

Media Backgrounder Fujitsu Global Delivery (GD)

September 2020

Overview

- Fujitsu's Global Delivery organization constitutes an interconnected network of expert delivery teams, located in state-of-the-art technology and service hubs in eight critical locations across the globe (China, Costa Rica, India, Malaysia, Philippines, Poland, Portugal and Russia) tightly connected to delivery teams in six regions (Japan, Central and Eastern Europe, Asia, Oceania, Northern and Western Europe, and the Americas)
- With more than 23,000 highly-talented and culturally-diverse people, Global Delivery teams support customers in over 100 countries, in over 40 languages, 24/7, 365 days a year
- Global Delivery's services are scalable, market-relevant and focused on key areas like applications and multi-cloud, workforce and workspace, digital transformation (DX), enterprise cybersecurity partner business solutions, and product services – these are all underpinned by robust, proven global service integration
- The services offered by Fujitsu's Global Delivery teams are constructed from fully-standardized components, allowing them to be configured by customers to specific needs and delivered by Fujitsu with flawless global consistency

The drivers: change, consistency, quality, and scale

In a time of unpredictable, unprecedented challenges, with rapidly-evolving needs for society and business, organizations need to demand more from IT service providers. Maintaining rock-solid business continuity is now the minimum requirement. They should also expect a partner who can advise how to reimagine their business, particularly when it comes to transforming operations to deliver better experiences for customers and employees no matter where they are located. That implies consistency and quality now outweigh the cost reduction imperative that previously fueled the growth of global delivery,

Through a combination of regional and global capabilities, Fujitsu's Global Delivery model is designed to offer innovation and consistency in IT service delivery to customers seeking a digital transformation partner that can help them thrive in trying times. It boasts a portfolio of innovative services, focusing on market-relevant areas like applications and multi-cloud, cybersecurity, and workforce and workspace. These offerings have been configured to cater to a broad spectrum of current and future global business challenges. They are underpinned by proven credentials in service integration and incorporate leading-edge proprietary and partner technologies, including artificial intelligence, robotic process automation, and advanced data analytics.

With a component-based approach to architecting services, Global Delivery's portfolio is fully globally standardized. For example, the unique 'sense and respond' approach to continuous service improvement shares smart ideas while eliminating wasted effort and cost. Instead of simply fixing IT problems, Sense and Respond empowers Fujitsu employees to find and fix the root cause of issues, preventing them from recurring and sharing this knowledge across global teams.

Customers can expect the same high level of service in every region of the globe but delivered with a local feel from centers offering capabilities in over 40 languages. This global yet local stance allows Fujitsu Global Delivery to eliminate the challenges usually associated with different languages, time zones and business cultures.

Supporting innovation and continuous improvement

With access to advanced technologies from Fujitsu globally, such as robotics, artificial intelligence, and the Internet of Things, Fujitsu's Global Service Delivery can improve and fine-tune customers' services solutions. It does this using a combination of continuous incremental improvements and digital innovation, with the objective of adding long-term value in terms of consistency and greater efficiency. This allows teams to become preventative and predictive rather than just reactive.

Global Delivery Centers also ensure their practitioners develop experience with the principles of the Agile approach to project management into every element of global service delivery, helping customers overcome challenges in real-time.

The art of resilience – Global Delivery’s COVID-19 response

[Global Delivery’s people-centric](#) response to COVID-19 not only enabled Fujitsu to continue operations, but it also helped customers to build resilience and reimagine their business. During the early stages of the COVID-19 pandemic, acting well ahead of the curve, Fujitsu recognized the need to proactively implement measures to ensure that its Global Delivery teams could safely continue to support business-critical services for customers. Putting into place its rigorously-tested business continuity plans, it shifted rapidly from just 5% home-based employees to 95% home-based, with entire Global Delivery Centers (GDCs) transitioning from office-based to remote in under 72 hours.

Equipped with the necessary tools to keep collaborating and stay connected, teams were able to continue providing uninterrupted service to customers through the peak of the pandemic, supporting businesses as they transitioned entire workforces to remote working. Following this frictionless shift to a distributed team, Global Delivery helped customers to do the same. Throughout the initial stages of the spread of COVID-19, as organizations made radical changes to their operating models causing a 20% surge in demand, Global Delivery’s Service Level Agreement (SLA) achievement stayed consistently above 95%.

To keep people engaged and help them maintain their well-being in this challenging time, Global Delivery increased internal communications, introducing new channels and approaches to increase leadership visibility and provide more opportunities for informal engagement across teams. Coupled with a focus on keeping employees safe that was clearly articulated and understood; this resulted in high levels of employee satisfaction. When surveyed, over 81% of Global Delivery employees felt optimistic about the approach and the measures taken.

Our global team – dynamic, diverse, responsible

More than 23,000 people from over 100 countries work in Fujitsu’s Global Delivery organization; with people from multiple nationalities and backgrounds, there is a conscious effort to celebrate this vast cultural diversity. The average age is 30, meaning that many are digital natives who live and breathe digital technology, providing a huge advantage for customers at any stage on their digital transformation journey. This is balanced with gender diversity and inclusive culture, providing a blend of people in the GDCs that is also highly representative of the people they help inside Fujitsu’s customers.

A fundamental principle for Global Delivery is making a positive impact on society and the environment. It looks to deliver on the Fujitsu Purpose: to make the world more sustainable by building trust in society through innovation. The Global Delivery Responsible Business Program, created around the United Nations Sustainable Development Goals (SDGs), is Fujitsu’s approach to ethical, transparent, and trusted business. One of the highlights of this program is a significant focus on collaborating with community partners on education. This is delivered through the commitment of employees across the world to share skills and knowledge with the communities where they live and work.

Fujitsu’s objective is to enable the communities where it operates to thrive in an increasingly digital future. As an ICT business, it recognizes that diversity and inclusion are vitally important for continued success. To this end, Fujitsu tracks the gender pay gap across its global operations and sets annual improvement targets. There are mentoring programs focused on developing female leadership talent and encouraging women into specific technical roles. Fujitsu also recognizes the vital importance of looking after the well-being of employees. It provides all employees access to an app called WellSpace, which provides mental and physical health tips and advice. All people managers also go through a full day course in mental well-being training to ensure that they are equipped to effectively manage mental well-being in their teams.

Fujitsu’s approach to responsible business also encourages innovation and creativity. This is particularly true for co-creation projects with customers and partners supporting the [UN Sustainable Development Goals](#). These 17 global goals highlight major global issues facing the world and Fujitsu is proactively contributing to the SDGs by leveraging its digital technologies alongside the industry knowledge of its customers and partners. Evidencing the commitment to the SDGs, Global Delivery is launching a program that will encourage employees to take personal accountability for creating a positive societal impact. The initiative, named SDG Tribes, will allow employees to pick a specific UN goal to focus on, then team up with others from across the organization who share that passion; progress towards their chosen goal will contribute to their personal objectives. The Tribes will form virtual channels that connect people globally, driving discussion and information-sharing around these crucial topics.

Online resources

- Fujitsu’s 2020 Technology and Service vision: <http://www.fujitsu.com/global/vision/>
- Fujitsu Global Delivery Annual Responsible Business Report: <https://global-delivery-responsible-business.global.fujitsu.com/>
- Read the Fujitsu blog: <https://blog.global.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: <https://www.fujitsu.com/emeia/about/resources/news/newsroom.html>

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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.

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