

Providing Reliable and Secure ICT Infrastructure

The need for stable operation of ICT is a given, and it is used in the areas of security and disaster prevention, where it supports safe and secure living. To deserve growing trust from our customers, we are implementing ongoing improvements to our products and services.

Our Basic Stance

Today, as ICT supports the social infrastructure on which business and daily living are based, Fujitsu has a social responsibility to ensure stable systems operation.

Also, in order to respond to the world's growing needs for ICT in the areas of security and disaster prevention, Fujitsu is offering reliability and security.

Example 1

Launch of Next-Generation "arrowhead" Securities Trading System

Advances in finance industry technology and expansion in online trading have led to a need for greater speed in order processing and the distribution of market information. The Tokyo Stock Exchange (TSE) selected Fujitsu as a system partner and launched a next-generation trading system called "arrowhead."

"arrowhead" achieves world-level millisecond-level speeds in both order processing and market-information distribution and provides the high reliability needed by TSE. The new trading system not only offers greater convenience to a wide range of users but also enables new styles of trading and the creation of new business models that promise to add momentum to the Tokyo market.



TSE Market Center

Example 2

World's Largest Class of Registry Information System Using Linux

Fujitsu has constructed a registry information system using Linux for Japan's Ministry of Justice. The system contains the nation's real estate, company and legal-entity registrations, comprising about 270 million real-estate registrations and about 3.5 million company and legal-entity registrations. The system supports the management of the above-mentioned information and daily data entry at about 450 registry offices. It is one of the world's largest Linux systems in the area of mission-critical tasks.

The registry information system is a gigantic, critically important part of Japan's electronic government system, of which the number of applications puts it on a par with the social security system. This project has concentrated some 50 facilities scattered throughout Japan into four locations in the effort to reduce costs and boost reliability. Fujitsu will continue to discharge its social responsibility by the construction and stable operation of government systems.



Supporting a stable administration

Example 3

A New Biometric Security System for ATMs in Brazil

Bradesco S.A. is Latin America's largest private financial institution (with 3,628 branches and 32,015 ATMs). Fujitsu has now supplied it with a Palm Secure biometric palm-vein authentication security system for its ATMs.

Dishonest use of ATMs is a serious social problem in Brazil, and several biometric authentication systems were studied for adoption. The high evaluation of Palm Secure's outstanding authentication accuracy and the resistance of vein patterns to external tampering led to the adoption of Fujitsu's system. Palm Secure contributes to safety and security within Japan and around the world with a widening range of applications for buildings and room access, including PC login.



Introduction of biometric security for ATMs

Example 4

Contributing to the Return of the "Hayabusa" Asteroid Probe

The Japan Aerospace Exploration Agency (JAXA) launched the "Hayabusa" asteroid probe in May 2003. Fujitsu helped to ensure the success of this mission by developing and operating a number of key systems, including the orbit determination system that determined its position and speed, and the real-time satellite status monitoring and fault diagnosis system that automatically detected equipment faults.

"Hayabusa" overcame a number of problems, secured the world's first asteroid samples—fine particles from the Itokawa asteroid—and returned to Earth in June 2010. Fujitsu continues to provide development and operational support for JAXA's ground systems and is committed to furthering the development of Japan's space technology.



The "Hayabusa" asteroid probe. (Illustration: Akihiro IKESHITA)

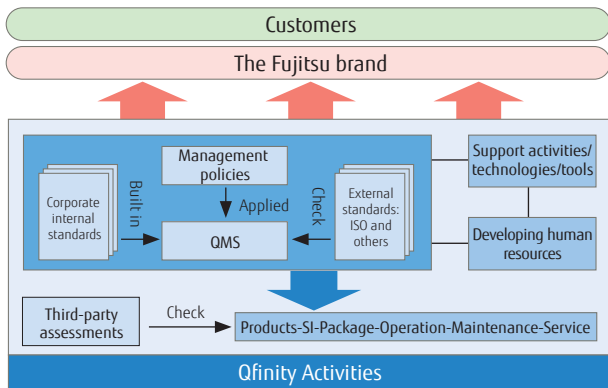
Quality that Builds Trust, Safety and Security

The Fujitsu Group attaches fundamental importance to product quality in all corporate activities so that everyone can enjoy the benefits of ICT in security. Again, the priority is not on satisfying ourselves but on making products that satisfy our customers by providing the quality they expect.

To provide these high-quality products and services, Fujitsu has constructed and operates a quality management system (QMS). In operating this system, Fujitsu periodically verifies the progress of the PDCA (plan, do, check, act) cycle in the light of ISO and other international certification standards.

To further increase our customers' trust in the Fujitsu Group, we implement quality management using QMS in process improvement.

Our QMS-Centered Quality Assurance Activities



The Pursuit of Quality and Safety

Fujitsu responds by anticipating changes at our customers and their business environments so as to continue providing them appropriate products and services. At every stage from design through evaluation, production, to sales and support, we perform our quality improvement activities in line with the following principles.

Quality Principles

1. We pursue quality from the customer's perspective.
2. We build in quality that anticipates changes.
3. We achieve quality consistent with our social responsibilities.
4. We use first-hand feedback based on the actual situation.
5. We work with our business partners to improve quality.
6. We seek to make public quality-related information transparently.
7. We foster employees who think about quality.

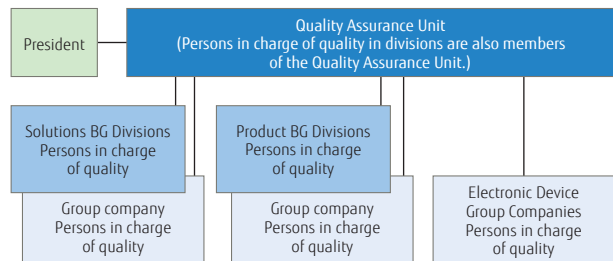
Based on the policy of emphasizing safety in all aspects of our business activities, we strive for assured safety in product designs, collection and the publication of information on product-related problems, and rapid response to such problems.

Our Approach to Promoting Quality Assurance

Fujitsu has established a group dedicated to quality improvement within each division and each Group company so that we can provide high-quality products and services to our customers.

Also, through the Quality Assurance Unit, which consists of representatives of these dedicated groups, we work to develop countermeasures through information sharing and by improving support structures, which transcend the organizational framework. In this way, we work to establish a QMS that creates added value for the customer.

The Quality Assurance Structure



Promotional Activities

Qfinity Activities

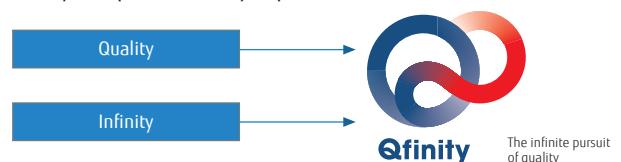
Since 2001, Fujitsu has implemented Qfinity* activities, which are independent quality improvement activities, in all divisions. The Qfinity concept emphasizes a quality improvement model using the PDCA cycle that exhaustively pursues not only better product functions and reliability but also quality improvements in all phases of work, including efforts to improve customer response and delivery and reduce costs.

In each division, we are moving forward with efforts on themes that reflect the division's major policies and the issues that arise in the workplace on a daily basis. Project activities include both group activities concerned with a specific theme and individual activities to propose reform and improvement based on their findings. In principle, all Fujitsu employees participate in at least one of these activities.

- FY 2010: Approx. 5,700 project initiatives
- FY 2010: Approx. 94,000 improvements/proposals

Using the web-based Qfinity information system on our intranet, all Qfinity information can be shared interdepartmentally, enabling us to do the benchmarking of the other divisions' objectives and processes, and to acquire information and knowledge such as technologies, know-how and other expertise.

Qfinity Group-Wide Quality Improvement Activities

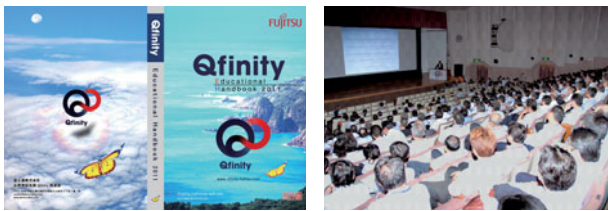


*Qfinity: The word Qfinity was created by combining "Quality" and "Infinity" to express the concept of our commitment to the infinite pursuit of quality.

Providing Reliable and Secure ICT Infrastructure

To make the successes of Fujitsu Qfinity activities widely known within the Group, we provide information to each Group company through the Qfinity website on our intranet and also hold a Group-wide Qfinity conference every year at which exemplary cases of Qfinity activities and awards are presented.

Every year, these Qfinity activities are collected into a handbook and distributed throughout the Group.



The Qfinity handbook

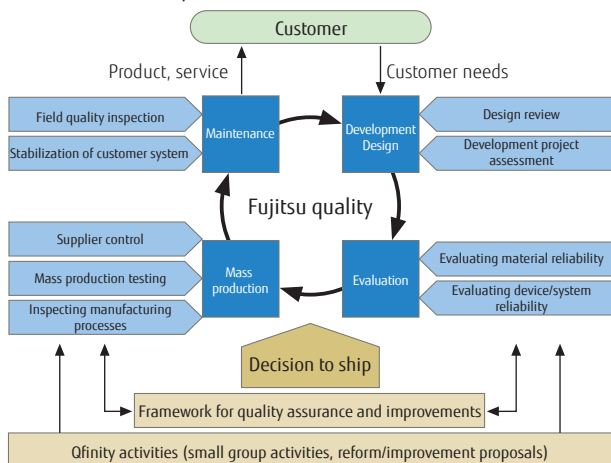
Group-wide Qfinity meeting

Customer-Centric Quality Assurance Activities for Products and Services

In providing products and services, we adopt the customer-centric perspective. A customer-centric approach means understanding the issues from the customer's point of view. This attitude is central not only at the design review stage but also at every stage of each process, where we ask "does it meet customer needs and expectations?" as we perform the evaluations and audits.

Through this approach, items that do not meet customer expectations are withdrawn and not allowed to proceed to later processes.

Flowchart for Quality Assurance Activities



Fostering Experts Who Support Product Safety

In supporting product safety, since 2003 we have fostered Product Safety Experts who are approved under the Company's own system of approvals to check product safety. When they are unable to confirm safety, the affected product cannot be given final approval for shipment. These experts must be qualified in safety standards including Japanese, international and Fujitsu's own standards and must also check designs to ensure that

previous product faults have been prevented from recurring.

The concept of preventing product accidents before they can occur is becoming more important than ever. This calls not only for familiarity with the accidents or hazards associated with the product and with others possessing similar functions and structures, but also for practical knowledge and assessment of any potential risks associated with the product itself and the way it is used, viewed from the perspective of the user.

This is why, in FY 2010, we established Company internal standards for implementing product safety risk assessments and trained risk assessors. We have now started using these for PCs. From now on, risk assessors will be used for a widening range of products as we seek to further increase product safety.



Training product safety risk assessors

Satisfaction and Quality Surveys by Third-Party Organizations

The products and services provided through Qfinity and other activities are only delivered and provided when they reach the level expected by our customers.

We also implement customer-satisfaction and quality surveys by third-party organizations for these products and services, and have received particularly good results for customer satisfaction with reliability (in FY 2010 surveys covered some 1,000 companies). As a result, when this information is circulated to all parts of the Company, it can be reflected in developing the next products and services. Moving forward, we will continue to work to improve quality through the twin pillars of Qfinity activities and various surveys.

Flowchart for Satisfaction and Quality Surveys

