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| Symbol_Mark_4cMedia Backgrounder  FUJITSU Work Life Shift |
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| **October 2020** | |
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**If change is constant, then building an adaptable enterprise is the right response**

Charles Darwin – the father of evolution theory - famously observed the extraordinarily rapid adaptability of the Peppered Moth, which turned black following the Industrial Revolution to blend in against soot-covered trees and avoid predators. As coal-soot air pollution declines in many societies, the same moth is reverting to its original lighter colors.

Organizations have to be adaptable, too – whatever the circumstances. However, they have dramatically less time to make the necessary changes. In just a few extraordinary months, they have learned how to operate, survive, and even thrive under the most extreme circumstances. The winners have made decisions at pace, tested and learned quickly, and found new ways of doing business centered on digital business models.

Fujitsu believes an adaptive enterprise is critical to unlocking success in uncertain times and enables a pivot from risk to continuously add value, deliver new customer experiences, and improve operational effectiveness.

**FUJITSU Work Life Shift accelerates the move to new working styles**

Building an adaptive enterprise is based on what Fujitsu calls ‘Work Life Shift’. This accelerates the necessary cost restructuring activities to emerge in a more agile, resilient form. FUJITSU Work Life Shift brings about new working styles needed for the resilience to respond to any new circumstances. It enhances productivity by freeing people to create real value, with no online or offline boundaries, while being part of a new and resilient organizational culture.

Fujitsu is basing “Work-Life Shift” on its strategic transformation over five years to a multi-cloud, remote, and flexible working system1. The FUJITSU Work Life Shift suite of solutions delivers a transformative experience that reimagines working styles for the New Normal era.

The new package of solutions draws from Fujitsu’s extensive technical expertise and practical knowledge gained through delivering workplace solutions to eight million essential workers globally and implementing workplace transformation initiatives for the Fujitsu Group’s 130,000 employees globally.

Under the three categories of Smart Working, Borderless Office, and Culture Change, Fujitsu now offers workplace services with a proven record of success, adapted for each customer’s unique needs. Fujitsu is also introducing a new service called Fujitsu Collaboration Space. This increases team creativity and productivity by enabling people isolated by moving to remote work to collaborate in a shared, virtual space. Fujitsu's continuing investment in its “Work Life Shift” solution set will allow it to offer an increasing range of accelerated workplace transformation offerings.

**Smart working**

Many companies have rapidly embraced remote working since the beginning of the COVID-19 pandemic. Against many expectations, they discovered that people are often more productive and engaged when enabled to work in the way that suits them. However, security and quality issues remain prevalent. In addition to on-site support to promote successful implementation and use, Fujitsu will offer:

* Modern Workspace: Deliver communications services, including Microsoft 365, Microsoft Teams, and Box, in as little as five business days based on globally-common templates.
* Secure Remote Working: Deliver cloud-based virtual desktop services in as little as five business days. Since no data resides on thin-client devices used to access the virtual desktop, this avoids the risk of information leakage due to the device's loss or theft.
* Zero Trust Network: Providing a zero-trust2 network environment as a cloud service with the flexibility to scale up or down, reducing reliance on VPNs. This makes it possible to respond quickly to urgent line reinforcement requests, such as additional personnel and cooperation with external parties.

**Borderless Office**

Despite the efforts of forward-thinkers to carve out a new path, work is conventionally constructed around boundaries. Historically, following outdated business efficiency theories led to many organizations creating rigid divisions of labor, uncooperative departmental silos, and fixed boundaries to organizations – with permanent buildings and offices often representing – even aggravating – the lack of flexibility.

We can now see that another digital reality was already there, waiting to be recognized and fully leveraged. Fujitsu’s Borderless Office keeps teams collaborating digitally, creatively engaged, and meeting all their customers’ needs. People will soon benefit from increasingly flexible ways of working, including when and where work takes place. However, at the same time, this will place an increased burden on IT departments to swiftly respond to inquiries and deliver support.

Fujitsu provides support regardless of time or place by digitizing operations using its digitized service desks in Japan and internationally, and by utilizing on-site services with expertise accumulated over many years:

* Customer Experience Center: Fujitsu’s service desk provides services to receive various applications and inquiries required for mobile work via phone, web, chat, etc. The multi-channel center is available 24/7 to ensure continuous customer support.
* Workplace Support: Fujitsu provides on-site services such as handset delivery and repair in more than 180 countries worldwide. In Japan, Fujitsu will also provide support for malfunctions caused by user accidents (spilled coffee or other liquid, dropped PC, etc.), which were not covered by maintenance in the past, and will start a collection service for telework at individual homes.

**Culture Change**

Working styles are undergoing drastic change as society adapts to the New Normal. Amid this backdrop, the way people work in a team, differences in leadership approaches, and the culture of how people work will continue to modify significantly. According to McKinsey & Co, 70% of change programs fail to achieve their goals. However, when people are genuinely invested in change, it is significantly more likely to stick.3

Fujitsu provides services that facilitate communication among project members, visualize work through sharing work situations, and support highly productive working styles:

* Virtual Collaboration: Fujitsu will facilitate co-working environments through its new Fujitsu Collaboration Space service that provides a shared, virtual space to enhance team creativity and productivity.
* Workforce Analytics: Fujitsu’s signature suite of AI Zinrai technologies and Microsoft 365 AI solutions helps visualize workforce work styles, supports effective communication, and offers advice to improve productivity.

**Notes for editors**

1 In fiscal 2015, Fujitsu unified its communication infrastructure for employees globally. Since fiscal 2016, it has been moving to a multi-cloud environment to sustain and accelerate the use of advanced technologies. In fiscal 2017, Fujitsu introduced a comprehensive remote working system for its employees in Japan that enables flexible work styles regardless of location. Since the beginning of fiscal 2020 and amidst the unprecedented disruption of the COVID-19 pandemic, Fujitsu has rapidly deployed the infrastructure and virtual tools necessary for its employees to carry out their work remotely, marking a key milestone in this journey in July with the announcement of the “Work Life Shift” initiative in Japan.

2 [Note needed here about Zero-Trust]

3 <https://www.mckinsey.com/featured-insights/leadership/changing-change-management>

**Online resources**

* Read about Fujitsu Work Life Shift: https://www.fujitsu.com/global/themes/worklifeshiftt
* [Add any white papers or case studies, when available]
* Read the Fujitsu blog: <http://blog.ts.fujitsu.com/>
* Follow Fujitsu on Twitter: <http://www.twitter.com/Fujitsu_Global>
* Follow us on LinkedIn: <http://www.linkedin.com/company/fujitsu>
* Find Fujitsu on Facebook: <http://www.facebook.com/FujitsuICT>
* Fujitsu pictures and media server: <http://mediaportal.ts.fujitsu.com/pages/portal.php>
* For regular news updates, bookmark the Fujitsu newsroom: <http://ts.fujitsu.com/ps2/nr/index.aspx>

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**About Fujitsu**

Fujitsu is the leading Japanese information and communication technology (ICT) company offering a full range of technology products, solutions and services. Approximately 130,000 Fujitsu people support customers in more than 100 countries. We use our experience and the power of ICT to shape the future of society with our customers. Fujitsu Limited (TSE:6702) reported consolidated revenues of 3.9 trillion yen (US$35 billion) for the fiscal year ended March 31, 2020. For more information, please see [www.fujitsu.com](http://www.fujitsu.com).

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