



# Becoming an adaptive organization

Your guide to holistic,  
continuous transformation





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# A view on your adaptive future

According to Fujitsu research, 77% of business and technology leaders believe their organizations need to react faster to market uncertainty and change.

What's more, some 64% are re-evaluating their long-term digital transformation strategy post COVID-19, to the point where they are prepared to 'scrap it' altogether. So, what will they replace it with?

**77%**

of business and technology leaders believe their organizations need to react faster to market uncertainty and change

While COVID-19 demonstrated that adaptability has moved from an aspiration to a key survival trait, the pandemic was just one example of volatile and unpredictable market conditions, which demanded not only agile and digitally-driven business models but a more iterative transformation approach.

**64%**

businesses are re-evaluating their long-term digital transformation strategy post COVID-19

Those getting ahead with this new way of working, supported by emerging technology, are already more impactful, future-proofed, and well-placed to survive the disruptive forces of tomorrow – whether those are driven by digital, competitive, or socio-political developments. And it's a direction that all organizations across the public and private sectors need to be heading in to drive continuous transformational change.

## The mindset shift:

# Proactive and integrated thinking

An adaptive organization has a mindset that enables continuous value-add for itself and the customers or citizens it serves. COVID-19 – the biggest disruptive event in recent memory – showed that most organizations had two key traits which will limit their current adaptability and hinder future success:

**1 Reactive thinking** – the idea of having to address problems or challenges when they arise. A key example of this was most organizations' shortcomings in supporting remote-working or rebalancing towards a 'digital-first' model.

**2 IT as a supporting function** – the view that technology exists only to support 'business as usual', rather than lines of business working together with the IT department to add value for the organization.

To progress and prosper in the future, adaptive thinking is needed. This involves a mindset of continuous learning and proactive thinking, informed by data. What are the next moves that will keep you ahead of the curve? It also involves treating technology as a means of developing iterative, incremental value for the business, with an operating model that harmonizes the enterprise IT function and lines of business.





# Priority initiatives for an adaptive future

We believe that organizations must focus on 5 key initiatives to ensure they are continuously resilient, responsive, and relevant (the key outcomes of being an adaptive organization). They are:

- 1 Protect foundations**  
Ensuring safety and connectivity of data and digital assets through our platform, network, and security services.
- 2 Optimize cost & agility**  
Modernizing operations to reduce spend and increase agility through cloud-based transformation.
- 3 Enhance effectiveness**  
Achieving intelligent decision-making and operational process effectiveness through our enterprise application and data services.
- 4 Build services faster**  
Continuously enhancing CX and accelerating the time-to-market of new releases, through our integrated digital service development and delivery practices.
- 5 Drive insight and new value**  
Building future business models and high-growth opportunities through our emerging technologies for data analytics and processing.

This guide will introduce you to each priority area so that you can start to understand how Fujitsu can help you get the most from your cloud, applications, and data strategies, so that you can continuously evolve and future-proof your organization against disruptive forces.

# Protected foundations

**A strong, sustainable core to adapt with pace and precision**



Adaptive organizations need to optimize cost and agility, enhance operational effectiveness, build services faster, and drive insight and new value from data and innovation. To achieve these characteristics, they need a resilient core that's not only fit for today's demands, but future-proofed for tomorrow's as well.

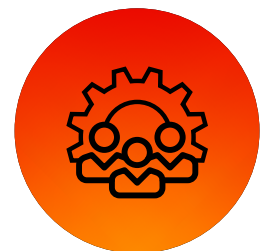
At Fujitsu, we call this Protected Foundations. This describes the digital infrastructure fundamentals that you must have in place to continuously evolve at pace – and to do so with precision, so that the safety of your data, digital assets, and critical services is never placed at risk as you move forward.

## Protected foundations in practice

All organizations need to create foundations that address 3 key requirements:

### 1. Connect your ecosystem

Bringing the distributed landscape of employees, customers, and systems together.



Employees today need to work collaboratively and access systems and data from remote locations. Customers expect to be served through digital-only or omni-channel services. And the infrastructure, applications, and data that power every organization's critical services continue to grow, with emphasis increasingly on consumption closer to the edge.

By giving people timely, flexible, and secure access to data, carefully considering your new on and offline ecosystem, and embracing the edge, you can drive the necessary connections to adapt at pace.

## 2. Protect from center to edge

Keeping data, digital assets, and services secure to maintain integrity, reputation, and trust.

The stakes have never been higher for ensuring the security of your data, digital assets, and services. The increased attack surface caused by multi-cloud adoption, distributed applications, and edge consumption, and the growing sophistication of cyber-criminal tactics put consumer trust and brand reputation at risk.

A secure foundation requires a future-fit security posture as standard if you are to consistently stay ahead of rapidly advancing cyber threats.



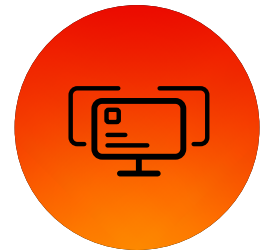
## 3. Regulate internal systems and processes

Maintaining a growing range of IT and OT systems to the highest standards.

As data privacy and security become increasingly important, organizations with traditionally very few regulatory obligations now have a growing list of concerns to tackle.

Companies are having to find ways to strike a balance between compliance and fast-paced innovation.

As a result, you need to have a proactive approach, continuously optimizing regulated systems and assessing progress to make sure you're not just keeping pace with competitors, but getting ahead of them.



**To find out more, download our complete guide to protected foundations.**

[Explore more](#)



# Optimize cost and agility

## Building fluid operations in the cloud



In our research, organizations stated their top three survival priorities were improving operational resilience, increasing organizational agility, and optimizing business processes. The need to do 'more with less' demands a more efficient, flexible, and scalable environment of modern infrastructure, applications, and related business processes. But this can't come at the cost of being able to respond quickly to rapidly changing market demands.

This balance requires embarking on cloud migration and modernization projects to maximize the value of cloud technologies, to ensure that both cost and agility are optimized for an era that demands less 'big-bang digital transformation' and more continuous evolution at rapid speed.

## Optimizing cost and agility in practice

In our view, all organizations need to focus on 3 things to optimize cost and agility:

### 1. Cloud-enabled cost reduction

**Mastering migration and continuous management for best ROI.**



Many organizations are still not realizing the full cost-saving potential of cloud - not only in terms of infrastructure running costs, but broader opportunities for business savings like sustaining lower energy, scale-out, and management costs in the longer term. Many Fujitsu customers are achieving 'Day 1' cost savings of up to 20%, purely due to flexible commercials and economies of scale; no transformation involved.

All of this said, many organizations need to accept that migrating and modernizing applications and data won't automatically result in cost savings. In fact, if not done selectively and correctly, it can have the opposite effect.



## 2. Removing technical and organizational debt

**Modernizing or updating legacy systems and ways of working.**

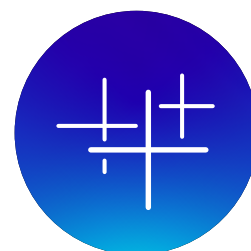


Technical debt is the aggregate of systems, applications, and code that were created or implemented as the best or quickest option at a point in time. Coupled with operational processes built around these old systems, this 'organizational debt' acts as the ball and chain that slows most organizations down today, hindering their move to the more adaptive state they now require.

From addressing applications one by one, to wrapping old systems with modern interfaces, the key to tackling debt is a systematic approach to modernization. This only works with the right ecosystem in place however, otherwise that debt can compound, coming back to haunt you down the line.

## 3. Seamless service enhancements

**Utilizing self-service and automation to deliver better availability, reliability, and responsiveness.**



The key to being a cost-efficient and agile organization is the ability to continuously optimize your technology consumption and everyday operations. With just some of the customers we have worked with, we have been able to continuously optimize cloud to drive total cost of ownership (TCO) reductions of up to 60%, and with others, we've accelerated time-to-market by 57% by replacing technical debt-ridden IT landscapes with an optimized digital core, running on modern platforms.

While cloud adoption is crucial to these efficiency gains, forward-thinking organizations should aim to leverage self-service and automation to a greater extent, to continuously optimize internal operations and in turn, enhance their external service quality. These are two key technological pillars that underpin the agile, responsive, and customer-focused business services of the future, but at this stage, they are not commonly being used to their full potential.

**To find out more, download our complete guide to optimizing cost and agility.**

[Explore more](#)



# Enhance effectiveness

**Igniting improvements for powering pace**



**Enhancing effectiveness means strengthening your ability to adapt quickly by maximizing intelligent systems for improved decision making, streamlining your operational processes to take rapid action, and delivering seamless experiences.**

That means looking externally to make the products, services, and experiences you deliver to customers really responsive to their changing needs. And it means looking internally to optimize your operations and enable your people to perform tasks more efficiently. In other words: do things faster and better on the inside to serve the outside world more effectively.

## Enhanced effectiveness in practice

**All organizations need to get 3 things right to enhance effectiveness for future prosperity:**

### 1. Smart systems and applications

**Architect and deploy modern applications that deliver timely information for better decisions.**

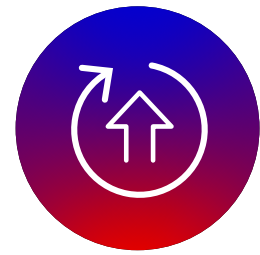


The ability to make smart decisions obviously improves the effectiveness of your organization. But to make better decisions you need the systems and applications in place that help visualize and share information within your organization, so a greater breadth and diversity of your people can participate.

We find our customers fall into two camps: those that need help with adoption of cloud-based SaaS; and, more commonly, those that have already migrated but need support to maximize its utility. To be a smart organization you need to orchestrate and procure the right SaaS applications and connect them to the right information. But, most importantly, you must establish your objective first, and design around it.



## 2. Streamlined processes and workflows



**Design and implement fast processes and efficient workflows to accelerate operations and external services.**

Being streamlined – removing roadblocks to decision making and taking action – is a key component to enhancing effectiveness. The challenge for legacy organizations is that processes have spawned to include too many people and too much energy, but are also too intricate to simply rip and replace.

The revenue impact of completely streamlined processes is clear. It was recently reported that while the average employee of companies listed on the New York Stock Exchange generates \$400,000 revenue per year, Uniswap, a DeFi exchange, brings in \$40M per employee, thanks largely to their more efficient ways of working. A focus on mapping and modelling existing workflows, coupled with the smart application of technology can avoid the frustrations and obstacles of legacy bloat.

## 3. Seamless integration and automation



**Integrate and automate your business and technology operations for seamless employee and customer experiences.**

At Fujitsu, we see seamless integration and automation as the holy grail for your enterprise systems. Of course, your systems must be integrated to work at all. The challenge lies in the fact that your diverse landscape of applications and platforms are built by different companies in different operating languages for different outcomes. They don't want to talk to each other. But to be truly effective they need to work together quickly and seamlessly

With expert orchestration, you can maximize their effectiveness. And you can introduce advanced automation such as RPA (robotic processing automation) or blockchain to leverage the full adaptable potential of your ecosystem.

**To find out more, download our complete guide to enhancing effectiveness.**

[Explore more](#)



# Build services faster

**Make impactful ideas take flight by accelerating digital development**



Many organizations are coming to the realization that building greater adaptability requires pace in digital service development. However, plenty of organizations are yet to transition from the traditional application 'change and release' methods that may have served their 'business as usual' for a long-time, but that are no longer fit for a world of unpredictable change and rapidly evolving needs.

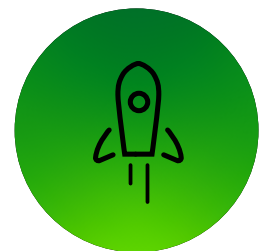
The top-performing ones are discovering the transformative power of aligning modern technology, processes, and people behind this need for speed - with a fusion of cloud, agile, and DevOps best-practices adopted to build services faster.

## Building services faster in practice

All organizations need to be able to get 3 things right to achieve high-velocity application lifecycle management:

### 1. Architect for velocity

**Moving from monolithic architectures towards modular and composable ones.**

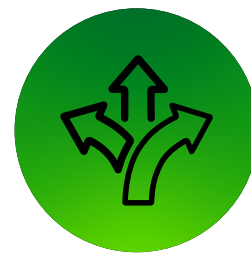


Creating the optimal application deployment characteristics – namely architecture and underpinning technologies – will play a pivotal role in accelerating the development, deployment, and evolution of digital services.

Considering this, the ideal landscape is an IT service ecosystem that can responsively shape and prioritize fluctuating business demands - and deliver on these in the form of new solutions and features that can continuously evolve to ensure future value.



## 2. Agile innovation approach

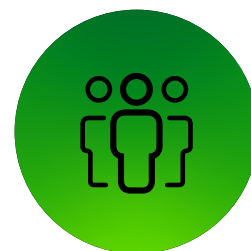


The right team formation, culture, and control.

Despite the potential of architectural transformation, this alone cannot deliver the target outcomes of high speed, agility, and increased CX. There's something just as powerful that makes all these things come to life: the shift in organizational approach and culture.

Many organizations have seen their technological advances rendered meaningless due to an inability to form the teams, master the methods, and normalize the ways of working that facilitate business-wide agility and speed. Those that have made good progress are not only building services faster today; they are building an inclusive developer community culture that enables sustainable success in future.

## 3. Addressing resource gaps



Overcoming skills shortages with people and technology.

Quicker time-to-market requires digital development skills that are in short supply. Many organizations simply do not have the knowledge and experience to build services faster. Gaining and scaling this expertise in-house can be complex and difficult. There are a couple of reasons for this: first, the sheer range of competencies now required across a diverse range of languages and platforms; second, sourcing developers is now a highly competitive market due to supply vs. demand.

By modernizing your application ecosystems, accelerating development times with a cloud-native focus, and democratizing and empowering your staff with low and no-code solutions, you will become a more resilient and adaptable organization. And from a point of resilience and adaptability, you can look to create new, innovative, and valuable products and services for your customers, both existing and untapped.

**To find out more, download our complete guide to building services faster.**

[Explore more](#)



# Drive insight and new value

**Realize new possibilities through data and emerging technologies**



For your data to fuel innovation and have customer and societal value, you need more than the latest technology. You need alignment between business units, education to improve data literacy, and a data strategy with clearly defined and measurable objectives.

The catalyst for all this is to position data advocates up and down your organization to drive cultural change and influence strategy, resourcing, processes, and procurement.

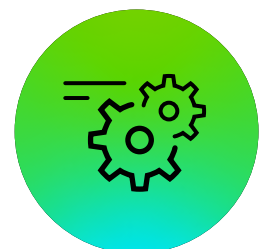
The organizations that can drive insight and new value from data can: increase efficiencies and reduce costs; swiftly enter new markets with disruptive products and services; offer personalized customer service; and empower workforces.

## Driving insight and new value in practice

All organizations need to get 3 things right to drive insight and new value from their data for future prosperity:

### 1. Ensure data integrity and readiness

Make your data visible, understood, and usable as a source of future insight and new value.



Working with customers, we often find duplicated, inconsistent, incomplete, and unorganized data sets. But data integrity can be achieved by raw source data being collected correctly, standardized, and stored with the proper governance.



This single point of truth ensures your data is 'analytics ready', helping to align your analysts from the start. Doing this manually is slow and expensive. Automating these processes cuts time-to-value significantly. And, of course, data security is at the heart of data integrity. Storage must be compliant with industry data regulations to keep your customers secure and your brand's reputation intact.

## 2. Drive intelligence through data insight

Use data as a source of intelligent insight for your organization and its customers.

Once your data is prepared, it can be analyzed to start influencing product and service design. And it can support tactical and strategic decision making with historical, current, and predictive business modeling.

For example, with [Scottish Water](#) we combined multiple data assets to understand the root causes of customer complaints. With this information we built a comprehensive predictive model across 4.1m households, helping Scottish Water to proactively fix issues before they became complaints.

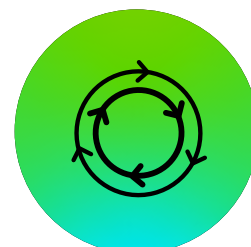


## 3. Innovate to generate new value

Deliver innovative solutions that generate new sustainable sources of value from data.

The final piece of the puzzle is to use your data to innovate: powering advanced technologies; informing strategic business decisions as well as helping identify the tactics to achieve them; improving the experience and wellbeing of staff with better tools and streamlined processes.

The fast-scaling, adaptable businesses we work with often have a Chief Data Officer (CDO) in place – someone whose role is to get value from data from an operational and product point of view, and to build a data culture from the C-Suite down.



**To find out more, download our complete guide to driving insight and new value.**

[Explore more](#)



# Accelerate with Fujitsu

If you want to adapt and drive modern applications at high speed, you need to have the right expertise working with you. That's where we and our partners can help. Together, we support you to develop and apply the right strategy, accelerate your application initiatives, and overcome the major hurdles that often stand in the way for most organizations.

## Strategy

We help you identify and combine the best strategies to move, transform, and build new applications using legacy modernization (progression), application transformation (re-architecting), application development (cloud-native and multi-experience/low code development), and integration services.

Through our tried and trusted methods – covering design-thinking and ideation to proofs of concept and proofs of value – we set you on the right track, using the right methods, on the right platforms, giving you the skills, the knowledge, and a business case and roadmap you can confidently move ahead with.

## Accelerating delivery

When it comes to moving, modernizing, and transforming applications, we ensure a safe and fast transition that minimizes business risk. With proven frameworks, solutions, and accredited experts, we successfully deliver for many of the most highly regulated, heavyweight and risk-averse organizations in the world – both enterprise and government.

Adept across a huge range of development languages and cloud platforms, our agile development squads work alongside your in-house experts as part of one DevOps team, supporting you for as long as you need us to.

## Overcoming complexity

Overcoming organizational red-tape, technological complexity, and skills shortages are just some of the hurdles that most organizations embarking on a modern applications journey are grappling with.

With this in mind, you can rest assured that Fujitsu's unique blend of expertise, covering the entire applications spectrum from legacy to cutting-edge cloud-native, can assist you in transitioning from old world to new.



**Get started:**

# Accelerate by working with Fujitsu and our partners

Fujitsu has the global expertise and partner ecosystem to accelerate your adaptive future, powered by modern applications. When you co-create with us, you get a partnership that is:

## **Connected**

With one diverse ecosystem fully at your disposal for all your application transformation needs.

## **Responsive**

Our agility and pace are designed to deliver fast and positive results for our clients.

## **Experienced**

Our multi-faceted problem-solving skills give us the know-how to unravel complexity and present a clear way forward.

## **People first**

Our purposeful approach unlocks meaningful change for every employee within your business.

## **Grounded**

We always stay focused on the outcomes, using pragmatic approaches to deliver value. We will not allow distractions to divert our attention from your end goals.

## **Trusted**

We are stable, resilient, and proven.

**Contact us via our website to get started.**

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