

For Our Customers

We take a customer-centric approach to management and strive to be good partners to our customers.

Customer-centric Management

We keep the front lines of our customers' operations foremost in our thoughts and actions in order to help them cope with the changes they face and keep our commitments to them. This enables us to become an invaluable partner.

Reforming Our Organization and Approach (reorganizing sales, software and services groups)

We are carrying out reforms to our organization and approach based on the following four priorities.

- To be easy to understand by our customers
- To be faster to respond to customer needs
- To provide seamless support throughout customers' IT system life cycles
- To eliminate overlap and competition in business operations and functions between Group members

As a part of this initiative, we realigned our sales and software and services groups in Japan in June 2004 in line with the concepts of customer-centric

management, speed and simplicity, so as to improve direct awareness of changes affecting our customers. The new system helps us to more quickly grasp how market changes and diversification affect customer needs, so that the entire Group can combine in supporting customers throughout the life cycles of their systems.

Customer Relations Center (Japan)

We established a Customer Relations Center in June 2003 as a single source of information on services and products for when the customer may not know where the question should be addressed or even, perhaps, the particular product concerned. The Customer Relations Center functions as a switchboard that connects customers to the department responsible, so that we can respond speedily to their needs.

The center also functions as a clearing house for information gleaned from customer queries and comments, which is fed back to those engaged in product and service development and in quality improvements, in order to help improve customer satisfaction.

Example of Improvement Based on Customer Comments

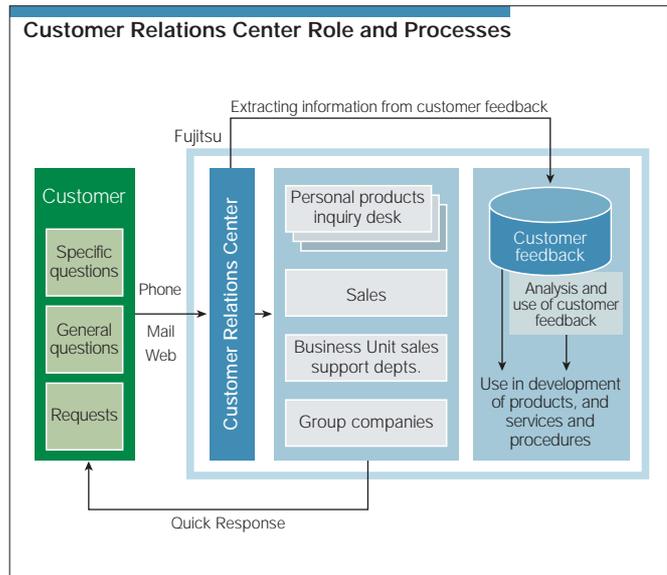
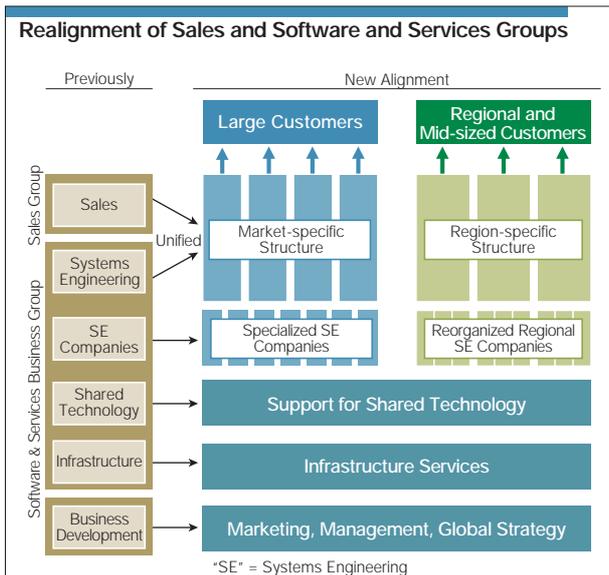
The Customer Relations Center analyzes customer queries and the results of this analysis are used in improving products, services and corporate activities.

Improving the Contents of the Fujitsu Website

"I want to dispose of a computer, but I couldn't locate the contact on your website," and "I want to purchase printer toner but I don't know where to place the order," are typical of the many questions we receive. To help customers find answers quickly, we have collected them under the heading "Frequently Asked Questions" on the inquiry page.

Making the Website Easy to Read and Understand

A number of customers told us our web pages were hard to understand because they used too much jargon, and were difficult to search. We therefore rewrote the website text in a more approachable and easily understood style.



For Our Customers — Quality Improvement

All Fujitsu employees are committed to pursuing thoroughgoing quality improvement in their daily work.

Unrelenting Focus on Quality (Qfinity Activities)

Quality is one of the five core values enshrined in *The FUJITSU Way*, and in this regard we are committed to earning our customers' trust in Fujitsu. The activities implementing this commitment are called Qfinity activities.

In 1966, we launched a high reliability campaign primarily to improve product functions and reliability. Then, from 1977, we introduced Value Engineering activities to reduce product costs and rationalize working procedures.

In order to build strong relationships of trust with customers and increase the value of Fujitsu as a global brand, Qfinity

activities were launched in 2001. The Qfinity program was designed to pursue the highest levels of quality, so we can meet the expectations of our customers and become a trusted partner in their businesses. But high-quality products need to be provided in a timely way, meeting customer delivery requirements and rapidly responding to their needs. Also vitally important is to provide these top-class products at the appropriate price.

Qfinity activities operate at two levels.

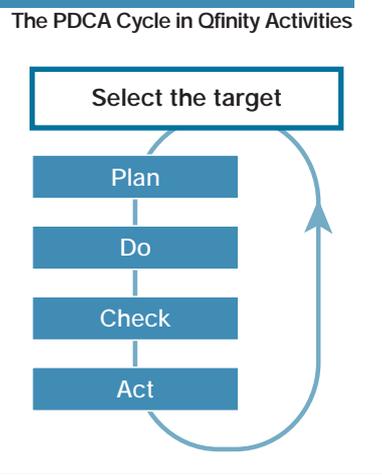
One is through groups of employees that work together on specific projects, and the other is by individual employees who actively propose reforms and improvements. All employees participate in at least one of these ways, and all identify specific customers with whom they pursue the PDCA cycle (plan, do, check, act) in achieving quantifiable results on an ongoing basis. This also enables the development of a corporate culture that prompts our staff to take on new challenges.

Implementing the Qfinity System

The main characteristics of Qfinity activities are that they embrace quality improvements in every phase of work throughout the Fujitsu Group, and that all individuals and departments within the Group follow the same methodology for setting and achieving targets. This shared approach increases the overall effectiveness of the activities.

The web-based Qfinity management system exploits the immediacy and the networking and interactive functions of information technology and supports the proposal of themes, the setting of objectives, and the benchmarking of the processes involved. It enables the know-how and benefits of improvements to be shared throughout the Group. By facilitating communications between departments in disparate areas of our business, it stimulates innovative thinking and creates new know-how in a process of cross-fertilization.

To energize Qfinity activities themselves, training programs have been prepared and a system of awards has been introduced. Qfinity has its own website for information exchange and there is also a company-wide meeting to announce progress.



The word Qfinity was created by combining "Quality" and "Infinity" to express the concept of the infinite pursuit of quality.



Company-wide Qfinity meeting

For Our Customers — Universal Design

Based upon a multifaceted appraisal of our products, services, workstyles and workplaces, we seek to implement design in which the human being is central.

Universal Design

Universal Design Policy

The Fujitsu Group has long concentrated on human-centered design, which utilizes many of the principles of ergonomics. As our management is customer centric, so our design has been human centric. Now, we are taking that process a stage further by adopting the standards of universal design. Universal, because ideally it applies to all human beings. The aim is not just to improve features, functions and services, but to ensure they are immediately and readily available to all those who may need to use them.

Universal design seeks to avoid restrictions in the usefulness or safety of the product or service that might arise from limitations such as those imposed by advanced age, or physical or other disabilities. We have adopted the principles of universal design in our products and services (e.g., our websites), and these have been utilized by many customers. We, in turn, incorporate their comments and suggestions in our future designs.

Universal Design wherever Information Technology (IT) Is Used

We do not limit the application of universal design to specific products or

services, but seek to apply it broadly wherever IT is used. This involves not only the IT equipment itself but also the workplace within which it is used, the building and its facilities, communications, and even the workstyle (working hours, safety and hygiene, etc). This overall approach is generating real improvements in the way products and services can be used.

Education in Universal Design

In order to advance the application of universal design throughout the Group, we carry out educational programs designed to improve the understanding of individual employees. Tools to assist in the diffusion of these principles are also provided.

In fiscal 2004, educational programs in universal design were provided to all employees in Japan via e-learning.

Introducing Universal Design

Fujitsu Web Accessibility Guidelines, Version 2.0

We published a revised edition of our web accessibility guidelines in conjunction with the revision of the JIS X8341 standard.

Version 2.0 incorporates major revisions made on the basis of surveys and research after Version 1.01 was

published in order to improve accessibility.* Version 2.0 has been available on the Fujitsu website since June 28, 2004.

<http://www.fujitsu.com/us/accessibility/>

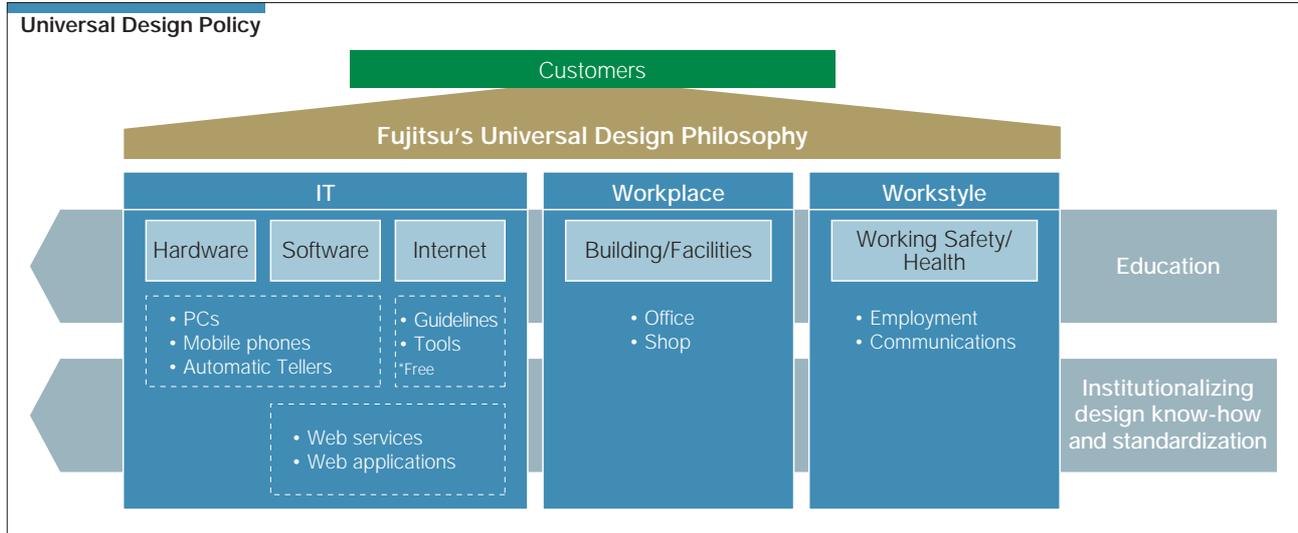
* **Accessibility:** The ease with which people, including those with various disabilities or the aged, can use environments, facilities, equipment, software and services.

Diagnostic Software Tool

We have been offering a website accessibility diagnostic software tool, called Fujitsu Accessibility Assistance, free of charge on our corporate website, and many customers have made use of this tool. In June 2004 we revised the tool with enhanced features for confirming compliance with the newly released JISX8341-3 standard, and we continue to provide it free of charge on our website. To date, the tool has been downloaded over 70,000 times.

An English edition of this tool, developed for customers outside Japan, has been available free of charge since April, 2005.

<http://design.fujitsu.com/en/universal/assistance/>



Website Designed for Accessibility

The Fujitsu website is designed in accordance with the guidelines for accessibility so that it can be readily accessed by those of all ages and whether or not they suffer from any physical or other disability.



The Fujitsu corporate website was ranked first in usability by Nikkei Personal Computing for the second straight year in 2005. This year, the rankings placed great importance on the policy for protecting personal information, a category in which Fujitsu scored the maximum number of points possible. Fujitsu was also highly evaluated for its disclosure of information.

Website Accessibility Design Support (Universal Design) with WebUD

In December 2004, we introduced a new website accessibility support tool, WebUD.

WebUD provides for computerized audio output of text, the display of pronunciation rubrics for Japanese characters, the enlargement (or reduction) of character fonts and graphics, changes in the color and background of letters, and input support among other forms of website accessibility features for the elderly or physically disabled. Those wishing to provide this tool have only to register WebUD on their server, and all users who accept the conditions of use can immediately take advantage of it.



WebUD display of Japanese characters with pronunciation rubrics

Universal Design in FOMA® Raku Raku Phone

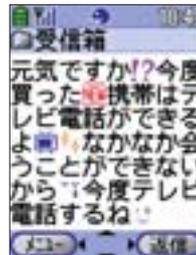
This line of mobile phones combines popular and highly legible screen display functions, easily understood illustrated operating guides with automatic voice synthesized operating instructions or e-mail content, and the distinctive FOMA video-phone and other functions in a way that is extremely easy to use.



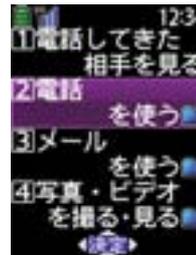
FOMA® Raku Raku Phone can read aloud the contents of i-mode® websites. All menus and e-mail in preparation can also be read using automatic vocalization.



Easily understood guidance screens



Large, highly legible letters



Negative/positive inversion of lettering for highest legibility



Smart designs with the unmistakable look of high quality

*FOMA® and "i-mode" are trademarks or registered trademarks of NTT DoCoMo, Inc. in Japan and other countries.

Universal Design Concepts in Exhibitions

We use the concepts of universal design in creating and running exhibitions like Fujitsu Forum in order to make our exhibits easy to view and understand by all visitors. This embraces everything from exhibition stands that can be readily viewed from a wheel chair, to providing Braille guides and writing materials.



WPC EXPO 2004