Software & Services

Delivering End-to-End, Full Lifecycle Services for Customers' IT Systems

Business Strategy

While market conditions in the IT sector as a whole remain difficult, there are several areas of growth for our software and services business. In addition to the e-Japan initiative and strong sales to the healthcare and automotive sectors, there is growing demand for outsourcing services as well as supply chain management (SCM) and enterprise resource planning (ERP) software products. In a survey of Fujitsu's customers, more than half identified as priority areas customer relationship management (CRM) and sales support, as well as financial and accounting management. According to the same survey, IT managers cited system security and the ability to plan for and propose system improvements as major issues.

To keep pace with these changing customer needs, and taking into account the full array of our customers' various IT-related processes, we are placing special emphasis on providing ongoing information system consulting, planning, application development, outsourcing and security services covering the complete system lifecycle. Assigning customer-specific system engineers, we go beyond just building pieces of an IT system and seek to address what our customers need from an IT system, whether it entails running their systems under an outsourcing contract or maintaining their application programs. In other words, it is our job to understand what our customers' goals are and help them achieve those goals.

To increase productivity and accelerate the system development cycle, we are advancing the use of standardized components and templates for discrete business processes as system building blocks. The benefits to the customer are higher quality, lower cost and faster delivery. In fiscal 2002 our services units in Europe and North America returned to a profitable footing, and they are now aggressively developing new business focused on the outsourcing market and catering to the needs of governments and public sector institutions.

Product Strategies

● In the solutions/systems integration field, we are targeting key sectors among Fujitsu's vast customer base of 170,000 corporations for business expansion. Among services for specific sectors, we are particularly intent on leveraging our domestic and international track record in e-government projects to provide solutions to local governments within Japan and public sector institutions in global markets. In addition, for customers in the vanguard of change within their industries, particularly in the manufacturing and retail sectors, we are seeking to expand our business by offering products such as GLOVIA, a comprehensive software solution that provides managers with an integrated view of their operations, from finance and accounting to production.

● In network services, in addition to offering data processing outsourcing services at our Internet Data Centers or at the customer's premises, we now offer customers the option of outsourcing entire administrative operations to Fujitsu. Moreover, utilizing our FENICS broadband backbone network in Japan, we provide rapid deployment of IP telephony services, which are quickly gaining widespread acceptance, and IP network construction for customers.

● In managed services, we offer system security and operational services through a cadre of 10,000 support professionals—the largest support staff in Japan—and a network of 1,000 locations. As customers' systems become more complex and advanced, the problem of security breaches is on the rise. We employ the latest countermeasures and monitoring resources to keep customer systems and networks secure.

● Fujitsu's middleware offerings, which are the product of close collaboration between our Software and Services and Platforms business groups, showcase the strength of our integrated business model. As key elements in our TRIOLE IT infrastructure, we are placing particular emphasis on two middleware offerings, Interstage and Systemwalker, to meet customer needs for rapid deployment and reliable operation of enterprise systems.