

# For Our Customers

We are committed to meeting our responsibilities as a company that supports society through IT.

As articulated in *The FUJITSU Way* mission statement, the Fujitsu Group seeks to “create new value by providing customers with comprehensive solutions comprising high-quality, high-performance products and services based on advanced technologies.” Pursuing quality from the customer’s standpoint is essential in order to create an environment in which anyone and everyone can use with confidence the IT solutions that support critical social infrastructure. Based on our core values of “Customers: Our dream is to make our customers’ dreams come true” and “Quality: We aim to earn our customers’ trust in Fujitsu,” each and every employee in the Fujitsu Group strives to think and act from the customer’s point of view.

## Initiatives in this Area

- Implementing customer-centric management
- The pursuit of quality
- Promoting universal design

Examples : IT Solutions to Meet Society’s Needs



## Implementing Customer-Centric Management

At the Fujitsu Group, by keeping the front lines of our customers’ operations foremost in our thoughts and actions, helping them cope with the changes they face and keeping our commitments to them, we strive to serve as an invaluable partner.

We are intensely focused on continuous quality improvement so that customers can use our products and services with confidence. We communicate with our customers on a variety of levels, starting with our sales personnel and system engineers, who are in direct contact with them. This communication allows us to stay in tune with our customers and to relay their valuable opinions and requests to upper management for further consideration.

In order to ensure that our organization is aligned in a manner that promotes customer-centric behavior, the organizational operation of each division is based upon the framework of the Japan Quality Award Program\*. We are striving to create an organization in which management issues identified within this framework are investigated and then a business plan formed and properly implemented so that we can constantly be in a position to implement customer-centric innovations.

### \* Japan Quality Award Program

This is a framework for achieving superlative customer-centric management modeled on the U.S. Malcolm Baldrige National Quality Award, the de facto standard for global management innovation.

## Communicating with Our Customers

In addition to the support provided by our sales, system engineering and field support staff who work directly with customers to configure their systems, we have set up various customer service desks to improve customer satisfaction and enhance communications.

## The Pursuit of Quality

### Compliance with the Requirements of the amended Consumer Product Safety Law

In 2006, Japan saw a series of serious accidents associated with consumer products such as room heaters, paper shredders and gas instantaneous water heaters. These accidents have resulted in an increased public awareness of product safety issues. Amid this background, Japan's Consumer Product Safety Law was amended, and the amended law came into effect on May 14, 2007. This law not only requires manufacturers and importers to report serious accident information associated with consumer products to the Minister of Economy as their obligation, it also requires the Minister promptly publishes information on the accident.

We at Fujitsu also manufacture and sell consumer products like personal computers. Therefore, we are making known and working to thoroughly carry out the duties stipulated in the amended consumer product safety law through revision of internal standards, new employee training, collective education, and quality conferences. In addition to quickly reporting any

accidents to the administration as stipulated by law, we also provide appropriate information directly to consumers.

### Quality Assurance System

We have developed systems and structures to ensure that each and every employee consistently pursues quality with a professional mindset based on *The FUJITSU Way* tenet on quality: "We aim to earn our customers' trust in Fujitsu."

Focusing on design reviews, we seek to deliver quality assurance in our product development and manufacturing processes by evaluating the reliability of the components and units as well as the systems themselves. In addition to working with suppliers to develop agreed-upon quality assurance criteria for purchased parts and units built into our products, we carry out joint quality assurance measures. The Quality Assurance Unit, which reports directly to the president and adopts a position independent of development, manufacturing and evaluation units, makes the final independent judgement on whether or not a product is suitable for shipping.

We are continuously working to improve these quality assurance measures within the framework of ISO9001 certification acquired by each of our business locations beginning in 1992.

### Quality Assurance Organization



### Improving Quality in All Our Work through Qfinity Activities

In 1966 we launched a high reliability program under the watchwords "reliability" and "creativity" primarily to improve product functions and reliability. Then, from 1977, we introduced Value Engineering (VE) activities to reduce product costs and rationalize working procedures. Building on these successes, in April 2001 we launched the "Qfinity" program with the aim of pursuing quality improvement activities suited to the new age.

Our Qfinity concept emphasizes a quality improvement model using the PDCA (plan, do, check, act) cycle that exhaustively pursues not only better product functions and reliability but also quality improvements in all phases of work, including efforts to improve customer response and delivery and reduce costs. Qfinity themes range from the major guidelines of each division to everyday issues arising in the workplace. These themes are then addressed by groups of employees who work on specific projects, and by individual employees who actively propose reforms and improvements, with all Fujitsu employees participating in principle in at least one of these ways.

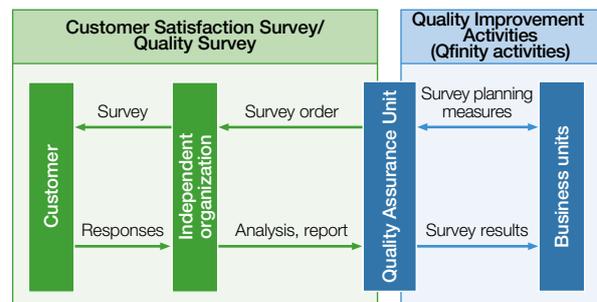
We established "striving to be number 1 in quality in products, services, and customer response" as a critical goal from the second half of 2004, and to achieve that goal, we have been moving forward with Qfinity activities in which both customer-centric and Toyota Production System\* (TPS) concept have been adopted.

\* The TPS philosophy is not just about production methods for manufacturing sites, but rather, it is a practical mechanism and approach for various types of improvement, as well as an approach to management reform.



The word Qfinity was created by combining "Quality" and "Infinity" to express the concept of the infinite pursuit of quality.

### Quality Improvement Efforts through Qfinity Activities



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With Our Employees

For Our Shareholders

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For the Environment

## Promoting Universal Design

We believe that universal design is a corporate social responsibility and are actively putting it into practice. We aim to use the products and services in which we have incorporated these principles to increase user satisfaction and contribute to further advances in our customers' businesses.

### Contributing to Customers' Businesses with Universal Design

Information technology is an indispensable part of business and our everyday lives, and it is being used in a variety of ways. As IT gathers momentum and becomes more interwoven with our social fabric, so too have its users become more diverse.

One of our goals is to make IT accessible to everyone. To make even more progress in "human-centered design," which takes human characteristics into account so that even more people can make use of IT safely, securely, and efficiently, we actively espouse the following four principles of universal design.

- **Complement the Five Senses**  
We equip our products and services with various operating methods so as not to restrict accessibility for users whose vision, hearing or other sensory functions may be impaired.
- **Consider Physical Capabilities**  
The dimensions, setup and operability of our products are all designed to flexibly accommodate users of all different statures and physical capabilities, including those in wheelchairs, and to minimize physical stress and fatigue.
- **Consider Cultural and Individual Sensitivities**  
We provide readily understood information in an attempt to avoid misunderstandings and incomprehensibility brought about by disparities in user experience, culture and language.
- **Maximize Usability**  
We design interfaces with outstanding usability to enhance user safety, security, efficacy, efficiency and satisfaction.

 **Fujitsu Design Policy**  
<http://www.fujitsu.com/global/accessibility/policy/>

### Pursuing Optimal Universal Design Solutions

At Fujitsu, an understanding of the actual place where our IT is used, or where it will be used, is the first step in promoting universal design. We emphasize first studying human characteristics themselves, then asking users' opinions, and then observing and studying the workplace. Here, we do not consider just IT, we also focus on the workplace and work style. We consider our customers' business and lifestyle issues from an expansive viewpoint, and aim at providing the customer with an even more effective solution.

## Web Accessibility Solutions

### Establishing guidelines, developing tools, and implementing internally

The Web is an effective means for transmitting information to many people. Because of that, the assurance of accessibility has become an important issue as a foundation for Web functionality, and standards for this are being created.

At Fujitsu, we first established guidelines and developed a website checking tool to implement universal design principles to improve the accessibility of our own website. Leveraging our accumulated know-how and tools developed in this effort, we provide total support for our customers' websites, from planning to evaluation, improvement, and operation.

In December 2006, in addition to the Japanese version of our Fujitsu Accessibility Assistant (checking tool), we updated the English version of the tool and began providing versions in Chinese, and Korean.



English version    Chinese version    Korean version

 **Web Accessibility**  
<http://www.fujitsu.com/global/about/responsibility/accessibility/>

## FOMA Raku-Raku PHONE III, Raku-Raku PHONE BASIC

### Developing easy-to-use products

We have now added Raku-Raku PHONE BASIC, which aims to be the ideal mobile phone for basic functionality, to the Fujitsu Raku-Raku PHONE Series available in Japan. These are products which provide a diverse set of functions, including automatic noise cancellation and voice clarity enhancement for ease of use. We will work to provide a diverse lineup of even easier-to-use models for customers.



FOMA Raku-Raku PHONE III  
Convenient advanced functionality



Raku-Raku PHONE BASIC  
Easy-to-use basic functionality

FOMA is a registered trademark of NTT DoCoMo.

Medical IT Solution to Connect Local Healthcare Providers with Advanced Medical Services

# Electronic Medical Record Regional Alliance System

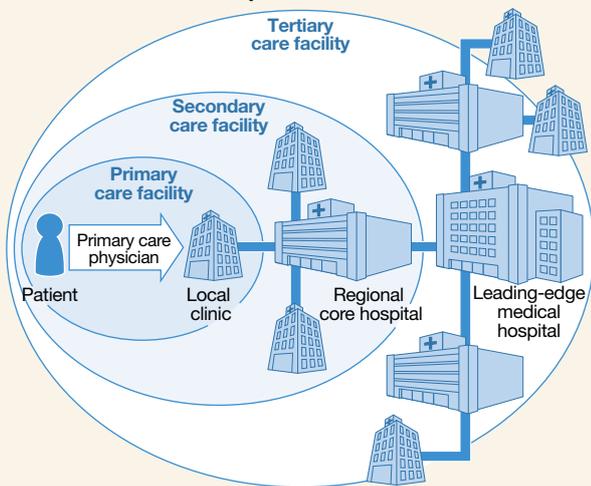


## Advances in Regional Health System Reforms

Japan is now undertaking a variety of healthcare system reforms to enable efficient use of limited medical resources and ensure that citizens have fair and equal access to medical services. One of these reforms is to explicate the scale and jurisdiction of medical facilities, such as local clinics positioned as primary care providers, regional core hospitals, and specialized hospitals that provide advanced medical services, and then to provide a framework, called a medical district, in which each of these facilities has defined responsibilities for medical treatment, as well as an infrastructure for using that framework.

These reforms also are intended to eliminate the disparities between the major cities where hospitals that provide leading-edge treatments are concentrated and localities lacking such facilities by creating a structure whereby patients can receive high-quality medical services wherever they live through a diagnostic relay system that enables collaboration between facilities within a medical district.

### Medical District Concept

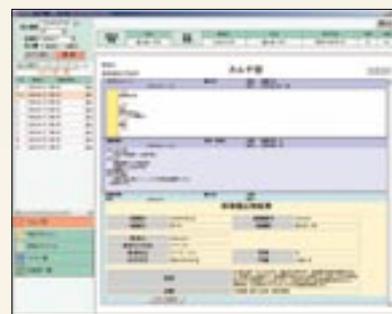


## Electronic Medical Records Enable More Extensive Information Sharing

Electronic medical records are a key technology for achieving closer and more sophisticated collaboration among medical facilities. In addition to allowing multiple staff members within a single facility to share patient information simultaneously, electronic medical records, by holding data that follows standardized rules, also provides the significant advantage of allowing the sharing and exchange of information with other facilities regardless of the vendor of the IT system used. That

is to say, in order to create an intra-regional collaborative information infrastructure, it is first essential that electronic medical record systems be widely deployed at the various medical facilities wishing to share information.

We have developed a next-generation electronic medical record regional alliance system that can record or reference information from any medical facility so equipped. This system takes advantage of our leading-edge information and



Electronic medical record regional alliance system (Sample screen image)

communications technologies and experience in building medical information systems for facilities ranging from small local clinics to large-scale leading-edge hospitals.

## IT Solutions that Earn the Confidence and Satisfaction of Doctors and Patients

Using this electronic medical record regional alliance system, medical resources such as hospital beds and sophisticated medical facilities and equipment can be used widely and effectively. This will lead to cost reductions for necessary medical procedures while also enabling more patients to receive even better medical care. Also, it will close the technical and informational gap between regions and different medical facilities, and support enhanced medical care in many facilities. For example, by using electronic medical records to share diagnostic information with a central hospital, doctors at local clinics will come in contact with the latest medical information and cases outside their specialty, and be able to acquire the latest medical know-how. In addition, the system will make it possible to implement a "diagnostic relay" process, in which the case history of a patient brought to another hospital in an emergency can be quickly retrieved from the patient's primary care physician. This will also help to reduce the burden on the patient when he or she recovers and returns to the primary care physician, since care can continue without interruption.

We are committed to fostering even higher levels of IT utilization and are working to develop IT solutions that can benefit patients and doctors alike.

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## Used in the "Hungry for Success" School Meals Program in Scotland

# Palm Vein Authentication System



### Drawbacks to the Buffet Serving System

While the buffet-style serving system that is well established for school meals in the UK has the advantage that students can take exactly as much as they want of what they want, it can also lead to unbalanced nutrition and obesity.

Also, in this type of serving system, students usually pay for their meals directly after selecting their meal. However, there are some students who, due to their family economic situation, receive financial assistance to help cover the costs of the meals. Previously, it has been easy to identify students receiving assistance as, for example, they would be provided with color-coded meal vouchers or made to pay for their meals at a separate register. The resulting psychological impact on these students became problematic. Seeking to resolve these problems, the Scottish government launched the "Hungry for Success" program to promote student health and improve welfare.

### Prescription: Palm Vein Authentication

The state-run Todholm Primary School in Paisley, a city near the Scottish metropolis of Glasgow, became one of the earliest schools where school meal reform was launched as part of the "Hungry for Success" program. In addition to switching from

a buffet style to a nutritionally balanced set menu style, effort was made to leverage IT to create an environment that would resolve the previously mentioned problems. The technology that made this new environment possible was Fujitsu's palm vein authentication system. Adopting this system made it possible to implement a cash-less payment process in which each student's meal charges are automatically recorded simply by having the student pass his or her hand over a sensor to authenticate their identity when picking up their meal. Moreover, the same payment environment is applied for all students. Thus students receiving aid for meal costs can pay for their meals without any social stigma.

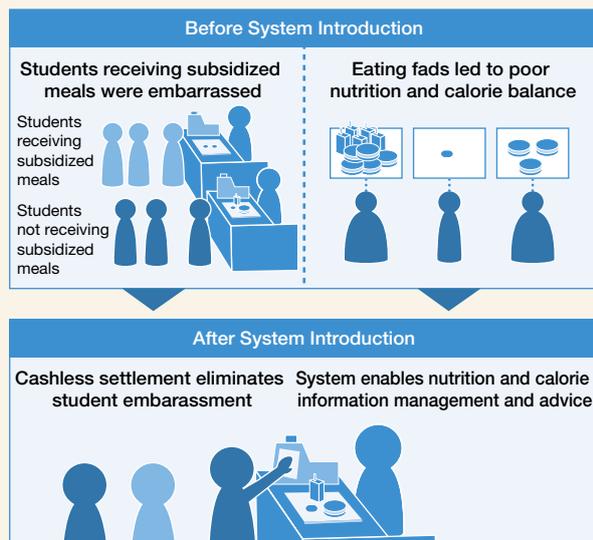
Furthermore, at the time of student authentication, information regarding previously ordered meals, food allergies and other matters can be displayed to cafeteria staff, enabling them to offer personalized advice on nutrition and calorie consumption.

### Another Reason the Palm Vein Authentication System was Chosen

It was the Scottish company Yarg Biometrics that directly undertook introducing the palm vein authentication system at Todholm Primary School. Yarg had previously tried introducing a cashless payment system based on fingerprint authentication technology at a different primary school, but the results were not favorable. As with other fingerprint systems, many students were unable to use the original system. As a result, they were unable to achieve the desired authentication rates. Furthermore, since fingerprint authentication is associated with criminal investigations, there was resistance to this method by the parents and guardians of the students. Yarg, which had been searching for an authentication system to use instead of fingerprints, became interested in and decided to adopt our palm vein authentication system, which performs reliably even when the hand is injured or scraped.

In Scotland, the palm vein authentication system has become associated with the smiling faces of schoolchildren, illustrating how IT can be used to tackle social problems. We will continue to provide IT solutions that meet society's needs.

### Palm vein recognition system helps improve Scottish school meals environment



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## Promoting Reform of the Judicial System Information System for the Japan Legal Support Center (Houterasu)



### Progress in Judicial System Reform – To Achieve a More Accessible Legal System

In Japan, reforms that are aimed at making the judicial system more accessible and familiar to people are now under way. The Comprehensive Legal Support Law enacted in 2004 proposed the ideal of achieving a society in which anyone can receive information and services to resolve legal disputes anywhere in the country. The corporation that was established in April 2006 as a central body for providing legal support to the Japanese people is the Japan Legal Support Center (Houterasu). In the prefectural capitals and rural areas with limited judicial services, Houterasu has opened and is operating 78 offices (as of May 2007) throughout Japan.

#### The Five Main Houterasu Services

- (1) **Information Services:** Provides free information on national and local government organizations, bar associations, judicial scriveners' associations and related organizations which are responsible for providing information and legal services for resolution of legal disputes.
- (2) **Civil Legal Aid:** When people need assistance of legal experts but have limited financial resources, this service aims at offering free legal consultations, and where necessary referring their cases to legal experts and granting loans to cover the expenses of trials or lawyers and judicial scriveners.
- (3) **Measures for areas with limited judicial services:** For areas where it is difficult to receive legal services due to a lack of lawyers or judicial scriveners. Houterasu will provide legal services at an appropriate cost through staff lawyers who work for Houterasu.
- (4) **Victim Support:** For crime victims and their families. Houterasu provides information on available victim aid systems, such as procedures for participation in criminal proceedings or recovery of damages for victims and other related persons. Information is also provided on victim support organizations and lawyers with expertise in the field of victim support.
- (5) **Court-Appointed Defense Counsel Services:** Houterasu swiftly and reliably enlists candidates for court-appointed defense counsel, provides assistance in arranging court-appointed defense counsel right from the investigation to the trial.

Fujitsu is handling the construction of the information system that supports these core Houterasu functions. One important point in constructing this system was to deploy the system simultaneously at all sites. We took full advantage of our nationwide network and provided support to all the Houterasu sites throughout Japan to implement this information system network.

### Striving for Ease of Use and Thorough Security

To provide timely and appropriate legal aid services, it is important that the information system be easy to use. In addition to working to improve the operability of the business management system, we have implemented an easy-to-use system environment which, for example, makes possible the consolidated management of the sequence of operations from a request from a user, to the disbursal of funds for various expenses, through full settlement. From the fact that, due to the nature of its work, Houterasu handles large amounts of personal information, a high level of security is required. We have proposed and are implementing thorough security measures, including preventing the installation of private software such as the "Winny" file-sharing program.

### Achieving Barrier-Free Information

Concern for the elderly and disabled is incorporated as an important aspect of Japan's Comprehensive Legal Support Law, and this concern must be reflected in information issued by Houterasu. Using the Fujitsu Web accessibility tool WebUD, we implemented barrier-free information access in the Houterasu website by providing features such as voice readout of Web page text and adjustable font color and size. (See page 17 for more information on our Web accessibility solutions.)

Since starting operation, the Houterasu website has been accessed on average about 12,000 times per day, and its call center receives about 800 telephone inquiries per day. We will continue to propose information systems that will contribute to improvements in Houterasu services.



Houterasu website  
<http://www.houterasu.or.jp/>

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