

## With Our Customers

We adopt a customer-centric approach and communicate proactively with our customers so that we can grow together as their partner.

### To Increase Customer Satisfaction

Based on the statement “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.

Fast-changing social and economic environments make this a difficult time in which to see far ahead, so we place ourselves in the position of the customer to better and more rapidly understand new requirements and innovate to meet those needs as quickly and accurately as possible. We are aiming for management innovation through using the “Program to Improve the Quality of Management”<sup>\*</sup> and taking a number of initiatives to form an innovative corporate culture that can keep pace with the changes at our customers’.

<sup>\*</sup> **The Program to Improve the Quality of Management:** This is the framework for customer-centric management excellence modeled on the Malcolm Baldrige National Quality Award of the United States, the *de facto* global standard for management innovation.

### Promoting Field Innovation with the Customer

Fujitsu incubated “Field Innovation” in 2007 to create a prosperous future along with our customers.

It is important to get back to the starting point, where ICT is seen as only a tool to support people in their work and increase efficiency in their working places. Field Innovation concentrates on the customer’s work place to determine the true nature of the issues by visualizing relationships between people, processes, and ICT. This increases the value of using ICT by making full use of these insights from the workplace.

By making such management issues visible, Field Innovation leads to continuing customer’s management innovation in line with the intentions of top management. We have already implemented Field Innovation programs at as many as 300 customers and also continue to use it ourselves within the Fujitsu Group.

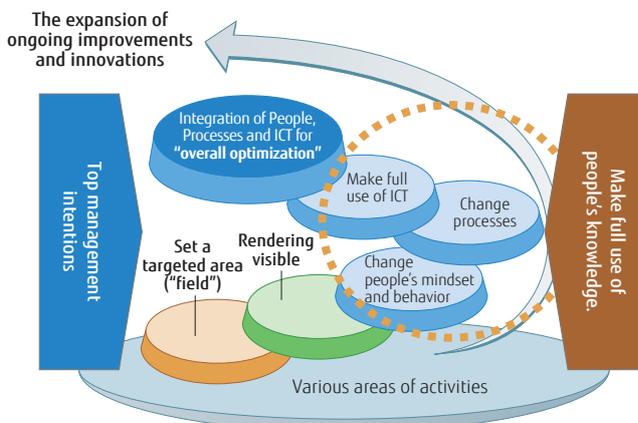
Additionally, we have fostered specialists known as Field Innovators. Now, 400 Field Innovators visualize the issues and build consensus with customer at customer’s locations to promote innovation. We continue to foster Field Innovators, to strengthen the framework and concentrate their knowledge.

Fujitsu accumulates practical wisdom as the knowledge gained through Field Innovation, then uses it to increase the quality of our activities and provide further value using ICT.

#### Results of Field Innovation Activity (Including Fujitsu Group Internal projects)

	FY 2008	FY 2009	FY 2010
Results of Activity	129	294	331

(Units: Activity)



### The Field Innovation Process

#### ● We insist on rendering all the facts visible

Field Innovation identifies the target field in which innovation is to be applied and the facts are rendered visible thoroughly using ethnography<sup>\*</sup>, visualization of PC operations, and the latest technology.

<sup>\*</sup> **Ethnography:** A site survey method used in cultural anthropology. In this method, daily life is surveyed from the viewpoint of the subject by actually participating in the life or work being studied.

#### ● Facts modify attitudes

Issues only become clear when the basic facts are known and mindsets can be reformed. Also, we can aim for agreement on mindset reform through workshops and achieve reforms that take advantage of people’s knowledge. Our innovation methodology is threefold – in People, Processes and ICT, where people’s mindset, actions and work processes have changed.

#### ● Ongoing innovation brings an innovative mindset to businesses and organizations

By continuing our innovation methodology in line with customers’ top management intentions, we aim to establish powerful companies and organizations that will themselves continue to innovate.

### Operation of the Fujitsu Customer Relations Center and the Fujitsu Contact Line

We established the Fujitsu Customer Relations Center in 2003 to handle inquiries and other problems concerning products and services from customers who are not sure where to address their inquiries. And we have also been providing rapid responses to customers concerning the functions and prices of products before they make their purchases. All such pre-purchase telephone inquiries are referred to a single window of the Fujitsu Contact Line, with the telephone number for access published on our corporate website and in catalogs, press releases and advertisements.

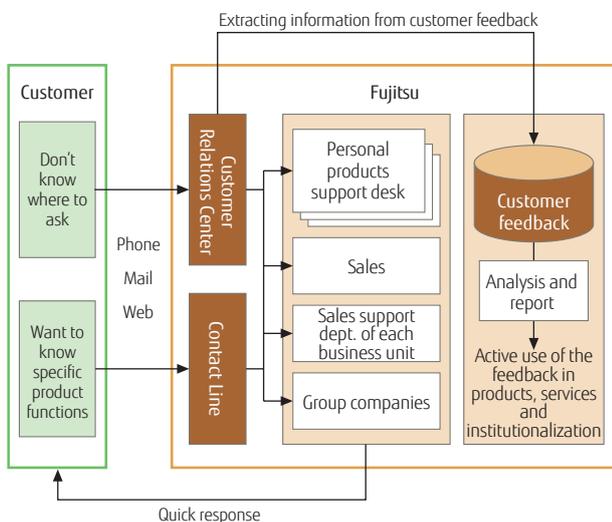
The Fujitsu Customer Relations Center and the Contact Line act as a clearing house that links the customer to the best line of communication for answering their inquiries. They not only contribute to increasing customer satisfaction

by their accelerated responses but also extract customer feedback, which is reported to the departments responsible for development and quality improvements of the related products and services.

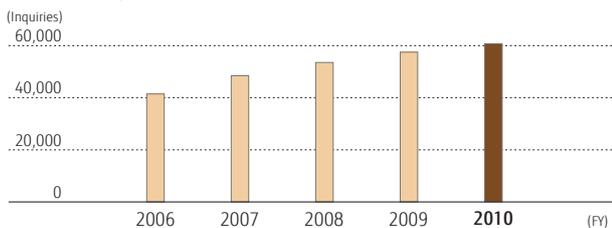
Note that when we receive opinions or when something is brought to our attention in the form of a complaint from the customer, the specific content of that feedback or complaint is reported to our executives.

**WEB** Fujitsu Customer Relations Center (in Japanese)  
<http://jp.fujitsu.com/contact/customer/>

### Fujitsu Customer Relations Center/Fujitsu Contact Line



### Trends in Inquiries Addressed to the Customer Relations Center



### PC Support Center for Individual Customers

To handle the diversifying needs and environments of our individual customers, Fujitsu has established a system that can provide technical advice and assistance 365 days a year at our Azby Technical Center, which is a major part of the personal products support desk.

**WEB** Azby Technical Center (in Japanese)  
[http://azby.fmworld.net/support/intro/azby\\_tech.html](http://azby.fmworld.net/support/intro/azby_tech.html)

### Examples of Improvements Based on Customer Feedback

#### ● Miniaturization of notebook PC AC adapters

In response to customer requests to miniaturize and reduce the weight of notebook PC AC adapters to make them more portable for business trips, we reviewed our internal evaluation

standards for selecting AC adapters for greater usability and lower cost.

As a result of this review, we switched from the earlier 80W adapters to 65W ones. We implemented further miniaturization and weight reduction in AC adapters.

## Placing Importance on Connecting with Our Customers

### Fujitsu Family Association

The Fujitsu Family Association was founded in 1964 as our user community to help members exchange information and improve each other's skills. As of the end of FY 2010, it had 11 chapters and LS Research Committees throughout Japan with some 3,500 members.

Since there was increasing interest in new technologies such as cloud computing, many networking events, study and research activities were held among the members on those topics in FY 2010 covering how to apply these new technologies to their business, and so on. Also, conferences were held in spring and autumn in Japan, and an overseas seminar in the United States, while six issues of the members' magazine "Family" and occasional issues of "e-Family" (the web version) were published during the year as activities of the main office of the Family Association. The LS Research Committee\* held research section meetings on 16 themes as its research activities on leading-edge management and ICT, and published a summary report. Furthermore, we held seminars and research meetings at 11 local chapters to provide problem solving and practical business support to local members.

\* **LS Research Committee:** This committee was originally formed as the "Large Systems Research Association" in 1978, which was merged with the Fujitsu Family Association in 2007 with the renewed purpose of carrying out research on leading-edge technologies and leading-edge concepts, and implementing effective utilization of ICT that will contribute to members' growth.

**WEB** Fujitsu Family Association (in Japanese)  
<http://jp.fujitsu.com/family/>

### Directions in Advertising

In all advertising and publicity activities in the Fujitsu Group, we strive to observe all laws and corporate internal regulations and to only use fair and appropriate expressions and graphic symbols.

#### ● Main advertising and publicity activities

- **TV programming:** Fujitsu sponsors "See the world by train" and "fight! KAWASAKI Frontale (a Japanese soccer team)" for Japanese TV.
- **TV commercials/newspaper advertisements:** Fujitsu places advertisements for Fujitsu products in daily life. The themes of this series of press advertisements have included firefighting, farming, the Automated Meteorological Data Acquisition System, the Subaru telescope, and data centers.

### Product and Service Marking/Labeling

In the divisions in charge of every Fujitsu product or service, we make all possible efforts to observe all laws and company internal regulations concerning the marking and labeling of Fujitsu Group products for content, performance, safety and specifications.