www.newyorker.com/news/q-and-a/how-pandemics-change-history?itm_content=footer-recirc

