

Focusing on Three Core Business Areas

Since last year, when we adopted “Everything on the Internet” to describe the Fujitsu Group’s business strategy, we have been focusing our resources on those business areas that have the Internet at their core. This strategy clearly reflects our determination to play an active role in establishing the foundation of the rapidly developing network society. This section describes the specific strategies we are adopting to grow our business and how we plan to make the most effective use of our resources.

● Aiming for number one in three Internet fields

Today, with the diffusion of the Internet accelerating and the business environment undergoing dramatic change, it is more essential than ever to follow the principle of “selection and concentration” in order to effectively utilize corporate resources. In making “Everything on the Internet” our business strategy, we have committed ourselves to aggressively expanding core Internet-related business activities and increasing profitability. As we implement this strategy, we have set the goal of being a leader in three areas of the Internet.

First, as a provider of comprehensive solutions centering on services and software, we intend to become number one in providing customers with the most advanced and effective Internet solutions.

Second, as operator of @nifty, the ISP with the largest number of subscribers in Japan, we are determined to play a major role in supporting the new social infrastructure as Japan’s top Internet service provider.

Third, we are striving ourselves to be the most advanced Internet user. By so doing, we will be in an excellent position to provide customers with optimal solutions.

● Services, platforms and technologies

Keeping in mind these three goals, we have carried out a broad reorganization and rearrangement of traditional business areas to create a completely new business strategy. The basic principle behind our strategy is to rigorously concentrate on developing Internet-focused business in three core business areas: services, through

which we offer solutions to our customers; platforms, which are an important tool for providing those solutions; and technologies, which support those platforms.

Our principal services offerings are consulting, systems integration, maintenance & support, network services

and full-service outsourcing, from maintenance and operations to system expansion. We are constantly enhancing the content of our services so that we can offer comprehensive solutions optimized to meet the needs of our customers.

Some of our major platforms include IMT-2000 next-generation mobile communications networks, optical networks (SONET/WDM), servers & clients, and network middleware. By integrating the capabilities we have cultivated in information processing and communications, we are able to offer superior products optimized for the Internet.

In technologies, we emphasize state-of-the-art products with high added value, including electronic devices such as system LSI (SOC), flash memory, system memory and compound semiconductors.



“Everything on the Internet”

● Our Internet leadership strategy

1 First in Internet Solutions

Our ability to provide customers with optimal Internet solutions derives from the in-depth know-how that we have accumulated—and that has been validated by numerous customers—over many years. In addition, our highly reliable servers, which handle evolving network environments, and software development capabilities, including middleware for managing network control and operations that interface between operating software and user-developed application software, are among our special strengths.

2 Number One Internet Service Provider

Our strength as an Internet Service Provider centers on our operation of @nifty, which was established in November of last year as the result of the integration of the Nifty-Serve and InfoWeb services. We are striving to create a “cyber-city” of 10 million subscribers by 2003, which will serve as foundation for an abundant Internet society made up of diverse communities, as well as a major venue for business, including B to B and B to C transactions.

3 Leading Internet User

Our advanced Internet usage is changing not only the way we do business at the Fujitsu Group but also our management style and even our organizational structure. We firmly believe that our own experience with the Internet can serve as a cornerstone for the solutions we offer customers.



● Helping make possible a richer network society for all

With a more nimble and dynamic structure in place based on the clear division of management and operational responsibilities, and with a sharp focus on our “Everything on the Internet” business strategy, each of our business units is moving ahead with vigor and speed. Moreover, seeking to identify the Fujitsu Group even more closely with the Internet, we intend to make a major contribution to fostering an abundant network society linking individuals, families, companies and the broader society.

