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From ambition to action:

Accelerating Net Positive transformation with Hybrid IT
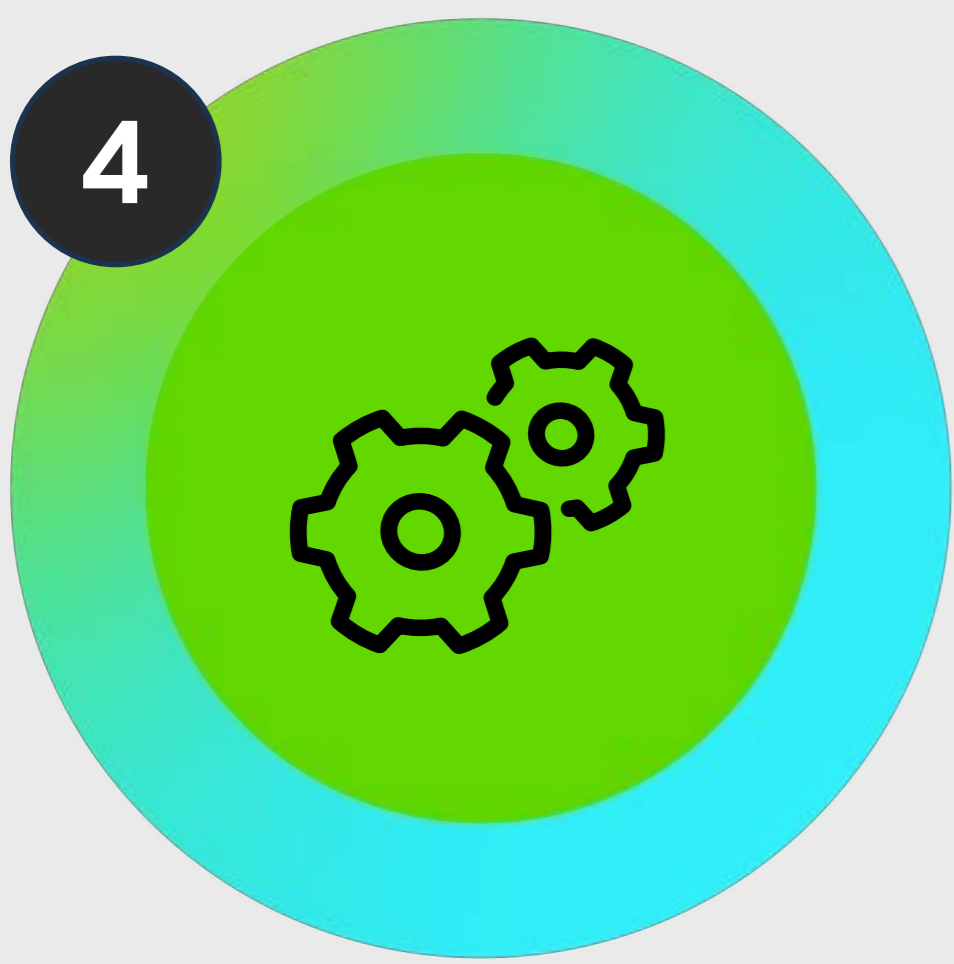
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1. Introduction

Success in today's world requires a healthy balance between sustainability and business growth.

To date, the majority of sustainability initiatives have been focused on minimizing harm and reaching Net Zero targets. While it's good that organizations are increasingly aware of the need to accelerate sustainability efforts, many are struggling to make strides towards meaningful change when it comes to societal well-being and environmental sustainability.

A ground-breaking new study, Fujitsu's Advancing Net Positive Agenda, developed and researched by Economist Impact, reveals that sustainability and profitability are not mutually exclusive — in fact, they thrive together.

The Net Positive Index, an action-oriented framework for understanding how companies in five industries are pursuing Net Positive, reveals that the average score is just 55/100.

Adopting a Net Positive mindset is the crucial shift all businesses need to make for long-term prosperity.

Defining Net Positive:

A business approach where companies not only aim to reduce their social and environmental footprint, but also actively create positive impacts that contribute to long-term sustainability and the well-being of people and the planet.

Closing the gap
between intention and action

Fujitsu's purpose is to make the world more sustainable by building trust in society through innovation. We recognize success is intrinsically linked to the well-being of your workforce, the prosperity of your partners, and the health of our planet.
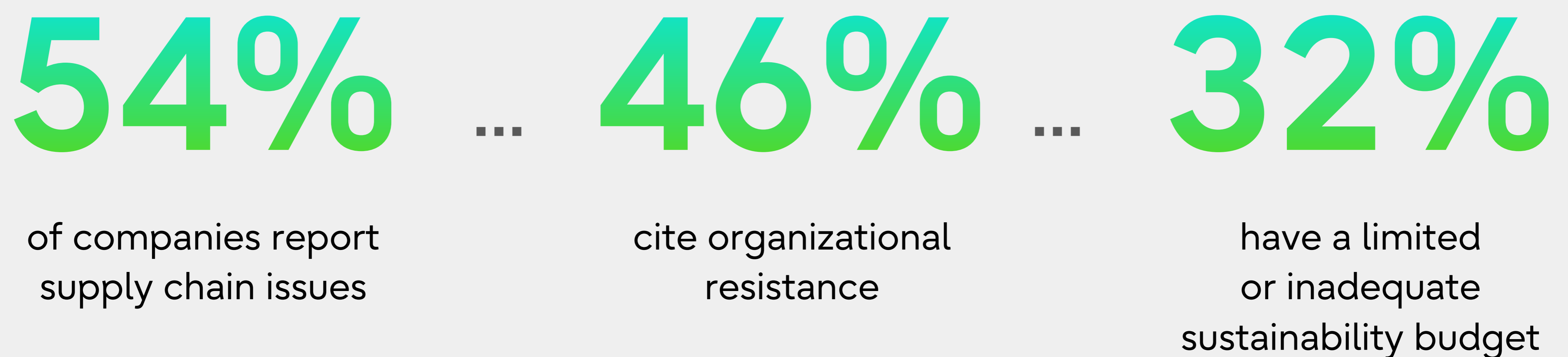
We believe technology is the foundation for building a sustainable future — helping to solve global environmental issues, so both people and nature can thrive. Our ambition is to be a regenerative organization, meaning we give more than we take. The pursuit of these imperatives shapes our approach to Hybrid IT (a mix of on-premises and cloud-based digital infrastructure).

In this article, we'll explore how Fujitsu Uvance Hybrid IT can enable Net Positive. We'll show how it provides the flexibility and scalability needed to help you positively contribute to the world, while modularity allows you to re-use your investments to achieve profitability and growth.
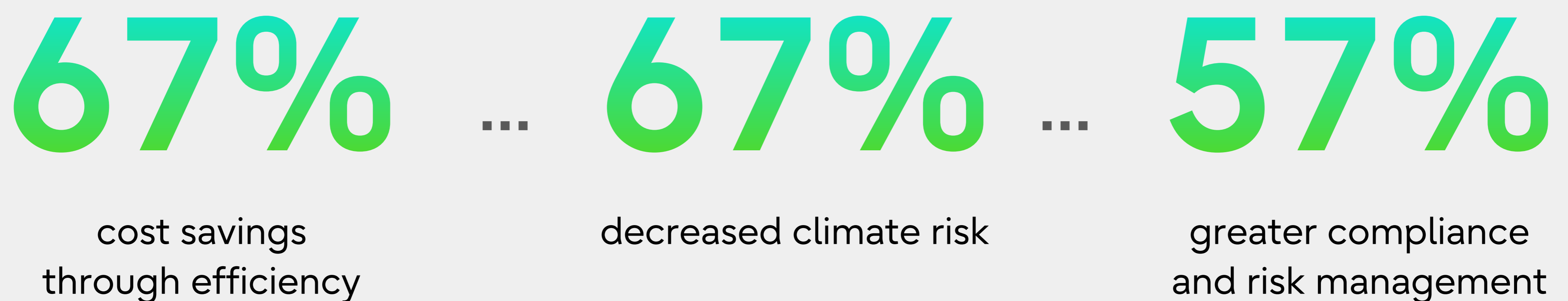
2. The Net Positive imperative

In this era of climate change, cyber crime, and human rights issues, we believe a responsible and proactive contribution to the world is an imperative for every type of business.

According to Fujitsu's Advancing Net Positive Agenda, developed and researched by Economist Impact, a survey of 1,800 executives across 17 countries revealed that there are some common barriers to achieving their social and environmental goals:

54%
... of companies report supply chain issues

46%
... cite organizational resistance

32%
have a limited or inadequate sustainability budget

But participants also recognize there are multiple, tangible business benefits that come with adopting a Net Positive approach, such as:

67%
... cost savings through efficiency

67%
... decreased climate risk

57%
greater compliance and risk management

Our research reveals that many businesses still see sustainability as a trade-off, with 53% citing a conflict between sustainability goals and other business priorities. But this is a false choice — companies can (and should) prioritize profitability and sustainability together. It's all about finding the right balance to bridge the gap between ambition and action.

The shift to Net Positive is crucial for long-term viability because it addresses the fundamental unsustainability of current business models. Stakeholders — investors, customers, and communities — increasingly demand transparency and accountability regarding environmental and social impact. So, ignoring the Net Positive imperative risks reputational damage, increased regulatory scrutiny, reduced investor confidence, and ultimately, business failure.

There's also the race for talent to think about. Younger generations are more mindful of responsible living, opting to buy environmentally friendly products, eat less meat, and volunteer in their communities. They want to work for businesses that are equally ethical in their conduct.

By addressing Net Positive head-on, organizations can build resilience, foster innovation, and unlock new opportunities, aligning business goals with societal well-being and environmental sustainability.

Next, let's look at how Fujitsu Uvance Hybrid IT accelerates Net Positive transformation.

3. Hybrid IT as a catalyst: the Net Positive pay-off

Technology plays a critical role in enabling organizations to achieve better outcomes across financial, environmental, and social metrics. In fact, our research shows that across industries, companies employing technology to support their sustainability efforts are likely to be tracking ahead on profit goals (72%).

Fujitsu Uvance Hybrid IT augments traditional IT transformation and introduces new capabilities, powering end-to-end transformation across your entire IT ecosystem. Adopting a modular and flexible integration approach not only fosters innovation and adaptability, but also promotes a more sustainable and resilient IT infrastructure.

The ability to integrate and use new cloud services supports you to enhance operational efficiency, ensure accountability, and accelerate innovation.
Our practical experience helps you capitalize on emerging opportunities:

Fujitsu Platform Engineering, with built-in automation and AI, handles increased workloads and automates repetitive tasks to save time and effort. By simplifying developers' interaction with complex IT systems, it reduces cognitive load to promote well-being, while allowing them to innovate at pace.

Our **FinOps tools** deliver financial insights to inform decisions about cloud resource allocation, allowing you to optimize usage and reduce wastage.

Our **Carbon Impact Assessment*** helps organizations measure and track their environmental footprint, providing data for informed decision-making.
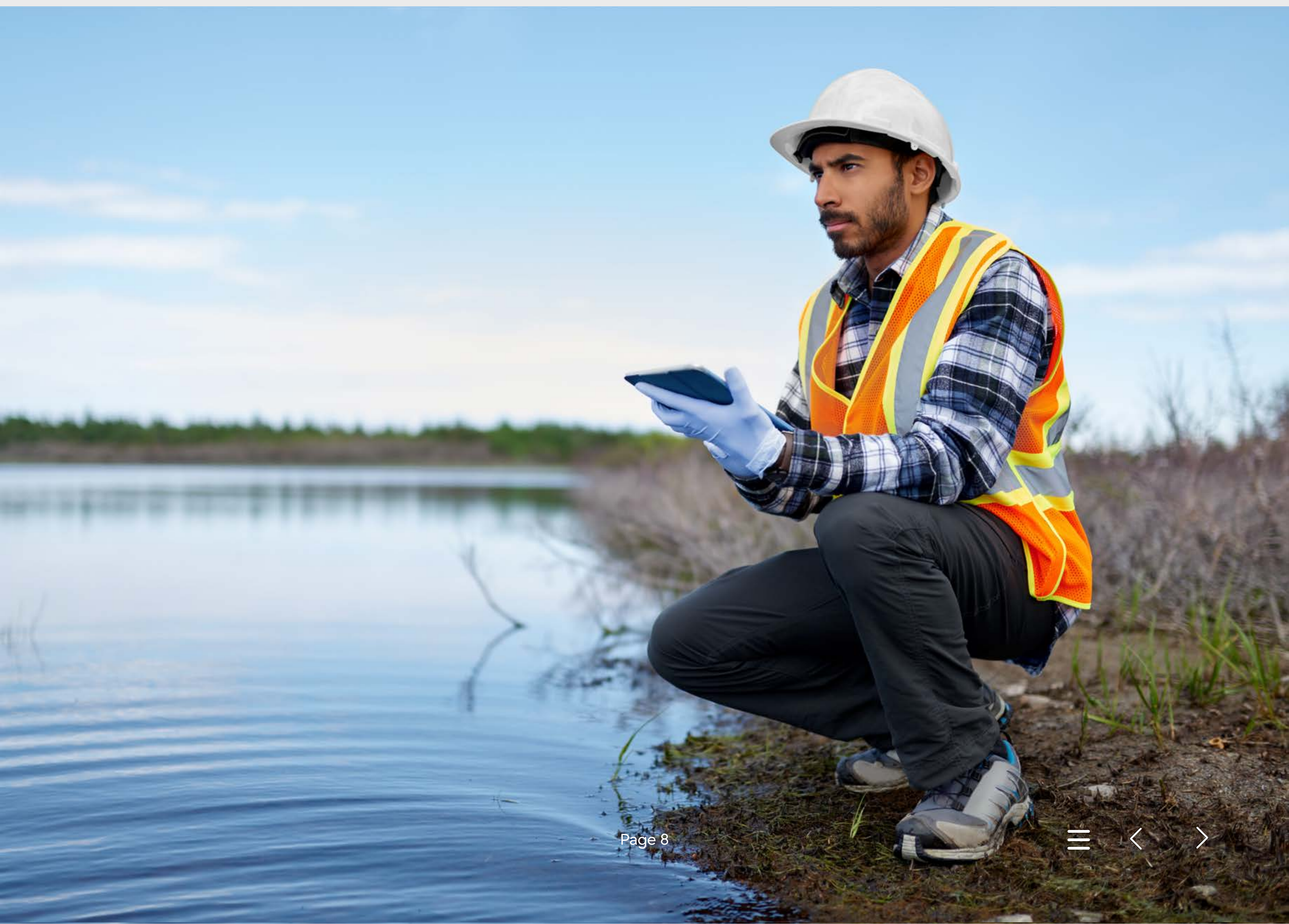
These services work together to build a secure, efficient, and transparent platform for achieving Net Positive goals.

Optimizing resource utilization to reduce environmental impact

It's no secret that extensive on-premises infrastructure and data centers consume vast amounts of energy and account for wasteful spending.

By moving from outdated hardware to the cloud with Fujitsu Cloud Transformation Services, the Environment Agency has become more flexible, efficient, and resilient. Due to the migration of their flood warning service to AWS, they can now issue a new warning to citizens in 20 minutes instead of half a day — which, as you can imagine, has a huge impact on saving many more lives while reducing their environmental footprint.

In general, hybrid and multi-cloud solutions can enable better management of spare capacity, boost energy efficiency, and reduce idle resources for the benefit of people and the planet.

Enhancing operational efficiency to improve staff well-being

Social responsibility is a key factor in a Net Positive approach, and that includes looking after employees. As such, the true value of technology lies in its potential to enhance and uplift human capabilities rather than replacing them.

By streamlining operations and automating repetitive tasks through the use of AI, you can reduce manual effort and stress, freeing up human resources for more rewarding work.

This is exactly what Perpetual achieved when migrating workloads to Azure using Fujitsu's services. Following the rapid migration from their legacy system to the cloud, Perpetual not only improved speed-to-market for new products and services, but also gained new levels of efficiency through automation. With less manual tasks to perform, employees are more productive and able to focus on higher-value strategic activities, leading to improved job satisfaction and overall well-being.

UK hospitality organization, Whitbread, also experienced the benefits of transitioning to Microsoft Azure. With Fujitsu Cloud Managed Service, Whitbread reduced their energy consumption while optimizing resource utilization. This hybrid cloud setup improved decision-making and efficiency, freeing up people to focus on innovation and customer service for all Whitbread's 820 hotels.

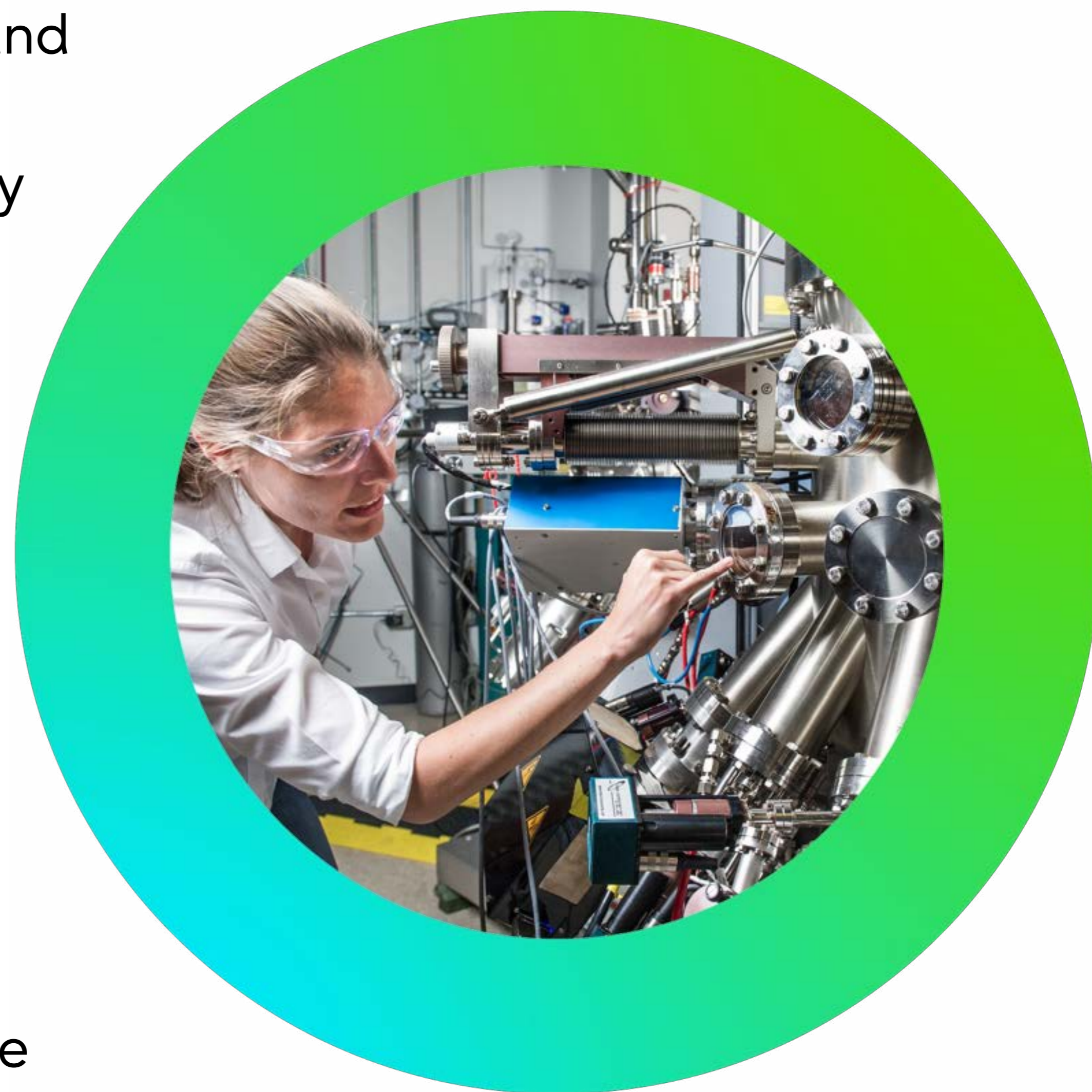# Strengthening security to ensure trust and compliance

When it comes to cyber security, trust is paramount. Yet, our research shows just 34% of companies assess and manage privacy and data security risks when partnering with third-party vendors across a majority of their portfolio.

From upholding data integrity and privacy to ensuring third-party collaboration, any organization working towards Net Positive goals needs to ensure safe, resilient IT operations that prevent cyber threats and support compliance.

This is reflected in the case of a large water and sewerage company, who's deployment of security and edge services ensured regulatory compliance, reduced costs, and lowered CO_2 emissions. These benefits demonstrate how enhanced security boosts compliance, environmental credentials, financial standing, and trust in society.

Furthermore, with Fujitsu's support, RPM International Inc., a global leader in specialty coatings and building materials gained deep insights and improved visibility into their Operational Technology (OT) environment. With the rise of IT/OT convergence comes the added exposure to cyber attacks. Ensuring secure digital operations to maximize uptime and worker safety, protect customer and business data, and avoid supply chain disruption is not a one off-challenge.

> " We cannot control what we cannot see. "
>
> **Mark Rankin**, Vice President of Global Systems at RPM International Inc.

Fujitsu's OT assessment leverages a proven methodology, enhanced by advanced OT discovery and analysis technology, to provide deep, actionable insights while supporting regulatory compliance (e.g., GDPR and NIS2). This helps businesses operate responsibly and efficiently.

4. Transforming your ambitions into actions

Fujitsu Uvance Hybrid IT services are a catalyst to accelerate your Net Positive journey, empowering you to:

Reduce your environmental footprint: Through efficient resource utilization and waste management.

Improve your economic performance: Through cost optimization, increased efficiency, accelerated innovation, and the resilience to respond to disruptions.

Enhance your social impact: Through improved security, data protection, enhanced employee well-being, and the ability to quickly launch new services that can benefit society.

We'll help you move beyond simply mitigating negative impacts to actively generating positive contributions across environmental, social, and economic dimensions.

5. Fujitsu as a partner for success

Fujitsu has long championed Net Positive values, using scalable, technology-driven solutions to help our customers overcome barriers to sustainability. We're uniquely positioned to support you on your Net Positive journey, offering a combination of:

Deep technological expertise and innovation: We have a wealth of experience to support Net Positive initiatives, with an industry-leading comprehensive services portfolio, from cloud management and transformation to security, and consulting.

A holistic approach: Our approach goes beyond providing individual tools to delivering effective end-to-end solutions, including bespoke services and consulting. We work with you to really understand the needs of your business, then co-create your digital transformation — embedding sustainability considerations right from the start.

A strong commitment to sustainability: We're here to make the world more sustainable by building trust in society through innovation. Our long heritage of bringing together innovation and expertise means we're continuously working to contribute to the growth of society, your business, and the health of our planet. We put sustainability at the heart of everything we do.

While competitors offer some of these capabilities, Fujitsu offers them all — with the power of both global reach and local expertise to guide you.

6. Next steps

Success in today's world depends on the pursuit of sustainable contribution alongside business performance. It's not just about compliance or risk mitigation — it's about seizing opportunities for innovation, efficiency, and growth.

Organizations can take immediate steps to accelerate their Net Positive transformation:

Align business and sustainability goals
Adopt a holistic approach to move towards a proactive Net Positive strategy, integrating sustainability across the supply chain.

Assess and measure
Work with the right partner(s) to conduct sustainability impact assessments* and identify key areas for improvement.

Invest in technology
Implement real-time reporting and tracking mechanisms, piloting sustainable programs to capture insights.

87% of companies already recognize the benefits of a Net Positive strategy — **the time to act is now.**

*With Fujitsu's Carbon Impact Assessment, you gain accurate insights into your energy usage and carbon emissions for informed, sustainability-led decision-making. The comprehensive assessment offers greater business agility, compliance, and energy efficiency.

Ready to become a Net Positive business?

Assess your progress: Benchmark your organization against industry peers with our <u>easy to use assessment tool</u>.

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Get expert help: <u>Contact us</u> to discuss your Net Positive ambitions and see the role technology can play with <u>Fujitsu Uvance Hybrid IT.</u>

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