



Fujitsu World Tour 2018

Asia Conference Hong Kong

FUJITSU

shaping tomorrow with you

Human Centric Innovation

Co-creation for Success

Taking the Transformation Fastlane with Hybrid IT

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Fujitsu Hong Kong

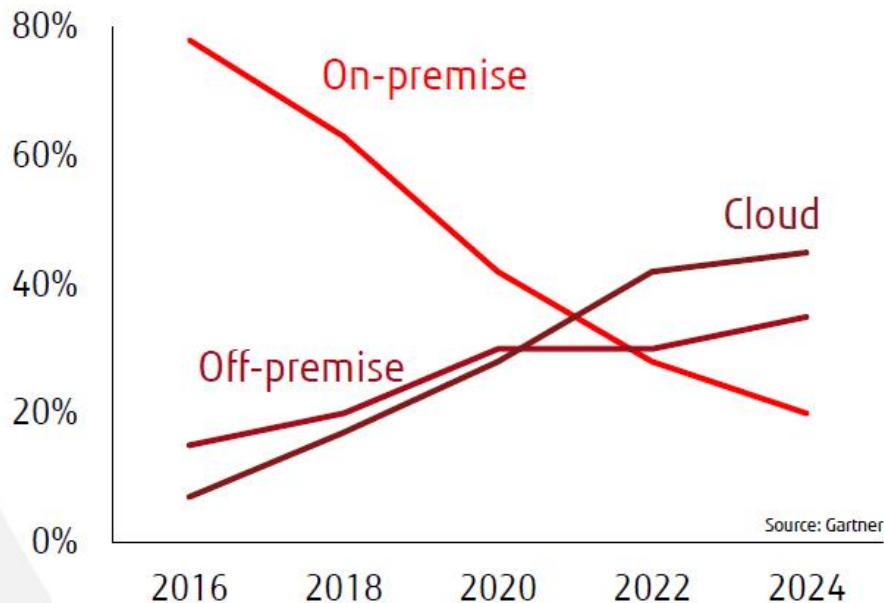
Shift to Cloud IT Environments

"The industry is getting closer to the point when cloud deployments will account for the majority of spending on IT infrastructure, which will be a major milestone embracing the benefits of service-centric IT"

Natalya Yezhkova, Research Director, IDC



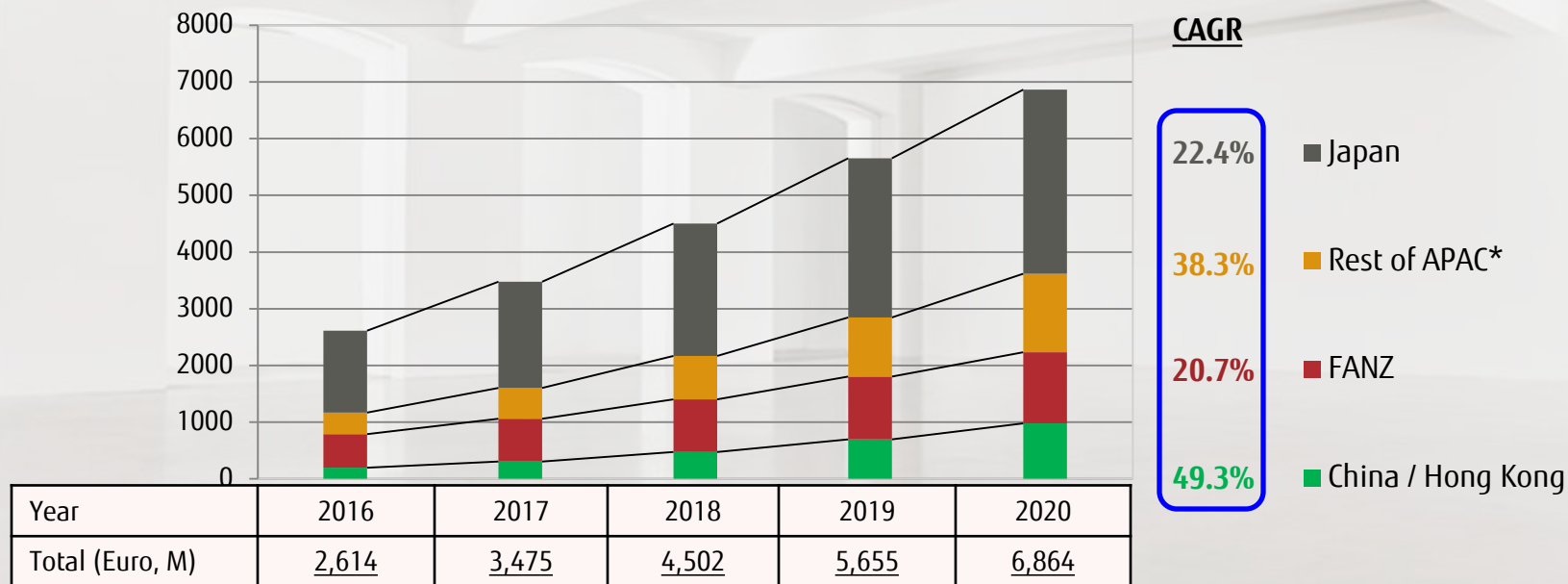
Share of off-premise and cloud IT will replace two thirds of the on-premise IT over time leading to a hybrid model.



Managed Cloud in APAC

By 2020, over 90% of enterprises will use multiple cloud services and platform.

Managed services for private clouds, public, or hosted private cloud solutions



Source: PAC

Why Hybrid IT



Hybrid IT will probably save costs from migrating everything to cloud.

Applications that will never move to cloud

Mainframe is still running

ROI considerations, an instant need?

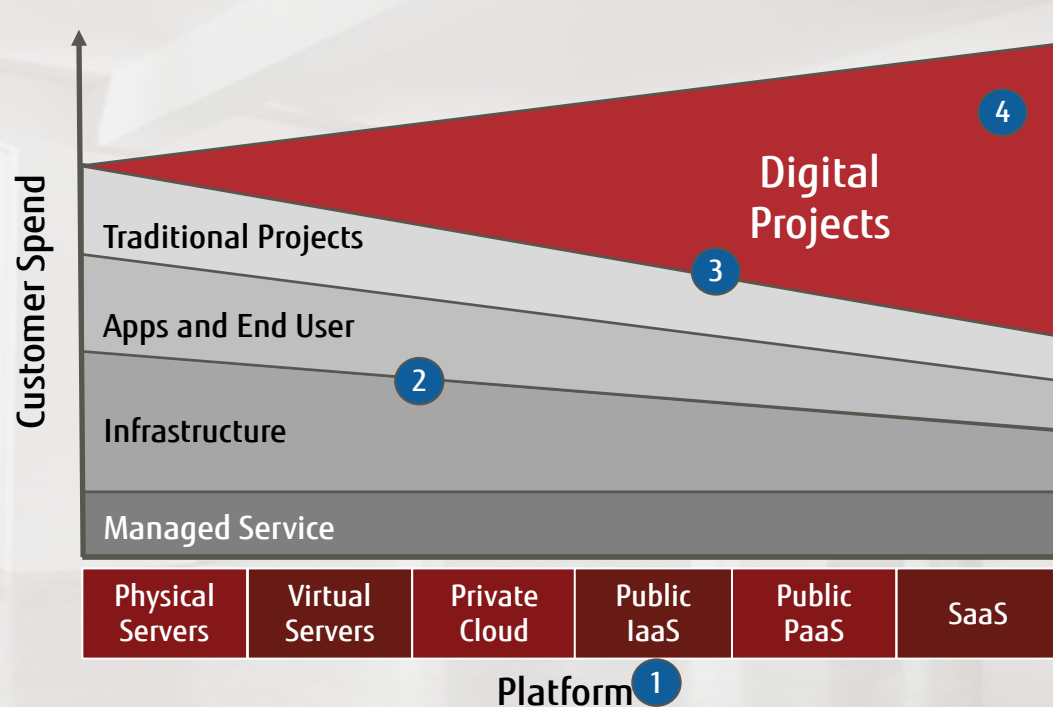
Pursue hybrid IT and keep running a legacy system 'as is' will likely cost less

The practice to connect old and new, co-locating alongside high-speed connections to public cloud is growing



Strike the **BALANCE**

Customers are refocusing their spend



- 1 Customer platforms move from on premise (traditional Data center services and Private Cloud) to off premise. Public Cloud platforms dominated by a few global suppliers
- 2 Operating costs decrease as applications are migrated onto Cloud platforms
- 3 Cloud based applications and in particular cloud-native applications, increase the customer's business agility allowing the rapid development and launch of new services
- 4 Customer re-focuses investments from operating cost to digital projects to realize business value

Can you drive sustainable innovation alone?



Digital transformation enables creativity and radical transformation of business models



Effective partnering offers greater results in co-creating value for customers



The creation of value alone can also be driven by your ecosystem



Adopting technologies such as IoT and AI require partnerships



The key to partnering for value through API's the backbone of digital

Our Hybrid IT and Multi-Cloud Strategy



“To become the industry’s leading multi-cloud service provider, integrator and reseller forming strategic alliances with leading hyper scale and enterprise application providers to deliver digital transformation with enterprise quality Agile execution.”



Fujitsu are the leading multi-cloud service integrator now operating in partnership with the leading hyper-scale Cloud providers and Enterprise Application partners to transform and modernize even the most complex of enterprises.



Fujitsu investment in its digital portfolio including AI, IoT, BlockChain and industry platform services accelerate digitalization.



Our customer obsessed approach focusses on delivering a consistently good and enterprise class customer experience, regardless off the underlying platform – by focusing on addressing the key challenges in cloud migration.



Our co-creation approach to innovation makes us the favored partner to take advantage of the opportunities presented by digital disruption.

Global Partnership to date



4000 AWS Certified
staff by 2020



Advanced Partner Status with
AWS people embedded in
Fujitsu organization



Enterprise Extension and
transformation with
VMWare on AWS



Cloud Enablement through
professional Services - from
AWS transformation services to
Cloud Native development



New Strategic Partnership
and Strategic Plan signed in
2018 as a hyper-growth
partner



Amazon AWS
enabled journey to
digitalization



Commercial
Flexibility and Simplicity
Cloud Service AWS



Industry leading Managed
Services for AWS global, local
and blended delivery



AWS compatible Fujitsu IP for Digital
Service Orchestration FCSM, EOS,
PICCO, UForge



Driving end to end Digital
Transformation business,
application, platform, service

Fujitsu and Microsoft



Global Partnership to date



One of the **largest** Microsoft Practices



Unique **Digital Advisor Partnership** – as part of Global SI partner status



Driving end to end **Digital Transformation** business, application, platform, service



Cloud Enablement through professional Services - from Azure planning services to Cloud Native development



Delivering **Shared private cloud** on Azure technology since 2014 and Azure Stack provider



30 year+ **global alliance** relationship from CEO level to engineering collaboration



Gold Microsoft Partner



Microsoft Azure enabled journey to digitalization



Microsoft Cloud @ Edge with Fujitsu Integrated Systems PRIMEFLEX



Industry leading **Managed Services for Azure** training 10k personnel globally



Commercial **Flexibility and Simplicity** Cloud Service Azure



Azure compatible **Fujitsu IP** for Digital Service Orchestration FCSM, PICCO, Uforge



SAP on Azure

Combining unique **SAP and Azure** capabilities - large scale production deployments delivered



Innovative **IoT & Analytics** solutions with GlobeRanger® on Azure

Global partnership to date

Global OEM Alliance Partner
& Solution Provider Partner



15 year+ **global**
alliance relationship



Solutions for infrastructure
and services in data center,
workplace and cloud

Strategic and
successful
partnership of
15+ years

7,000 Private
Cloud
Customers

Over 600 NSX
Customers

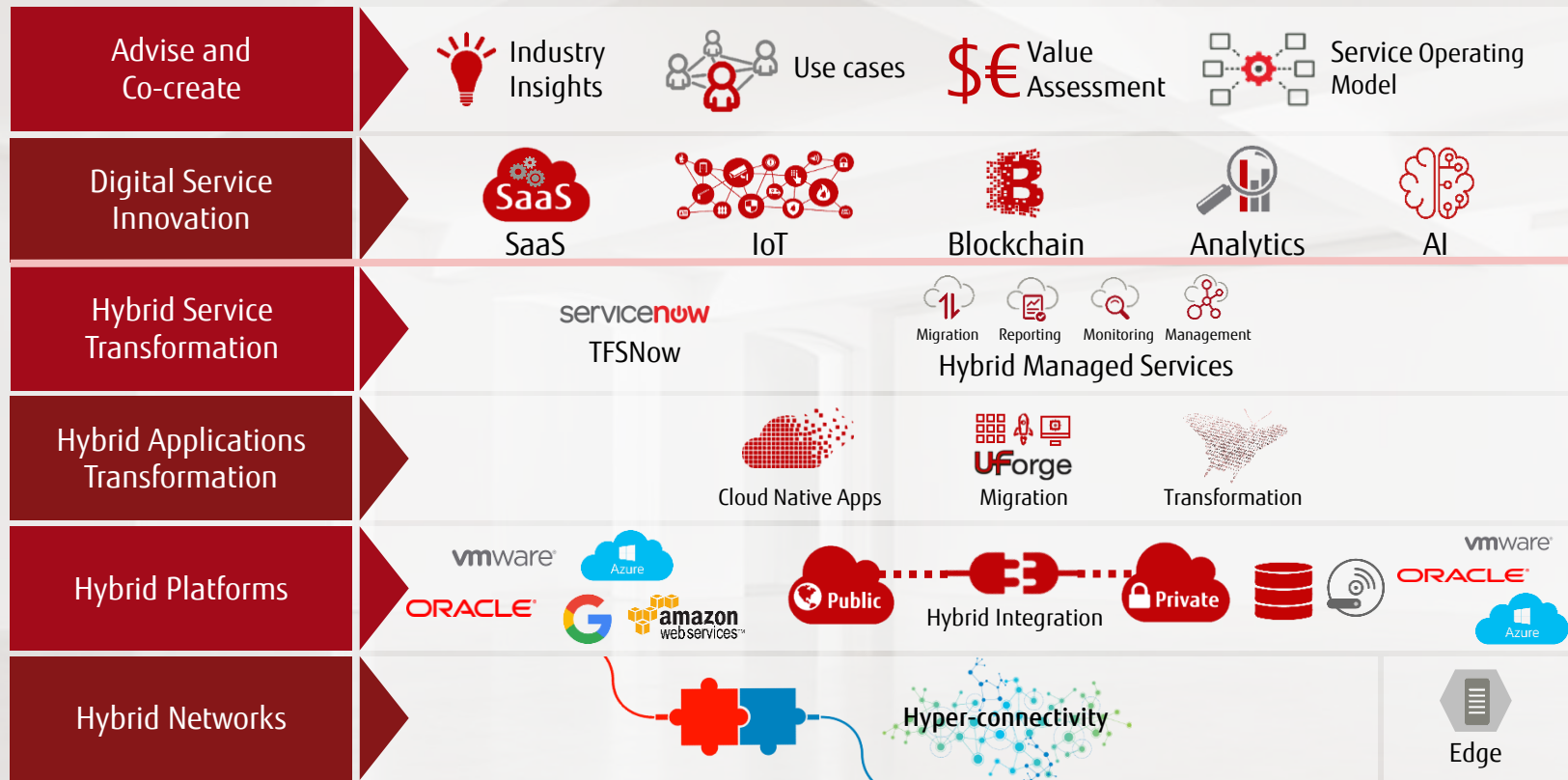


Global OEM
Alliance partner
of the year 2013
-2018

Global VMWare
Cloud on AWS
Partner

Embedded
VMWare Cloud
Foundation inc
NSX

Adding significant value to Hybrid IT and Multi-cloud

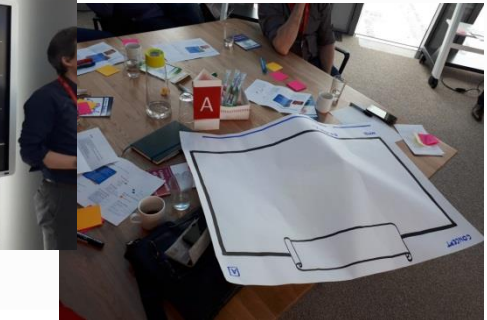


The **FUJITSU Co-creating Program** uses
our **Human Centric Experience Design (HXD)** approach
to accelerate a pathway to successful
digital transformation.

Co-creation with you

Our Human Centric Experience Design approach enables you to...

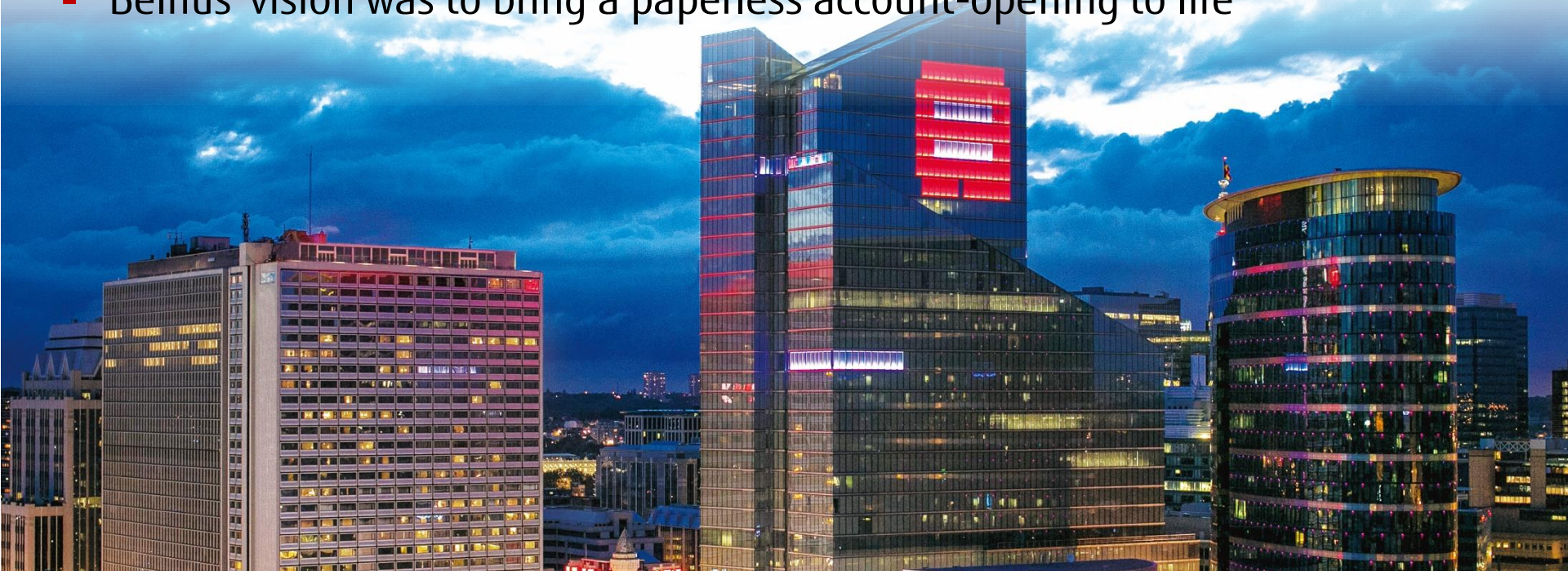
- 1 **Understand** your business challenge within the context of your strategy
- 2 **Look** at the issues through different lenses
- 3 **Combine** business and technology expertise to develop rapid outline concepts
- 4 **Develop** joint working plan for immediate experimentation



Success stories - Co-creating Program in action



- Since 2015, Belfius has established its digital strategy, based on a mobile first, omni channel approach
- Belfius' vision was to bring a paperless account-opening to life



Belfius leads the field in mobile banking with Fujitsu Sign'IT



- This biometric signature allows the user to safely open an account in 5 minutes, signing the contract with their finger
- Belfius is gaining an average of 1,000 new customers a day, reaching the fastest growth in mobile banking



How can we help you on this journey



*Making the difference – with Fujitsu
Superior design, empowerment, a collaborative approach*

#1

*We **de-risk** with
excellent data centre products,
solutions and services, plus
cloud-like sourcing models*

#2

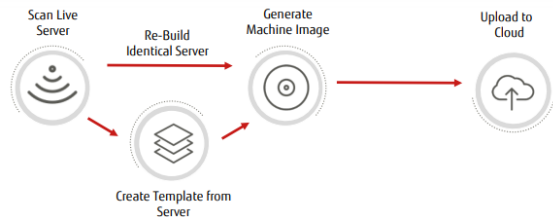
*We **co-create** with
customers and partners with
the most suitable and
appropriate solutions*

Showcase Demo

Hybrid IT

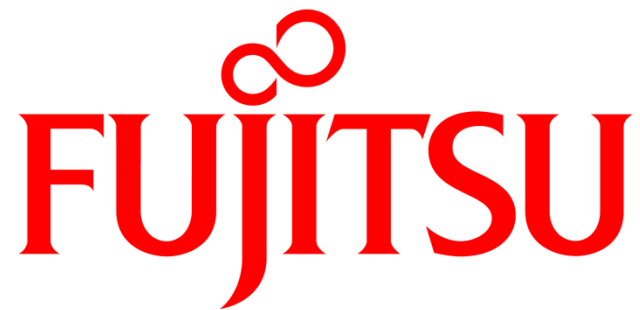
Application Migration to Cloud

Uforge AppCenter



Cloud Storage Gateway





shaping tomorrow with you