![Fujitsu logo]

Stories from our customers

Browse this collection of customer stories to learn more about how we're helping organizations transform, grow, and thrive.

Introduction

Customers are the life and soul of Fujitsu. Every day, in every corner of the world, our people are working tirelessly to transform the day-to-day reality for our customers.

From reducing operational costs to cutting years off the time taken to discover new life-saving drugs, our customers trust us with their biggest, most complex challenges. By working closely with our customers, combining our market-leading technology with a deep understanding of their business, we not only help them overcome the hurdles of today; we help them create a better tomorrow.

We're immensely proud of what we do with and for our customers, and nothing makes us prouder than when they share stories of what we've helped them achieve. In this pack, you'll find 27 stories that demonstrate, in the voice of our customers, the value that Fujitsu delivers to business and society.

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Contents

Lead solution portfolio featured in the story

Work Life Shift	Hybrid IT	Consumer Experience
Digital Shifts - Data Driven	Business Applications	Healthy Living

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Business Applications

> **"Fujitsu's background experience with lean processes and manufacturing gave us the confidence they could help us with our upgrade to RISE with SAP."**
>
> **Jussi Sorvali,** CIO, HMD Global

Orchestrating the right outcomes

Finland

Challenge
To drive its "unicorn level growth" HMD Global needed a more robust ERP system, but the complexity of the transition to RISE with SAP required a partner experienced in multistakeholder infrastructure programs.

Solution
Fujitsu managed the project and workstreams between the HMD and SAP teams. Co-ordination and communication between multiple groups was essential to ensure a successful mission-critical system transformation.

Outcomes
- Keeping both IT staff and cost levels low and transparent, even as the size of the business grows
- Quick integration of new business partners into the system landscape
- Management of sustainability with enterprise-wide process visibility

HMD Global

Europe's largest manufacturer of smartphones

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HMD

SUBARU Corporation

All parts quality-assured in real time using IoT and AI

"This technology enables us to assess the quality of components the moment they are produced, without measuring each one individually."

Suguru Ohba, Manager, DX Planning, Manufacturing Engineering Management Department, Manufacturing Division, SUBARU Corporation

Ensuring mass production quality in real time with AI

Japan

Challenge
To maximize the benefits of the shift to smart factories utilizing IoT and AI, there was a need to further improve quality assurance technology for component machining processes.

Solution
High-accuracy AI modeling for camshaft grinding quality assurance with a dedicated system for AI model lifecycle management.

Outcomes
- Consistently high quality of mass-produced camshaft components

- Reduction of production line downtime and grinding process waste materials and parts

- Development of a quality assurance system that can potentially be applied to a wide range of other manufacturing processes

Read the full story

Business Applications

> **"Being able to communicate smoothly without meeting each other is possible because of mutual trust, and this comfort can be said to be a big attraction."**
>
> **Hiroyuki Kochi,** Director, General Manager, Business Promotion Division

SHOWA GLOVE

Adapting to SAP system operations for a global market

Streamlining operations with Fujitsu's AMS

📍 Japan

Challenge
A need to bolster the operational structure of the SAP system to be able to respond quickly to domestic and international tax laws; Little knowledge of supporting and working with overseas offices; Essential to improve case management ability to increase response speed.

Solution
Being without an IT department, SHOWA GLOVE outsourced SAP knowledge management and system operations to Fujitsu. Through Fujitsu's Application Management Services (AMS), the team at SHOWA GLOVE was able to streamline their expansion process overseas.

Outcomes
- SHOWA GLOVE gained a strong partner with a proven track record of support for both domestic and overseas offices

- In-house (on-site) SAP knowledge was improved through careful verification and explanation as problems occurred

- Fujitsu provided case management in addition to ensuring smooth communication and quick response with their in-depth understanding of the business

Read the full story

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Bayer Crop Science

300 seconds for a high-speed hybrid quantum solution

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> *"Quantum computing has the potential to play a vital role in ensuring we can fulfill our ultimate ambition: health for all, hunger for none."*

Dr. Ulf Hengstmann, Digital Transformation Lead, Bayer

Quantum-inspired computing's potential to raise yields

📍 USA

Challenge
As the leader in global seed production, Bayer constantly innovates to ensure the quality and availability of products for farmers. Increasing solution speed and the efficiency of product planning and scheduling are key and limited by conventional solvers.

Solution
Bayer experimented with quantum-inspired computing using Fujitsu's Digital Annealer to increase the number and combination of variables that can simultaneously be processed – thereby optimizing seed production planning and materials campaign scheduling.

Outcomes
- Proven feasibility of more complex campaign scheduling

- Potential to enable more efficient and robust supply

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BAYER Crop Science

Business Applications

> "Fujitsu implemented the Smart-K project, deploying SAP S/4HANA PEO. This ensures all manufacturing processes are integrated."
>
> **Akihito Sakai,** PhD and Executive Fellow, Aerospace Systems Company, Kawasaki Heavy Industries

Integrating design and manufacturing data

Japan

Challenge

Kawasaki Heavy Industries wanted to revamp its core manufacturing processes. It wanted to eliminate paper-based processes and integrate manufacturing and design data.

Solution

Fujitsu implemented the Smart-K project, deploying SAP S/4HANA PEO. This ensures all manufacturing processes are integrated in real-time and enables the conversion of production information into data.

Outcomes

- Enables the management of production changes in real-time
- Digitization removes paper documentation and improves operational efficiency
- Raises production quality and accelerates work style innovation

Kawasaki Heavy Industries

35,000+ global employees

FUJITSU

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Kawasaki
Powering your potential

"Fujitsu is a reliable service provider who responds quickly to our needs and supplies high-quality results in short time."

Stefan Spiller, Head of IT Contact Center, Carl Zeiss AG

IT service desk: fast, reliable, and global

📍 **Germany**

Challenge

Carl Zeiss AG has an extensive, heterogeneous IT infrastructure that has grown over the course of many years. The company needs expert support and reliable service worldwide for this infrastructure.

Solution

Fujitsu provides a global IT service desk and special services with a team of 65 members from its Global Delivery Center in Portugal.

Outcomes

- Fast and reliable support for all conceivable IT incidents provided by experienced Fujitsu experts
- Seamless transition to employees working from home during the pandemic

Carl Zeiss AG

Global IT service desk secures stable IT processes worldwide

FUJITSU

Read the full story

ZEISS

> **"We decided that the BLUEFIELD™ approach was optimal in that it would allow us to continue utilizing the vast amount of data accumulated to date while revising the workflow of the system."**
>
> **Hiroshi Kashiwagi,** Head of IT Department, EagleBurgmann Japan Co., Ltd.

Enables migration and consolidation in a short timeframe

📍 Japan

Challenge

Core business operations were integrated into SAP systems in 2013, but SAP standard functions were not fully utilized. Many add-on assets made system operation complicated and costly. Lack of internal and external SAP personnel despite impending end of SAP ECC support.

Solution

EagleBurgmann Japan aims to build a new core system that integrates core business operations with ERP (mission-critical tasks), CRM (customer relationship management), and PLM (technology-related documentation management) systems as its core.

Outcomes

- By adopting the BLUEFIELD™ approach, workflow could be revised while allowing for utilization of the vast amount of accumulated past data

- Promoted automation of core systems to achieve DX, and began the first step, which is S/4HANA integration

- Integration enabled resource sharing for operations

- Ninety-percent reduction of addons and utilization of standard functions increased by approximately 1.5x

Read the full story

EagleBurgmann Japan Co., Ltd.

1.5x increase in utilization of standard SAP functions

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Australia Post

Creating social impact through digital inclusion

FUJITSU

> **"This partnership is a tremendous acknowledgment of our commitment to training excellence and is a great example of how we work closely with industry to develop training that enables people to change their lives and build lifelong careers."**
>
> **Mary Campbell,** Chief Executive Officer, TAFE Queensland

Driving digital inclusion in First Nations Communities

Australia

Challenge

Aboriginal and Torres Strait Islander Communities, such as that in Cherbourg, have continued to demonstrate unmatched strength and resilience, and it's time this value is recognized by corporate Australia.

Solution

Fujitsu, together with the Cherbourg Aboriginal Shire Council and Community, Queensland Department of Innovation, Tourism and Sport, and TAFE Queensland," opened the First Nations-led Cherbourg Digital Service Centre" to support the digital transformation of the Community. Australia Post now uses 8 service center workers to support its workforce, creating meaningful social impact and driving digital inclusion.

Outcomes

- Service Centre staff gain on-the-job training and work towards obtaining a Certificate III in Business from TAFE Queensland

- Fujitsu customers like Australia Post get the opportunity to contribute by opting to have their support calls attended by staff from the Cherbourg Service Centre

- The Cherbourg Community sees a route to sustainable employment

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Australia Post

Consumer Experience

Township of Barsbüttel

Capture and analysis of room data in real time

FUJITSU

"Fujitsu's data analysis made us aware that we'd massively exceeded limit values that negatively impact the learning process."

Thorsten Schöß-Marquardt, Principal Erich Kästner Comprehensive School

Data monitoring for best energy efficiency

Germany

Challenge
The township of Barsbüttel planned to check the energy consumption in municipal buildings. The municipality therefore went looking for innovative options to obtain and evaluate data.

Solution
Fujitsu used sensors to capture temperature, humidity, light intensity, and CO2 data in real time. The data was then consolidated and visualized with the IoT Operations Cockpit analysis platform.

Outcomes
- Established transparency of actual air quality

- Identified ways to save energy

- Improved learning and work environments as well as energy footprint

Read the full story

Gemeinde
Barsbüttel
... mak dran und mitten drin!

Data Driven

City of Montréal

Proactively managing traffic in Montréal

FUJITSU

"Fujitsu enables us to improve our civic service through automation and machine learning, reducing service times, environmental impact, and operational costs."

Representative, City of Montréal

Smoothing traffic flows with AI

Canada

Challenge
Streamline traffic in the port district with a solution that could predict traffic flow, helping the city take decisive action to reduce traffic-related issues before they occur.

Solution
Fujitsu implemented its smart city AI solution, using sensors, CCTV, and crowd detection and movement analysis. The results helped co-ordinate 2,500+ traffic lights based on traffic flow and optimize routes for civic vehicles.

Outcomes
- Reduced journey times
- Ensured smoother traffic flows
- Lowered emissions resulting in less air pollution

Read the full story

HM Revenue & Customs (HMRC)

Migrating core business services to Azure

> "Fujitsu and HMRC worked together seamlessly to ensure the smooth migration of these vital services."
>
> **Jo Connew,** SOTF Programme Director, HMRC

Enabling seamless Azure migration

United Kingdom

Challenge
Through a competitive tender, HMRC looked to migrate 13 core business services to Microsoft Azure. It needed the right migration solution and chose long term strategic IT partner, Fujitsu.

Solution
Fujitsu Cloud Services for Microsoft Azure: used to rehost and replatform 13 HMRC business services to Microsoft Azure.

Outcomes
- Identified multiple opportunities to drive and improve customer processes

- Developed a framework for future migrations to Azure Cloud

- Supported enhancement of customer's technical capability

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Business Applications

Palkeet

1 year for a successful transformation

"We focused on quality in the procurement phase and the success of this approach was proven throughout this programme. Fujitsu people are truly experts."

Suvi Allan, Head of Finance Transformation, Palkeet

New system lifts Government Finance to next level

📍 **Finland**

Challenge
As part of its digital transformation, Palkeet needed to convert from SAP ECC to S/4HANA and create a brand-new user interface without a break in operations.

Solution
In a large finance transformation programme, Fujitsu helped Palkeet implement S/4HANA, design and implement process changes as well as create a new user interface.

Outcomes
- Improved reporting capabilities
- Better user experience through new user interface
- More efficient order-to-cash process

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Palkeet

Hybrid IT

Ministry of Education and Child Care, British Columbia

Zero information access delays

FUJITSU

"The Agile approach introduced by Fujitsu has streamlined product development and increased transparency."

Spokesperson, Services and Technology, Ministry of Education and Child Care, British Columbia

A cloud first for the Government of BC

Canada

Challenge

British Columbia in Canada has strict privacy laws. The Ministry needed to ensure student data privacy would be protected and regulatory requirements for in-country data storage would be met when moving to the cloud.

Solution

The Ministry with Fujitsu, carried out a Privacy Impact Assessment and produced a submission to the government to move to the cloud. Fujitsu also introduced agile processes for evolving MyEdBC.

Outcomes

- The first Ministry to successfully move core government services to the cloud in British Columbia

- Removed delays in accessing information pertaining to students

- Zero complaints from users during peak periods

Read the full story

BRITISH COLUMBIA

" This system enables us to create medical frameworks that allow even non-specialists to quickly narrow down promising therapeutic drug candidates and propose new treatment methods."

Dr. Issei Imoto, Director, Aichi Cancer Center Research Institute

Supporting quick selection of cancer genomic medicine with AI

Japan

Challenge
Cancer genomic medicine, in which therapeutic agents are selected based on a patient's genetic mutation information, requires clinicians to search through vast amounts of medical data in order to develop effective treatment plans.

Solution
Fujitsu AI technology for information extraction and data integration was used to construct a system that enables candidate drugs to be quickly matched with genetic mutations in cancer tissue.

Outcomes
- Centralized access to drug information and clinical test data

- Significantly faster determination of potential drug efficacy and collation of supporting clinical data

- Improved therapeutic outcomes and Solution avoidance of unnecessary treatments

Aichi Cancer Center

1.2 million clinical reports evaluated instantly

FUJITSU

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"By integrating smartphones into our payment infrastructure, we're redefining the very nature of the retail business."

Taiji Sumino, VP of Digital Transformation Dept and Program Manager of DX Development Bureau, United Super Markets Holdings Inc.

Creating a more enjoyable shopping experience with DX

📍 Japan

United Super Markets Holdings Inc.

Flexible integration allowing developers to focus on service development

Challenge
With growing demand for more personalized shopping services, the client needed a flexible and agile platform for rapid service development and deployment in the retail market.

Solution
Fujitsu Flexible Commerce platform, which offers effortless integration of back-end and front-end services.

Outcomes
- Lead time for the introduction of new digital services has been cut in half

- Rapid introduction of a "Scan&Go Ignica" smartphone app has revolutionized the customer shopping experience

- Enhanced development agility enables monthly enhancements to service functionality to be rolled out quickly

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Hybrid IT

> **"Working as one team across Fujitsu, Whitbread, and Microsoft has given us a cloud platform that enables migration to a modern environment."**
>
> **Simon Maddock,** Head of Infrastructure, Whitbread

Creating a Springboard™ to Azure Cloud

United Kingdom

Challenge
Whitbread wanted to move away from its traditional data center to the cloud to increase agility and become more innovative, sustainable and efficient. It needed the right partner to enable this journey.

Solution
Fujitsu is migrating multiple Whitbread applications to Microsoft Azure, using Fujitsu Springboard™ for Azure; a new platform for innovation and growth in Azure based on Microsoft Enterprise Scale Landing Zones.

Outcomes
- Enables better decision-making and efficiency through transparent governance
- Accelerates time to market
- More environmentally sustainable platform

Whitbread

Faster, more flexible, more sustainable

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Data Driven

"Our new motto, 'we make your heart race' is really embodied by our partnership with Fujitsu. Together we are creating a solution that provides all users of the Nürburgring with much higher safety standards in the future."

Christian Stephani, CEO Nürburgring 1927 GmbH & Co. KG

Digitalizing safety at the Nürburgring

Germany

Challenge
The Nürburgring needed to improve track safety using AI object recognition to identify vehicles or people on the track.

Solution
Artificial intelligence monitors the driving track with the help of around 100 cameras. The AI system immediately registers safety-relevant incidents and forwards them to operations management.

Outcomes
- Automatically detect issues in real time
- Drivers can be warned immediately of dangers via LED displays on the track

Nürburgring

100 cameras supporting a real time AI system

FUJITSU

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nürburgring

> **"The Fujitsu team impressed us with their ethos of sustainability. They also have a compelling track record with Ricex and Fertx."**
>
> **Terry Paule,** Co-Founder and CEO, Botanical Water Technologies

Delivering a new source of water

📍 **Australia**

Challenge
BWT needed a blockchain platform to support its boldly ambitious Botanical Water Exchange (BWX) which enables the transparent, secure trading of water.

Solution
The new platform relies on the FUJITSU Track and Trust service, which uses blockchain technology to ensure end-to-end transparency and traceability of processes.

Outcomes
- Blockchain enables the secure trading of sustainable water
- Total visibility of refinement, sales, purchase, delivery and usage
- Real-time view of production, including weighbridges, pumps and monitoring

Botanical Water Technologies

3 trillion liters of sustainable water available each year

FUJITSU

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BOTANICAL WATER TECHNOLOGIES

Vector Limited

Significant annual cost saving from bringing IT in-house

> **"Fujitsu went the extra mile to enable our success. And in a way that was collaborative, that made them part of our team."**
>
> **Rachelle Mortimer-King,** Transformation and Service Manager, Vector Limited

Automated service desk ups efficiency

New Zealand

Challenge
Vector's outsourced IT services support was manual and did not enable it to make maximum use of its data. It wanted to automate and bring ITSM in-house quickly before the outsourcing contract expired.

Solution
Fujitsu helped to set up ServiceNow ITSM in-house, integrating it with multiple third-party service providers and supplying training to Vector staff on the new system, all in a three-month timeframe.

Outcomes
- Improved visibility on volume and nature of IT support service requests
- Eliminated the need for outsourced IT helpdesk services
- Routed IT support tickets directly to relevant teams

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vector

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Work Life Shift

"Fujitsu is constantly working to drive process improvements. The team brings us lots of great ideas."

Emma Cawthray, IS Operational Delivery Director, Centrica plc

Centrica plc

80% quicker time to resolve

FUJITSU

Partnering improves productivity

UK & Ireland

Challenge

Keeping the Centrica contact centre up and running became more challenging when the pandemic hit. It wanted to ensure that colleagues working from home were able to get the support they needed.

Solution

Fujitsu demonstrated an automated virtual assistant and suggested use cases for its adoption. Combining the virtual assistant Buddy with Alluvio Aternity's automated proactive self-healing brought added value.

Outcomes

- Cut resolution times for straightforward IT issues by 80%

- Gave Centrica employees back an average of 200 person-days a month

- Cut costs and delivered a >300% return on investment

Read the full story

centrica

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PPP Green Complex Public Company

Improved production efficiency with SAP S/4HANA

FUJITSU

"These are important steps in the transformation for the palm industry into the digital age, that will not only add value, enhance competitiveness and be environment friendly but also contribute to the sustainability of Thailand's palm industry."

SOMKID DILOKRITDAMRONG, Vice president, Finance PPPGC

Delivering the first green palm oil producer in Thailand   ⊙ **Thailand**

Challenge
To enhance the potential and create an efficient production process, PPPGC strives to meet the international standards for quality products by leveraging modern production technology, building a systematic production chain, and integrating information and work processes in line with international standards.

Solution
PPPGC empowers digital palm oil businesses with SAP S/4HANA and cloud solutions.

Outcomes
- SAP system connected accurate and up-to-date data in various departments, which improved the operational and production efficiency of the 6 production plants in the Palm Complex

- Completed the project and successfully started the operation in a short period of time (within 6 months)

- Contributed to the sustainability of Thailand's palm oil industry as well as further enhanced the industry's competitiveness

📖 **Read the full story**   ▶ **Watch the video**

"I think the main thing about Fujitsu is that
  we felt we gained a partner and not just a developer."

Ben Peeters, Co-Founder, FraktionX

FraktionX

2 months to design the platform's first iteration

Changing the idea of property

Belgium

Challenge
FraktionX needed support in designing a technological strategy and building a licensed and secure platform that would offer customers a chance to easily purchase property and democratize real estate.

Solution
Having found solid technical solutions and a reliable partner, the startup is relying on Fujitsu's operational and advisory services and Fujitsu Track and Trust, which uses blockchain technology.

Outcomes
- Fraktion, a reliable platform built quickly and collaboratively
- Democratized real estate through tokenization
- A simpler process of acquiring property without admin hurdles

Read the full story

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FRAKTIONX

Consumer Experience

"Top athletes will pay attention to every centimeter they can get so I also do whatever I can to make the track faster. It has been a huge help that Fujitsu takes on complex problems and brings us solutions and expertise we were never aware of."

Ingo Götze, Ice Master Winterberg Sports Center

Making ice more sustainable

Germany

Challenge

Winter sports like bobsleigh, luge, and skeleton are hugely popular but operating and cooling the track consumes a huge amount of energy. The Veltins-EisArena in Winterberg needed to reduce the energy consumption associated with ice rink cooling for sustainability and cost-based reasons.

Solution

Fujitsu provides sensors to measure the thickness of ice as well as environmental factors such as humidity, temperature and light. All data is fed back into a Fujitsu IoT Operations Cockpit via the cloud. A digital ice rink is shown on a dashboard. Areas that are too thick or too thin are visually highlighted so that ice can be applied or removed in a targeted manner.

Outcomes

- The ice thickness can now be precisely determined, and the cooling elements can be controlled more efficiently

- This results in energy savings of 10 percent per reduced centimeter of ice thickness as well as ideal conditions for the athletes

VELTINS-EisArena Winterberg

10% cost savings through optimal ice thickness

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VELTINS EisArena WINTERBERG

Skogforsk

1 operator can interact with several machines at the same time

FUJITSU

> "The partnership has worked well. We call Fujitsu a digital giant."

Charlotte Bengtsson, CEO, Skogforsk

Using 5G for sustainable forestry

Sweden

Challenge
The presence of deep woodland and high mountains make establishing real-time connections with machines in the forests of Sweden extremely challenging.

Solution
Fujitsu created a high-capacity area using a local 5G network, ensuring reliable data communications and low latency, and enabling the promise of autonomous vehicles at Skogforsk's lab outside of Uppsala.

Outcomes
- Remote-controlled autonomous forest machines of fer efficiency gains
- Machine operators enjoy a safer and more advanced working environment

Read the full story   **Watch the video**

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skogforsk

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Data Driven

"**Fujitsu has provided a flexible, easy-to-use, and accurate AI solution that has transformed how we analyze samples, speeding up the process and eliminating human error.**"

Eric Capodanno, Scientific Director, Phytocontrol

Ensuring food safety and boosting healthy living with AI

France

Challenge
Analyzing samples is a vital way to ensure there are no contaminants present in foodstuffs, however, it takes time and is prone to human error. Phytocontrol wanted to use AI to automate the analysis.

Solution
- Fujitsu AI platform for automated chromatography sample analysis
- Integrated with a newly installed ERP platform to bring data analytics closer to business operations

Outcomes
- Samples can be processed much faster
- AI platform eliminates human error
- Intuitive and familiar interface makes it easy to use
- Extensible, adaptable, and integrated approach enables digital transformation
- Solution can be extended to other contaminants

Phytocontrol

Flexible easy-to-use and accurate AI solution

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Hybrid IT

"**Fujitsu has been very flexible working with us, and working through multiple unforeseen issues, all within the migration timeframe.**"

Elias Anastasiadis, Project Management Practice Lead, Perpetual Ltd

Migrating to Azure without disruption

Australia

Perpetual Ltd

Zero rollbacks throughout migration

Challenge
Perpetual wanted to modernize and migrate its on-premises infrastructure to the cloud to mitigate risks, avoid costly updates, and improve speed to market for new products and services.

Solution
Fujitsu's project team evaluated, planned and executed migration of workloads to Azure, mitigating downtime or disruption while simultaneously pushing forward with migrations without need for rollbacks.

Outcomes
- Mitigated risks from legacy systems and improved agility to the business
- Eliminated the need for large regular infrastructure refreshes
- Improved ability to scale solutions

Read the full story

Perpetual

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Steinweg

2 months to adopt new features, down from seven

"I don't have to look into the details of ServiceNow but can focus on the needs of the business itself."

Evans Sarfo Boadi, ServiceNow Product Owner, Steinweg

Unlocking the value of the Now Platform

⚲ **Netherlands**

Challenge
The high demand from the business and fast development of the platform were straining the limited in-house resources, affecting best practices, quality assurance, and development of new features.

Solution
Fujitsu proposed a combined setup of Fujitsu NL and the GDC team of dedicated and experienced developers, reducing operational effort for Steinweg and   allowing it to focus on more strategic goals.

Outcomes
- Faster delivery of projects to production
- Ensured adherence to best practices and company standards
- Allowed the company to adopt a more business-oriented approach

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C. Steinweg Group

Find more case studies here: <u>**Customer stories webpage**</u>

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