

## FUJITSU'S COMPETITIVE EDGE

### Insight into Customers' Business Operations

Fujitsu's competitive edge is backed by an extensive track record in IT system delivery that has given it a top share of the IT services market. Key to being competitive is an understanding of what customers need and the challenges they face. These long-cultivated insights enable us to drive innovation forward together with customers, enhancing their value by putting state-of-the-art technologies to work based on our specialized knowledge and expertise.



#### Industry (Manufacturing & Natural Resources)



Japan total revenue  
(By Gartner Research\*)  
**US\$24,003 million**

We provide services to build and operate the core systems that underpin customer operations across multiple industries, with a focus on manufacturing, including automobiles, electronics, industrial machinery, basic materials, and residential construction. In our core areas of manufacturing and mobility, we help customers streamline production and cut costs while creating new businesses by using advanced digital technologies such as the Internet of Things (IoT) and artificial intelligence (AI). In doing so, we play a key role in the development of Japan's manufacturing industry while providing solutions to such social issues as labor shortages.



#### Distribution (Retail, Transportation, Wholesale Trade)



Japan total revenue  
(By Gartner Research\*)  
**US\$14,623 million**

We provide construction and operation services for information systems that underpin supply chains and customer contact points. Customer segments span a wide spectrum of industries—distribution, including retail, wholesale, logistics, food production, and trading companies; service, including passenger transportation, real estate, and credit and other finance backed by retailers; and internet and content services. Leveraging our extensive track record, we support customers as a partner. Specifically, we help companies transform how they interact with their customers by utilizing AI to forecast demand and optimizing supply chains with IoT and other leading-edge technologies.



#### Finance (Banking & Securities, Insurance)



Japan total revenue  
(By Gartner Research\*)  
**US\$26,953 million**

Our customers in this sector include companies and industry bodies involved in financial services in and outside of Japan, including banks, insurance companies, securities companies, securities and commodities exchanges, credit card companies, and leasing companies. We undertake the construction and operation of robust mission critical systems that underpin such core financial operations as settlement and lending in addition to systems for transactions by branches on the customer-contact front lines, while offering other sales support. We also support the creation of new financial services such as digital banking, which is rapidly gaining ground.



#### Communications, Media & Services



Japan total revenue  
(By Gartner Research\*)  
**US\$16,616 million**

We supply network products mainly to Japanese telecommunications carriers. We also provide business solutions spanning the construction, operation, and maintenance of mission critical systems, including those for customer management and business administration. We support the advancement of industry in wide-ranging areas including production, retail, and finance, by bringing together 5G, next-generation mobile communications, and advanced digital technologies. We also help to address important social issues such as disaster responsiveness and workstyle transformation, giving impetus to reforms in healthcare and entertainment services as we seek to contribute to a prosperous society.



#### Government



Japan total revenue  
(By Gartner Research\*)  
**US\$14,221 million**<sup>\*2</sup>

<sup>\*2</sup> The figures for total market value and market share represent the combined total from the national government and local governments.

##### National Government

We provide high-performance and high-quality solutions meeting stringent customer requirements. We have extensive experience in installing systems for government ministries and extra-governmental agencies, utilizing our technological prowess in areas such as standard system development technology. While paying close attention to environmental, "universal design," and other considerations, we provide integrated services, from business planning to detailed design, development, and maintenance, to support the stable operation of customers' systems.

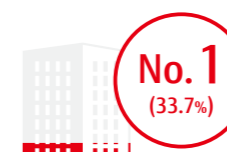


##### Local Governments

Local governments are pressing ahead with efforts to use information and communication technology (ICT) to create vibrant and pleasant communities. Initiatives include making public services more convenient through the introduction of the "My Number" social security and tax number system in Japan, while creating safe and secure cities by utilizing open data on social capital and other fields managed by local governments. Fujitsu will apply its world-class, cutting-edge ICT technology as well as the experience gained in providing solutions to local governments, to support the development of thriving communities.



#### Healthcare (Healthcare Providers)



Japan total revenue  
(By Gartner Research\*)  
**US\$2,141 million**

Drawing on in-depth experience, we offer high-performance and high-quality solutions backed by advanced technologies to tackle various challenges facing medical institutions, clinics, and care providers. We are helping to ensure advanced treatment in addition to more efficient hospital management and healthcare administration. By applying our solutions, we are meeting new social needs in such areas as comprehensive community healthcare and the system of collaboration between regional healthcare providers.

\*1 Source: Gartner, "Market Share: IT Services 2017," Dean Blackmore, Cathy Tornbohm et al., June 11 2018, vendor revenue-based.

Chart created by Fujitsu based on Gartner data.

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