Transform
for good

FUJITSU

Transform experiences with
modern business applications

■■ Microsoft

shaping tomorrow with you

Responding to today.
Preparing for tomorrow.

More responsive. More informed. More resilient. Organizations have always needed to evolve to thrive and create the experiences that retain talent and delight customers. But it's the pace of change that stands out today. Digital technology has become entwined with every aspect of our lives – making it easier for disruptors to turn whole sectors on their head.

And then there was the pandemic. Lockdowns and wholesale shifts to remote working forced organizations to make changes in a matter of days, that might have taken years otherwise.

The result? The job of transformation has, itself, transformed. Isolated technology projects are no longer enough. True change now comes from taking a holistic approach. In other words, looking across your whole organization to understand how people, tech, functions, and strategy work together. And then making decisions on what, when, and how to change – in a way that adds the most value and causes the least disruption.
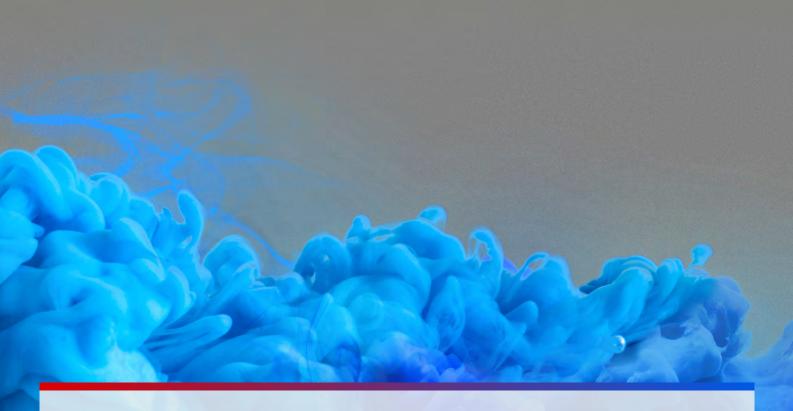
77%

agree they need to react faster when faced with market uncertainty and change*

Modern applications. Powerful experiences.

As part of a holistic approach to transformation, it's important to look at the applications at your disposal. And decide if they are helping you to create the modern customer experiences that underpin success today.

Modern applications can help in two main ways. Firstly, they are central to serving the right information to the right people, at the right time. This translates into an organization's ability to give customers relevant and timely service or information. Secondly, by automating mundane, repetitive processes, they speed things up and free staff time.

These two advantages are evident in front-end and back-end applications working together. Enhancing the customer experience through, for example, the mobile apps we use for checking bank balances or ordering food, with the back-end applications making that data instantly available.

Overwhelmingly, the home for modern applications of both types is the cloud. It's the innovative, agile environment where you can modernize, build or adopt applications that can help you transform how you operate.

 Which leads us to another decision. What is the right path to achieving the modern applications your organization needs? While there a variety of ways to enhance the applications you rely on, there are two main ways you could go. You can take the applications you have now, and move them into the cloud. So, you can modernize them there or build new ones. Or, you can simply buy or adopt new applications, off the shelf.

In truth, there's no single right approach. In fact, we frequently work with customers to work out the best approach (or combination of approaches) to get an organization where it needs to be – as cost-effectively as possible.

Of course, any change to the tools and applications you use comes with risk. So, organizations will need to know they can adopt or build them as smoothly as possible to see value from their investments promptly. This puts significance on the partners you choose to help you transform your applications.

Modernizing business applications with Fujitsu and Microsoft

A cloud like Microsoft Azure offers a flexible space to move to new applications, modernize existing ones or even build your own.

The latter is also becoming far easier with the introduction of application platforms such as Microsoft Power Platform, that enable both IT and business users to develop whole new applications and solutions, with little or no code. And considerably faster than in the past. This helps an organization respond promptly and effectively to the needs of its own people as well as its customers.

And this is just the start. The Microsoft cloud portfolio contains a full range of powerful applications – from chatbots to Power BI – that can be used to extract data and enrich how you use it. So, you can generate insights or value in your everyday work.

It's a strong technological base. One that gets even stronger with an expert provider. At Fujitsu, we combine a deep knowledge of Microsoft solutions with an understanding of wider technology and the principles of supporting change in organizations. This broad perspective means you can get to solutions that fit your needs, specifically.

That might be enabling you to discover, migrate and modernize your legacy applications on Azure with our Multi-Cloud Transformation Service. Or it could be supporting you to rapidly build new application capability with the features and tools built into Azure. Ultimately, it's about transforming your application architectures to create the engaging services that modern customers demand.

Data, applications, and experience

One impact of optimizing how your applications draw on data is that you can make more informed, nuanced decisions.

For example, we helped a restaurant chain achieve a single view of its disparate data, by aggregating it through Dynamics 365. The result was that the chain developed a new, clearer view of its customers – and gained deeper insights into them. It could identify the most loyal customers and where they ate. Those restaurants with loyal customers had more stable incomes than those with more transient visitors. So when the pandemic struck, and the chain had to decide which branches to reopen after lockdowns, it chose the ones with loyal customers. Because the dependable income was important to helping the business ride out the disruption.

It's easy to project the benefits other types of business could see from a similar approach. For example, a retailer gathering data from ecommerce, POS, its loyalty card scheme, and more. Or a logistics firm viewing up-to-the-minute analytics on its vehicles and operations via Power BI.

In the past, applications have been built or selected centrally. Then, pushed out to users across an organization. But Microsoft cloud applications make it possible to create your own, low-code applications – and factor in the insights of people on the shop floor. Because employees have contributed to the creation of them, your people get the tools they really need.

Building or rebuilding applications used to be low on the list as it could be expensive and complex. Now it can be one of the first considerations. We often support our customers with agile DevOps squads, which are multi-functional teams who can build proofs of concepts and production-ready applications at pace, to give the organization the tools it demands, fast.

Better UX, automation, aggregating your data or integrating your systems – these are all things that feed into better customer experiences. This might manifest itself in a single experience for a customer across any channel. It might come in the form of a pre-emptive, automated report. It could even extend to an entirely new business model and direction. But however this functionality comes to life, the adoption of intelligent applications like those you'll find in Microsoft 365 and the Microsoft Business Applications can help to transform your business.

EX — UX — CX

Talking transformation...

John Ellis

is our Global Cloud Lead, Microsoft Modern Workplace and Business Apps.

Ron Commandeur

is our Portfolio Lead, Cloud Applications and Data Services, North West Europe.

Below, they discuss: the significance of modern applications; how Fujitsu-Microsoft solutions help to achieve them; and what organizations can do with them.

What's driving the move to modern, cloud-based applications?

Ron: Of course, there's the traditional driver of a lower cost of ownership. Cloud apps help you cut capex and pay just for what you use. Then, there's the need for agility. A cloud platform from Microsoft makes low-code applications a possibility, so you can respond to the demands of your business that much faster. But the ultimate aim of these applications is probably to enhance experiences. That's both employee experiences (which are really about productivity at the end of the day) and customer experiences (so you market your organization more effectively).

John: To Ron's second point, many of our customers are looking for more agile methods of development. For example, proofs of concepts that get you to real-world solutions sooner. This is part of the rise of the 'citizen developer' – business people who have grown their technical knowhow. In the past, their activity was probably called shadow IT; low-code tools now make it possible to work in tandem with IT.

And what's the significance of data to modern applications?

Ron: Data is at the heart of everything. But getting your hands on it can be hard. Everyone knows the challenge of modernizing when you rely on legacy systems. But an interconnected cloud platform, deployed by a partner who understands diverse systems and hybrid environments, can transform how you use data. It can get the right information to the right people. And give you real-time insights into every part of your organization.

Buy or build? Is there a 'right' way to adopt intelligent applications?

John: In a word, no. It depends on the type of application, the maturity of the business, the value of the app, or its functionality. Build can now be a better option than buy, thanks to agile approaches and low-code options. That wasn't necessarily the case in the past. So, you need to take each case on its own merits. There might be times when a reimplementation of the existing product could even be the answer. It's best to think in terms of the value you will get from the process, before you discount options.

Ron: Many organizations will have built up a complex set of legacy applications over the years. So, we often start with an application assessment – to take stock and plan the best course of action. That could be a combination of reimplementing, moving, transforming/rearchitecting, building, or replacing/buying. Because we take a holistic view, we base decisions on business value (not just technological potential). So, let's say only 20% of a customer's application estate is business critical; one option is that we just modernize that 20%. For the other part we would use a less expensive approach, like migration. Complex transformation would probably not add enough value for the business in these cases.

Plus, we can support the organizational transformation. Because it's often the governance and processes that can't keep up with technology. The fact is, you can develop an app in days now. But how long do you have to wait for approval to do so? A major part of moving to modern applications can be aligning business structures and processes with the rapid technological change.

Where next for business applications?

John: It feels like 'more connected' and 'data driven' are key thoughts. I expect we'll see a shift from the large app estates to SaaS and microservices. So, there will potentially be more applications as we break down the larger 'monolithic' legacy applications into services, but they'll be more connected and integrated. There will be an ongoing adoption of software-as-a-service solutions replacing in-house build (legacy) solutions and reducing technical debt. On the other hand, the maturing and acceptance of low-code platforms will generate a host of new solutions that will be built across organizations (by both the business and IT).

Transformational applications: real-world examples

Helping a trainer share knowledge more effectively

Organization:

CITB, the construction industry training specialist.

Challenge:

CITB wanted to update its content management platform. So it became more efficient, easier to use, and supported mobile working.

Solution:

Fujitsu created an intuitive cloud-based platform in Microsoft 365 and SharePoint. By scanning metadata, the platform automatically classifies information for search. Fujitsu also:

- **Incorporated multi-factor authentication.**
- **Updated the scanning solution.**
- **Replaced legacy APIs with Azure.**

Results:

A thousand colleagues can now access digital services in the office or on the go. The platform supports collaboration and improves how people share knowledge. Azure also scales up and down to flex to seasonal demand.

Powering research with the cloud

GIFU UNIVERSITY

Organization:
Gifu University.

Challenge:
The University wanted to gather its disparate data into an integrated database and gain visual insights from it.

Solution:
Fujitsu built a strategic integration database capable of interactive data visualization. The database uses Azure Document DB and Azure Data Lake Store with a Microsoft SQL Server and Power BI.

Results:
- The University can now analyze all its data from various angles.
- The PaaS keeps costs low but is highly expandable.
- By improving its research capacity, the University has become more competitive.

Digitally transforming the library experience

libraries ni

Organization:
Libraries NI, the public library service for Northern Ireland.

Challenge:
Libraries NI wanted a digital platform to transform its services, while protecting physical and digital assets as well as keeping within budgetary constraints.

Solution:
Fujitsu created a digital platform to extend book lending services beyond physical channels and increase community access, with enhanced security and support services.
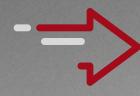
Results:
- Over a quarter of adults used its services in 2020, with 90% of users satisfied, despite a £1m cut in annual budgets.
- With a flexible, digital platform, Libraries NI can engage communities more, better understand their needs, and react quickly to changing demands – evolving its future services.
- The solution enhances security controls, protecting valuable assets from malicious cyberattacks.

A complete partnership

As a <u>Microsoft Global System Integrator (GSI) partner</u>, we know how to bring together the right technology and the right processes to create positive change in your organization.
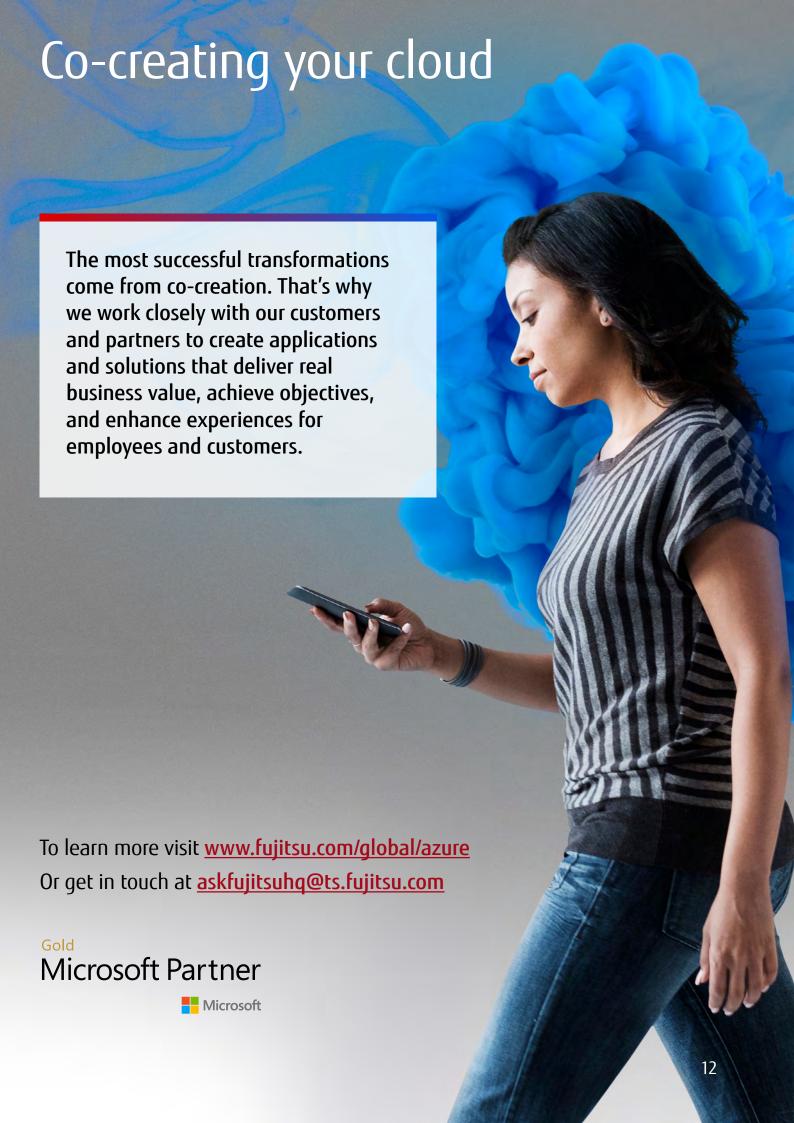
More dynamic decision-making.

Improving processes? Enhancing experiences? We can show you how to apply intelligence to your key challenges with **Dynamics 365**.

Work together. Work better.

Put the collaboration and productivity tools of **Microsoft 365** to work for your organization. From Unified Communications based around Teams, to workplace analytics, we can help you connect and empower your people.

Your base for transformation

Microsoft Azure is your future-ready foundation. We can help you to build on it in a way that achieves your aims. Whether that's a transition to a cloud-first approach, a platform for digital transformation or a change in business model.

Co-creating your cloud

The most successful transformations come from co-creation. That's why we work closely with our customers and partners to create applications and solutions that deliver real business value, achieve objectives, and enhance experiences for employees and customers.

To learn more visit www.fujitsu.com/global/azure

Or get in touch at askfujitsuhq@ts.fujitsu.com

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Microsoft

Windows Server 2019: The operating system that bridges on-premises and cloud.