



Preface

Special Issue on Quality Assurance

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In recent years, with the quality problems that have come to light in various industries, the attitude of corporations towards quality has come under renewed scrutiny. In response, the Fujitsu Group has given itself the mission of providing its customers with products and services that have highly competitive value as regards performance and quality so they can be used with confidence. This is fundamental to the manufacture of our products and provision of our services.

Fujitsu's dedication to quality began in 1966 with our High Reliability Program, the key principles of which were "Always make quality a top priority" and "Quality speaks for itself — no matter where you go". Since the early stages of this program, we have made ongoing efforts to pursue high reliability, avoided defects in every single component, and ensured that any defective components made were not incorporated into our products to cause trouble for our customers. These principles have always been a part of our challenging business spirit for the benefit of our customers.

As the systems used in products became increasingly open and services more diversified, there was also a change in customer expectations regarding quality, for which we consequently emphasized the importance of making quality assurance more customer-centric by taking an approach based on the perspective of our customers and anticipating their needs. To the customer, quality does not mean the quality of a product itself or whether a product complies with certain specifications. Instead, it means the customers' perception of quality or their expectations of the level of quality. Therefore, with this in mind, in 2001 we commenced the Qfinity activities. The term "Qfinity" is derived from "Quality" and "Infinity" and suggests the pursuit of quality to infinity.

Quality is generally interpreted to mean just product quality. However, with Qfinity we strive to achieve quality enhancement in a broader sense that includes perceived quality and other aspects of the customer-centric view of quality, thereby enhancing customer satisfaction.

However, there is no quick way of raising quality in the broader sense. Customers have ever-changing demands and expectations, and we have to do our best to fill the gap between them and the results of Fujitsu's improvement activities. We have to improve processes, raise the quality awareness of every single Fujitsu employee, and go through the Plan, Do, Check, Act (PDCA) cycle over and over again, both rapidly and with an open mind. At Fujitsu, Qfinity has proved very useful in achieving these goals, and the PDCA cycle is constantly being applied in all kinds of activities to further enhance quality.

This special issue describes the features of quality assurance at Fujitsu and our dedication to high reliability. It also looks at some of the quality assurance activities being carried in the Fujitsu Group, including activities to raise the quality of our services and support.