

Fujitsu on Partner Ecosystem

July 2024

Overview

- Partner-led sales represent more than 80% of Fujitsu's business in the EMEA region – consequently, for Fujitsu to be successful, its partners must also be successful.
- In May 2024, Fujitsu announced a substantial overhaul of its partner program to create the Fujitsu Partner Ecosystem. This program supports its overall data-driven transformation strategy, rewards partners and nurtures a symbiotic relationship that contributes to mutual success.
- The new partner program is built on three foundational pillars – driving revenue, technology skills, and co-selling opportunities. Each pillar is crucial in strengthening the partner ecosystem and propelling Fujitsu's data center business to new heights.
- A differentiating feature of the new partner program focuses on recognizing the power of interconnected webs of partnerships. Fujitsu emphasizes the diversity of its partners – from resellers and system integrators to technology consultants and service providers – and encourages collaboration between partners of different types, creating a synergy that goes beyond the traditional linear approach.
- Existing Fujitsu SELECT Partners can migrate to the new program after completing a new Company Certification.

Stronger Together as an Ecosystem

- Helping to achieve today's business objectives requires multiple technologies and channel partners to work together. Fujitsu helps its channel address this opportunity by integrating partners of all sizes into an ecosystem where they are empowered to collaborate effectively to realize emerging market opportunities and create business value. Fujitsu facilitates partner-to-partner collaboration and provides a joint go-to-market approach.
- Fujitsu Ecosystem Platform is the latest evolutionary step, providing a dynamic space for customers and existing and new partners to collaborate, innovate, and generate new business value. The platform's features allow partners to interact at many new levels, from promoting their value-adding solutions and innovations to posting "challenges" for new partner-to-partner collaboration to fulfill new customer projects. It also encourages micro-alliances to assemble and deliver complete customer solutions.

Fujitsu's new Partner Program

- Introduced in May 2024, Fujitsu's new Partner program boasts a straightforward, streamlined structure with clear requirements that enable partners to thrive. Fujitsu is focused on creating new opportunities for profitability, offering competitive backend rebates benchmarked against equivalent partner programs. It has also reset thresholds to engage with partners of all sizes, including small and medium businesses.
- The program features three foundational pillars: **Revenue success, technology skills development and co-selling opportunities.**
- **Focus on revenue success**
 - The revamped program strongly emphasizes recognizing and rewarding partners for contributing to the company's financial success. By aligning incentives with revenue generation, Fujitsu motivates partners to excel with a transparent and fair system fostering trust and collaboration.
 - After benchmarking partner programs from rival vendors, Fujitsu targets increased profitability for partners via competitive backend rebates and thresholds within reach for different partner levels. This allows partners to calculate their earnings in Fujitsu-related deals.
 - There are three partnership levels: Fujitsu Essential Partner, Fujitsu Advanced Partner, and Fujitsu Strategic Partner. Fujitsu co-marketing support is available even at the lowest tier.
 - Simplified training requirements and a new, more accessible certification and accreditation model underline the focus on revenue.
- **Technology skills development**
 - Fujitsu's new Partner Program is designed to actively encourage partners to stay current on the latest innovation
 - Training initiatives, certifications and knowledge-sharing platforms all count towards empowering partners with the expertise needed to navigate the increasingly complex challenges of the digital era, especially in areas such as AI, Hybrid Cloud, Data Resilience and SAP Infrastructures.
- **Co-selling opportunities**
 - A strong emphasis on creating co-selling opportunities encourages Fujitsu partners to collaborate on projects and leverage each other's strengths.
 - To enable this, Fujitsu intends to foster an environment where partners can work together seamlessly. Through this, Fujitsu aims to amplify its reach, bring diverse skill sets to the table, and deliver comprehensive solutions to its clients.
- In addition to the revamped and refocused program, Fujitsu is retaining its established and popular Ecosystem Platform. This pioneering advanced co-selling approach is enhanced with innovative elements that propel partners and their businesses to new heights. The new program encourages partners to collaborate on projects, leverage each other's

strengths, and invest in developing and enhancing their technology skills through training initiatives, certification, and knowledge-sharing platforms.

Fujitsu Quotes – Louis Garnier, Head of Platform Business Europe Go-To-Market – Core Portfolio, Technology Alliances & Channels

- “The newly launched Fujitsu partner program is a core element of the Fujitsu Ecosystem Platform. In this dynamic space, new or existing partners can collaborate, innovate and generate new business value through shared competencies and skills. There is so much more to the new program than just commission for reselling.”
- “The Fujitsu partner program brings together multiple players of different types and sizes to create Ecosystem solutions that serve holistic demands, helping customers tackle critical issues and achieve results quickly. Partners get the time, space and an opportunity to focus on specific outcomes based on their strategic goals. At the same time, the program also promotes the exchange of perspectives and ideas and encourages collaboration with partners and Fujitsu's experts.”

Further reading

- Fujitsu Channel Ecosystem landing page: www.fujitsu.com/ecosystem
- Fujitsu Channel Ecosystem EMEA on LinkedIn: <https://www.linkedin.com/showcase/fujitsu-partner-ecosystem>