

With Our Customers



Our Basic Approach to Our Customers

Based on the statement of “We seek to be their valued and trusted partner.” in the Corporate Values of the Fujitsu Way, all our ideas and actions originate from a customer-centric approach to business. We aim to contribute to the success of our customers and grow together as their valued and trusted partner.

Implementing Customer-Centric Management

At the Fujitsu Group, by keeping the front lines of our customers’ operations foremost in our thoughts and actions, helping them cope with the changes they face and keeping our commitments to them, we strive to become their valued and trusted partner.

We are intensely focused on continuous quality improvement so that customers can use our products and services with confidence. We communicate with our customers on a variety of levels, starting with our sales personnel and system engineers, who are in direct contact with them. This communication allows us to stay in tune with our customers and to relay their valuable opinions and requests to upper management for further consideration.

Communicating with Our Customers

In addition to the support provided by our sales, system engineering and field support staff who work directly with customers to configure their systems, we have set up various customer service desks to improve customer satisfaction and enhance communications.

The Framework of Organizational Operation Under the Quality Assurance Program

To ensure that the Fujitsu Group’s organization is aligned in a manner that promotes customer-centric behavior, the organizational operation of each division is based upon the framework of the Japan Quality Award Program*. We are striving to create an organization in which management issues identified within this framework are investigated and then a business plan formed and properly implemented so that we can constantly be in a position to implement customer-centric innovations.

* Japan Quality Award Program

This is a framework for achieving superlative customer-centric management modeled on the U.S. Malcolm Baldrige National Quality Award, the de facto standard for global management innovation.

Initiatives to Improve Quality

Based on the statement of “We enhance the reputation of our customers and the reliability of social infrastructure.” in the Corporate Values of the Fujitsu Way, we view quality as fundamental to our business activities and are committed to continuous quality improvement.

Quality Assurance System

In developing products and solutions, we strive to assure quality by an Audit System for development processes and evaluations of the development processes and of suitability. Focusing on design reviews, we seek to deliver quality assurance in our product development and manufacturing processes by evaluating the reliability of the components and units as well as the systems themselves. In addition to working with suppliers to develop agreed-upon quality assurance criteria for purchased parts and units built into our products, we carry out joint quality assurance measures. The Quality Assurance Unit, which reports directly to the president and adopts a position independent of development, manufacturing and evaluation units, makes the final independent judgement on whether or not a product is suitable for shipping.

We are continuously working to improve these Quality Management System within the framework of ISO9001 certification acquired by each of our business locations beginning in 1992.

Improving Quality in All Our Work through Qfinity Activities

In 1966 we launched a high reliability program under the watchwords “reliability” and “creativity” primarily to improve product functions and reliability. Then, from 1977, we introduced Value Engineering (VE) activities to reduce product costs and rationalize working procedures. Building on these successes, in April 2001 we launched the “Qfinity” program with the aim of pursuing quality improvement activities suited to the new age.

Our Qfinity concept emphasizes a quality improvement model using the PDCA (plan, do, check, act) cycle that exhaustively pursues not only better product functions and reliability but also quality improvements in all phases of work, including efforts to improve customer response and delivery and reduce costs. The

With Our Customers

With Our Employees

For Our Shareholders and Investors

With Our Business Partners

With Local and International Communities

For the Environment

themes of Qfinity activities range from the major guidelines of each division to everyday issues arising in the workplace. These themes are then addressed by groups of employees who work on specific projects, and by individual employees who actively propose reforms and improvements, with all Fujitsu employees participating in principle in at least one of these ways.

We also aim to make thorough use of IT in our Qfinity activities. Using the web-based Qfinity information system on our intranet, all Qfinity information can be shared, enabling information on the objectives and process benchmarking, the technologies, know-how and other expertise to be used effectively. In addition, the Group promotes sharing the successes achieved by Qfinity activities, actively spreading information through the Qfinity system, and holding a company-wide Qfinity conference every year at which examples of Qfinity activities are announced.

We went on to establish "striving to be number 1 in quality in products, services, and customer response" as a critical goal from the second half of 2004, and to achieve that goal, we have been moving forward with Qfinity activities in which both customer-centric and Toyota Production System* (TPS) concepts have been adopted.

Qfinity Company-Wide Quality Improvement Activity

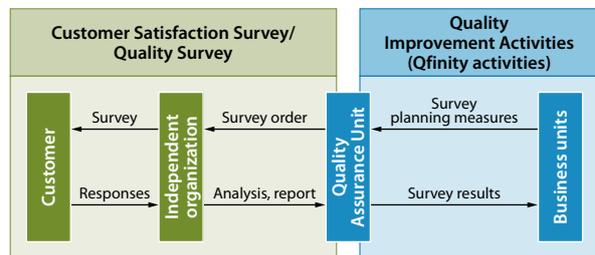


Qfinity is Our Quality Improvement Model	Thorough use of IT in our Qfinity activities
<ol style="list-style-type: none"> 1. We exhaustively pursue Quality improvement in all phases of work by using PDCA (plan, do, check, act) cycle. 2. Everything is improved from the emphasis measure problem to the mundane task. 3. The project activity by the group of each theme and a reform individual and suggestions for improvement are assumed to be both circles and the activity is promoted. 4. All Fujitsu employees participate in these improvement activities. 	<ol style="list-style-type: none"> 1. Information on activities is shared through the Qfinity system. 2. Objectives and processes are benchmarked. 3. The technologies and know-how are accumulated and shared with the all group companies. 4. Using the web-based Qfinity information system, all employees share the result of the Qfinity activities. 5. The annual company-wide conference stimulates activities by announcing outstanding initiatives and presenting awards.

We are now seeking to spread the thinking behind Qfinity activities throughout the entire Fujitsu Group. The products shipped and services provided after passing through these processes, and through tests of product quality and customer satisfaction performed by independent organizations, with the results fed back to the production departments, represent our unceasing efforts to improve quality.

* The TPS philosophy is not just about production methods for manufacturing sites, but rather, it is a practical mechanism and approach for various types of improvement, as well as an approach to management reform.

Quality Improvement Efforts through Qfinity Activities



Our Approach to the Electrical Appliance and Material Safety Law for Lithium-Ion Batteries

In recent years, there have been unforeseen accidents caused by rechargeable batteries. In particular, growing numbers of the lithium-ion batteries used to power notebook computers, mobile phones, and other portable electronic devices have caused accidents, emitting smoke or catching fire.

In order to guard against such accidents caused by rechargeable batteries, and to prevent their reoccurrence, in November 2007 the Electrical Appliance and Material Safety Law was revised and will go into force one year later, on 20 November 2008. After this change in the law, new engineering standards will apply to lithium-ion batteries, with various obligations imposed on companies engaged in their manufacture, import and sales.

Fujitsu manufactures and sells portable electronic devices that use lithium-ion batteries. We have therefore revised our internal standards, provided collective education, and held quality assurance meetings through which we have thoroughly circulated the information on the proper actions to be taken in dealing with lithium-ion batteries in conformity with the revised regulations of the Electrical Appliance and Material Safety Law, and are in full compliance with them. Our customers can therefore feel secure in using the batteries we provide.

With Our Customers

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With Our Business Partners

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Promoting Universal Design

We believe that universal design is a corporate social responsibility and are actively putting it into practice. We aim to use the products and services in which we have incorporated these principles to increase user satisfaction and contribute to further advances in our customers' businesses.

Contributing to Customers' Businesses with Universal Design

Information technology is an indispensable part of business and our everyday lives, and it is being used in a variety of ways. As IT gathers momentum and becomes more interwoven with our social fabric, so too have its users become more diverse.

One Fujitsu Group goal is to make IT accessible to everyone. To make even more progress in "human-centered design," which takes human characteristics into account so that even more people can make use of IT safely, securely, and efficiently, we actively espouse the following four principles of universal design.

- **Complement the Five Senses**

We equip our products and services with various operating methods so as not to restrict accessibility for users whose vision, hearing or other sensory functions may be impaired.

- **Consider Physical Capabilities**

The dimensions, setup and operability of our products are all designed to flexibly accommodate users of all different statures and physical capabilities, including those in wheelchairs, and to minimize physical stress and fatigue.

- **Consider Cultural and Individual Sensitivities**

We provide readily understood information in an attempt to avoid misunderstandings and incomprehensibility brought about by disparities in user experience, culture and language.

- **Maximize Usability**

We design interfaces with outstanding usability to enhance user safety, security, efficacy, efficiency and satisfaction.

 **Fujitsu Design Policy**
<http://www.fujitsu.com/global/accessibility/policy/>

Pursuing Universal Design Solutions for Optimal Workplaces

To ensure that as many people as possible can participate in an IT-oriented society, the Fujitsu Group is taking the first step towards implementing universal design by not only researching human characteristics but also applying IT in order to understand the workplace requirements for universal design.

Specifically, we consider not just the IT systems but the workplaces where they are used and the modes of communication (work styles) of those who will be using them—their awareness, the space they need, the environmental burdens, etc. Fujitsu Group survey methodology illuminates all the issues affecting the workplace, and aims at providing our customers with the most effective solutions from the point of view of universal design. We see this as the way to make an IT-oriented society in which all can participate.

Examples of Fujitsu Group Universal Design

To create an IT-oriented society in which all can participate, we seek to provide products and services that are easy for the maximum possible number of people to use.



Self Check-Out System

Simple operation supports everyone in the family, including children, in enjoyable shopping.



Raku-Raku PHONE PREMIUM (an easy-to-use mobile)

This mobile phone makes it even easier to use the latest functions, such as digital TV or payment services.



Fujitsu Accessibility Assistant

This tool, intended to make the Internet accessible to the most people, has been downloaded a total of 200,000 times. It won a universal design award in 2008.

 **Universal design award 08**
http://www.ifdesign.de/projects_udaward_index_e

Global Deployment of “PalmSecure” Palm Vein Biometric Authentication System



In 2004, Fujitsu Limited commercialized a biometric authentication system that identifies individuals based on their palm vein patterns. Since then, under the brand name “PalmSecure,” Fujitsu has provided the technology to financial institutions and a wide array of other businesses and organizations for PC login, physical access control, attendance management and other applications. Global shipments of PalmSecure Systems began in 2006. The Fujitsu Group had sold 30,000 units in 34 countries as of September 2007.

Features of contactless palm vein biometric authentication technology

- Veins are internal to the body, making it difficult to forge an identity and thereby enabling a high level of security.
- Palm veins contain about 300 times more information than a finger, enabling highly accurate authentication.
- Palm veins are less susceptible to constriction caused by cold weather and therefore realize a high applicability rate.
- Contactless authentication is hygienic.

Global Deployment of PalmSecure Biometric Palm Vein Authentication System

in North America Carolinas Healthcare System (USA)

PalmSecure system installed in July 2007 by Fujitsu Computer Products of America, Inc. at Carolinas Healthcare Systems, a comprehensive medical services provider for North and South Carolina.

The system registers patient information and identifies the patient, in addition to providing secure access to the patient’s medical records.

Besides protecting patients from personal information theft and insurance fraud, the system also helps to ensure that patients receive appropriate medical care.

in South America Banco Bradesco S.A. (Brazil)

In July 2006, Fujitsu Do Brasil Ltda. began pilot testing of an ATM solution using PalmSecure authentication for Banco Bradesco S.A., Latin America’s largest financial institution. Based on the results, the PalmSecure authentication system was chosen because of its high rate of authentication accuracy, its relative imperviousness to external influences, and the superior hygiene enabled by contactless authentication. The system commenced operation in January 2007.

in Europe Siemens AG (Germany)

In August 2007, Fujitsu Ltd. and Siemens AG announced that they would collaborate in the field of biometric authentication by using PalmSecure authentication in Siemens’ “ID Center” biometric authentication solution.

One reason for its adoption is the fact that Authentication using the palm, which is less affected by the constriction of blood vessels in cold weather, is also well-suited for colder regions of Europe.

in Asia China Electronic Commerce Association (China)

In March 2008, Fujitsu (China) Co., Ltd. proposed a PalmSecure authentication system to the China Electronic Commerce Association (CECA. Headquarters: Beijing), a government-backed organization that rates the trustworthiness of electronic transactions carried out by Chinese companies. The very accurate authentication and simplicity of operation were highly evaluated, and the PalmSecure PC mouse equipped with a palm vein biometric sensor has been deployed. At the CECA, when collecting information on companies or reporting the results of evaluations, they previously gained system access by inputting an ID and password. The new system denies system access to anyone who has not registered beforehand, achieving very robust information security.

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