

Five priorities for successful adoption of new and emerging technologies

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Emerging technologies in a Hybrid IT environment: Put the use-case first

Innovation depends on two elements: a need and a group of skilled people who recognize that need and work together to satisfy it. That's how we get new technologies. And they emerge to become successful when their ability to fulfil a human need is proven. That's why it's important to judge every new technology by what it can do for you and for your organization.

Adopting emerging technologies is not just about purchasing tech and then finding a use for it. It's about having the right mindset and defining specific use-cases for how those new technologies can help your business. When you do that, you get a much better return on your investment if both the business-case and the use-case are defined **before** the tech is sourced.

In a fast-moving world where disruption is always just around the corner, it can be hard to step back and consult with experts inside and outside your business. But taking the time to consult will yield benefits because you will avoid falling into a trap that many organizations do. They rush to modernize their hybrid IT infrastructure and end up applying new technologies to their legacy processes and behaviors which have not been updated. A change of mindset is needed to drive the cultural shift and change management. Fujitsu believes that this new transformative mindset is vital. It's how you can drive innovation, agility, and improved customer experience.

We have set out five priorities which we believe need to be addressed as you plan your strategy for leveraging the value of the new technologies you need to thrive.

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Priority 1: Don't adopt for the sake of adopting

At Fujitsu, we believe in a collaborative approach based on co-creation. We start with the business need, defining the outcome our customers want to achieve, and only then matching the right technology to get the results the business wants. Choose the right partners, both internal and external, to get a detailed analysis of the benefits of any new technology, as well as its possible downsides.

An invention is only useful if it fulfils a specific need. So, what does the customer want and how does the technology enable your enterprise to meet it? And that takes teamwork. A group of people with the right skills and deep understanding of the market and aspirations of the business.



Priority 2: Transcend the skills gap

What really matters are skills and experience. Not just of the new technologies you want to deploy, but also about those technologies which are already in place and need to be attuned to work seamlessly across the business.

One of the biggest challenges is that both of those attributes are in short supply. Very few organizations have large teams of skilled professionals and experienced IT managers who can spend time focused on bedding in new technologies. Most need to work with partners who can bring those qualities to the table. It's always been a priority for organizations, and competition for great people was always intense. But over the period of the pandemic an alarming shortage of skills emerged.

Gartner stated the problem starkly; talent shortages are the biggest barrier to emerging technologies adoption. When they published their survey in 2020, only 4% of IT executives said they were worried about the talent shortage. The 2021 results revealed that

figure had jumped to 64% due to the push to remote working. Gartner emphasized that the projects that suffer most are those related to compute infrastructure and platform services, network, security, digital workplace, IT automation and storage and database.

Partners like Fujitsu actively seek and nurture expertise and talent to be able to offer an ecosystem of minds as well as technologies to enable you to leapfrog the assessment and development phase of any emerging technology. Working to co-create specific solutions for clearly defined needs linked to concrete outcomes is the best way to deal with talent shortages. The external view which the right partner can bring enables you to understand how you can strengthen the IT foundations of the business so that it's fit for purpose over the long-term. You also benefit from a mix of skills – specialists and generalists – across the entire value chain from consulting, to design and build, through to managing technologies in operation.

Priority 3: Make sure the price is right

Once you have matched the new technologies you need with the outcomes you want to achieve, it's important to get value for money. IT executives across all sectors are working to accelerate their investment in emerging technologies, especially as pandemic restrictions ease and business starts to recover. That sense of optimism could be easily dampened when costs begin to escalate, so it's important to temper enthusiasm with clear thinking about costs.

It's hard to define a return on investment when the technology's features are not well known, what knock on effects it could have, and how to manage its deployment and the ongoing consumption of its services. The point of any investment is to get a return in terms of business benefits, better customer or user experience and, of course, cold hard cash.

Costs can rise when technologies are adopted too broadly, and not enough time has been taken to observe and develop a good business-case for them. Also, when different parts of the business – outside the IT department – are empowered to look at adopting technologies directly, there can be a lack of strict cost control and as technologies are bought online complexity can rise, which in turn generates cost. Again, that's why working with the right partner enables you to understand costs. And when you understand them, you can control them.





Priority 4: Think opex not capex

Co-creation is key to balancing what you adopt, how you use that tech, and controlling costs against desired outcomes. It's now an accepted principle that most technologies, processes, services, and platforms can be used as a service. You are probably already leveraging the value of cloud in a range of ways. You can do the same with new and emerging technologies.

It really is the smart way to capitalize on the great functionality of emerging technologies, without the need for big up-front capex spending. For instance, quantum-inspired computing is fast becoming a key technology in the fight against data overload and complexity. True quantum computing is decades

away, but its principles can be used to accelerate the way you analyze data to make faster, more insightful decisions. Our Digital Annealer solution is, for example, being used in the financial sector to speed analysis of market trends, by the public sector to create smart cities and manage complex transport networks, and by pharmaceutical companies as they seek path-breaking drugs.

That kind of new technology becomes an opex expense not a capex investment. What you're really investing in is the outcome you want to achieve – greater returns from the market, cities that really work for everyone, drugs that keep us healthy – rather than a technology. Fujitsu focuses on developing its quantum-inspired capabilities and making them available as a service, so you pay only for what you need. It's the realization of achieving the right balance between your enterprise and a key partner in your ecosystem. We enable our customers to avoid costly, long-term licensing arrangements and move to a pay-per-transaction or usage model. Good for the balance sheet, great for the business.

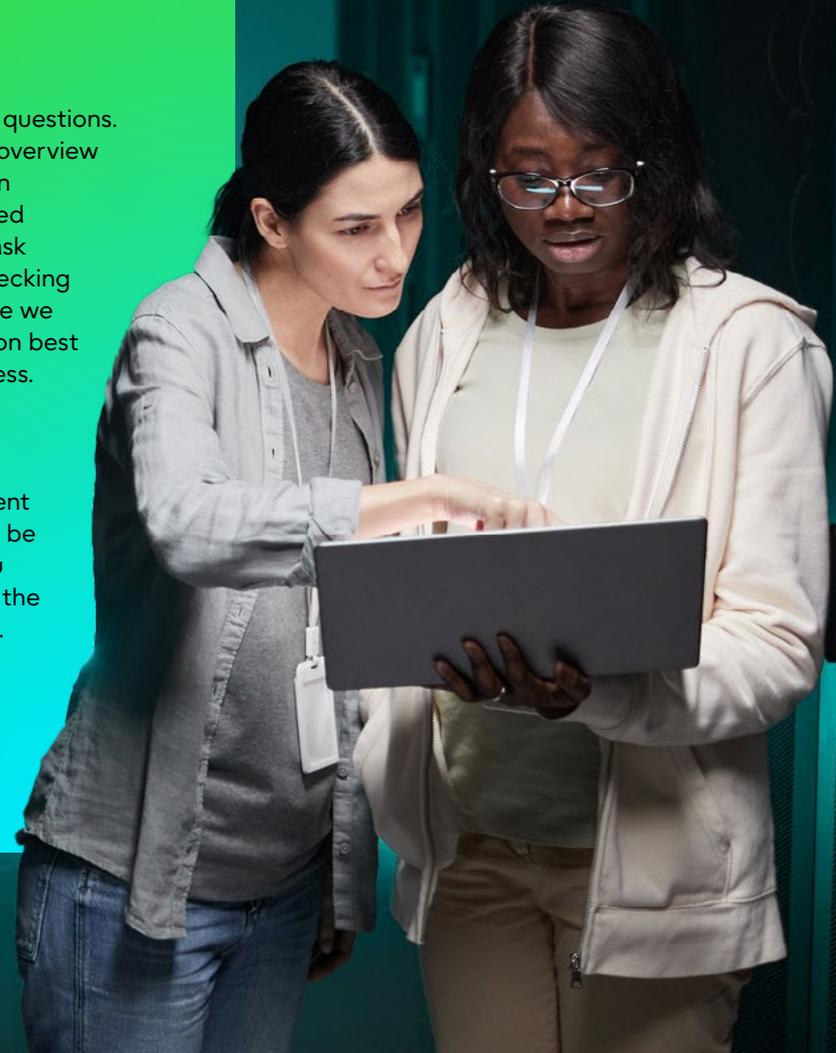


Priority 5: Security should always be front-of-mind

Security is a priority for every aspect of your business. There's been an unprecedented rise in cybercrime over the past few years. Headlines about devastating ransomware attacks by shadowy gangs have become commonplace. So, when you adopt new technologies via the cloud you have to consider that new vulnerabilities appear within those new technologies because they are in the cloud. Both issues need to be addressed. Hackers look for vulnerabilities at every point of an ecosystem. Those can be within procedures, or due to human behaviors, or the result of configuration errors and so on.

Good security is all about asking the right questions. And using the answers to have a detailed overview of every stage of the function or operation as well as every possible risk. Our dedicated security experts work with customers to ask those questions and do the legwork of checking the entire ecosystem, end-to-end. Because we understand the platforms, we can advise on best practices and protocols within your business.

That's especially important when you're handling sensitive and personal data. The compliance demands of ever more stringent regulations can be onerous, but they can't be avoided. We share the burden to keep you safe and protected from attack as well as the bad headlines that always follow a breach.





Conclusion: It takes a partnership

Deciding which emerging technologies to adopt, when and how to make the most of them, and ensure that they enhance rather than undermine your security, takes partnership. The alternative is to do it all internally. The skills gap and expense make that difficult to achieve. No enterprise is an island. Success is always a collective collaboration. So, leverage the expertise that is out there and focus on your core objectives by leveraging the power of the right technologies for use-cases that will deliver rapid success.

We're here to help. Talk to us...



To make the most of emerging technologies
in your Hybrid IT environment visit:
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