Transform
for good

Creating resilient operations
through holistic change

FUJITSU

Microsoft

shaping tomorrow with you

Stay resilient.
Drive change.

Organizations have always faced the prospect of transforming to keep up or get ahead. But it's the pace of change that stands out today. As digital technology has become entwined with how we live and work, it's become easier for disruptors to make more frequent and more substantive changes to whole sectors.

And the last year has only seen this pressure increase. The pandemic 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.

Responding to today.
Preparing for tomorrow.

It's the new, favored word to describe the operations that businesses want to achieve: resilient. But what does resilient mean? In this context, it's about becoming as efficient-yet-agile as possible.

Essentially, it's the challenge of future-proofing your organization. Most agree that change is going to continue at pace and that adapting will be the norm – or, at least, a routine occurrence. Being lean enough to ride out tough times and flexible enough to recover and react to new opportunities will be key to success.

But knowing what you want to achieve still leaves you with the conundrum of how to do it. Identifying the right technological foundation, choosing the correct solution, and achieving the cultural change is a difficult process.

77%

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

Transforming operations and services with Fujitsu and Microsoft

The idea of 'business as usual' (BAU) has gone forever. Recent times have brought such unprecedented disruption from a digital, geo-political and health-based perspective. So now, the aim for all organizations should be to build adaptability or long-term resilience – into all areas of everyday operations.

There are a number of characteristics to target – and we've seen first-hand the impact that cloud technologies can have in reimagining how organizations operate.

Firstly, having the scale and flexibility to react to sudden change. Organizations with a 'digital core' – where cloud powers their business operations – are not only able to scale-up infrastructure to meet greater demand. They are also able to shift resource and consumption to where it is needed most. For example, due to Covid-19, many businesses needed to make a shift to the whole of their operations to become an online-only, delivery-only or self-service-only business. At the same time, thousands of their users suddenly needed to collaborate remotely. Cloud-based, modern applications and collaboration tools were key to making this change quickly. But organizations with a predominantly traditional IT core struggled. They didn't have the agility due to the rigidity of the infrastructure that underpinned their key services and ways of working.

Transforming operations

> The ability to base decisions and actions on AI insights and predictive analytics is now a 'must-have' for keeping ahead of the curve.

Likewise, as change and uncertainty continue, organizations will need to shift their mode of operation back and forth – between physical stores, branches and points of service, and predominantly digital channels. The risk of overspend in a challenging financial climate looms large for those not able to right-size and manage operations effectively. Cloud technologies such as Azure, along with overarching management tools from Fujitsu, enable organizations to isolate and reduce consumption in certain areas of business operations, when it's not needed. So, they can effectively optimize and control costs in a matter of hours.

Lastly, turning business operations from reactive to proactive is key to success.

Those organizations that are able to collect, streamline and use data at speed will achieve the best results. By building a clearer understanding of their customers and how they can better serve their needs – quicker and more accurately – they can win hearts and minds. The ability to base decisions and actions on insights from AI and predictive analytics is now a 'must-have' for keeping ahead of the curve. From being able to see shifts in the market or customer behavior, to democratising data securely across the business and implementing a timely response, Fujitsu is deploying and integrating cloud solutions like Microsoft 365 and Microsoft Azure to deliver real-time data with real value.

A Microsoft cloud infrastructure

This could be the ideal platform for your transformation, because of:

The sheer breadth of the platform
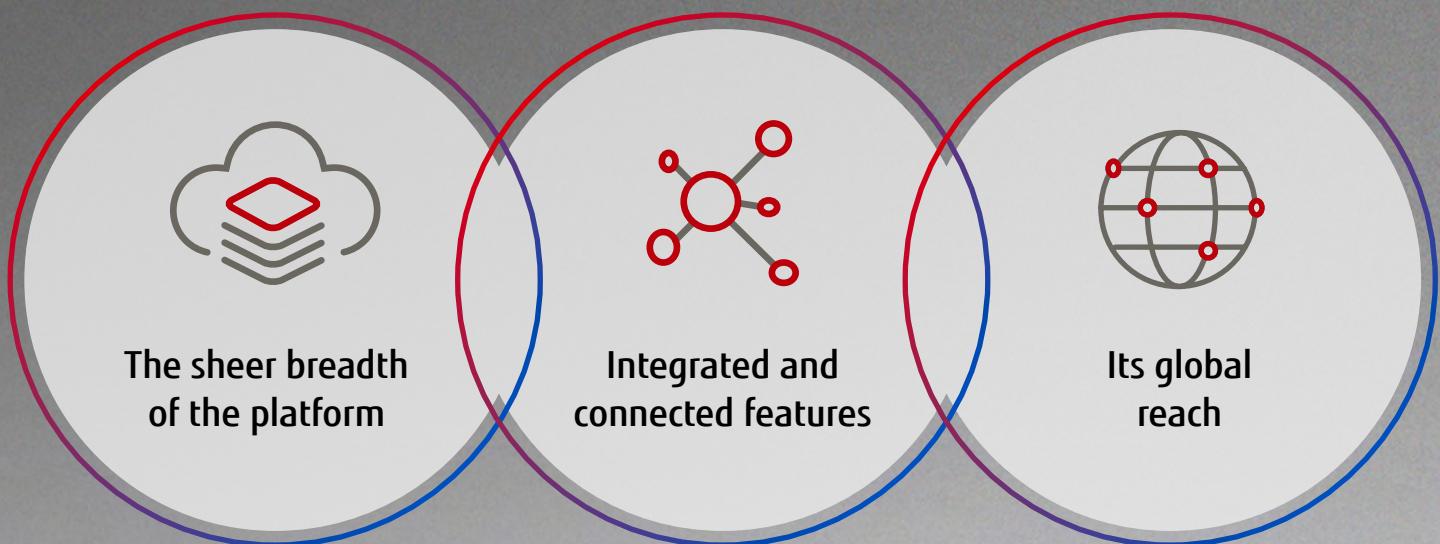
From ID management to developing apps, Microsoft can give you the solutions you need from a single stack.

Integrated and connected features

Spend less time making technology work, and more time working with it.

Its global reach

Extend a service into any region in the world, with low latency.

All of the above contribute to the efficiency and agility you need in the new normal. But they also give you the ideal space to take advantage of the latest technologies, from AI to IoT. From there, you can test and develop whole new applications or models.

» Cloud can free you from manual tasks and give you a clearer view. Which all adds up to greater productivity. With the same number of people, you can get more done. «

Thomas Häggström, Global Cloud Lead for Microsoft Azure
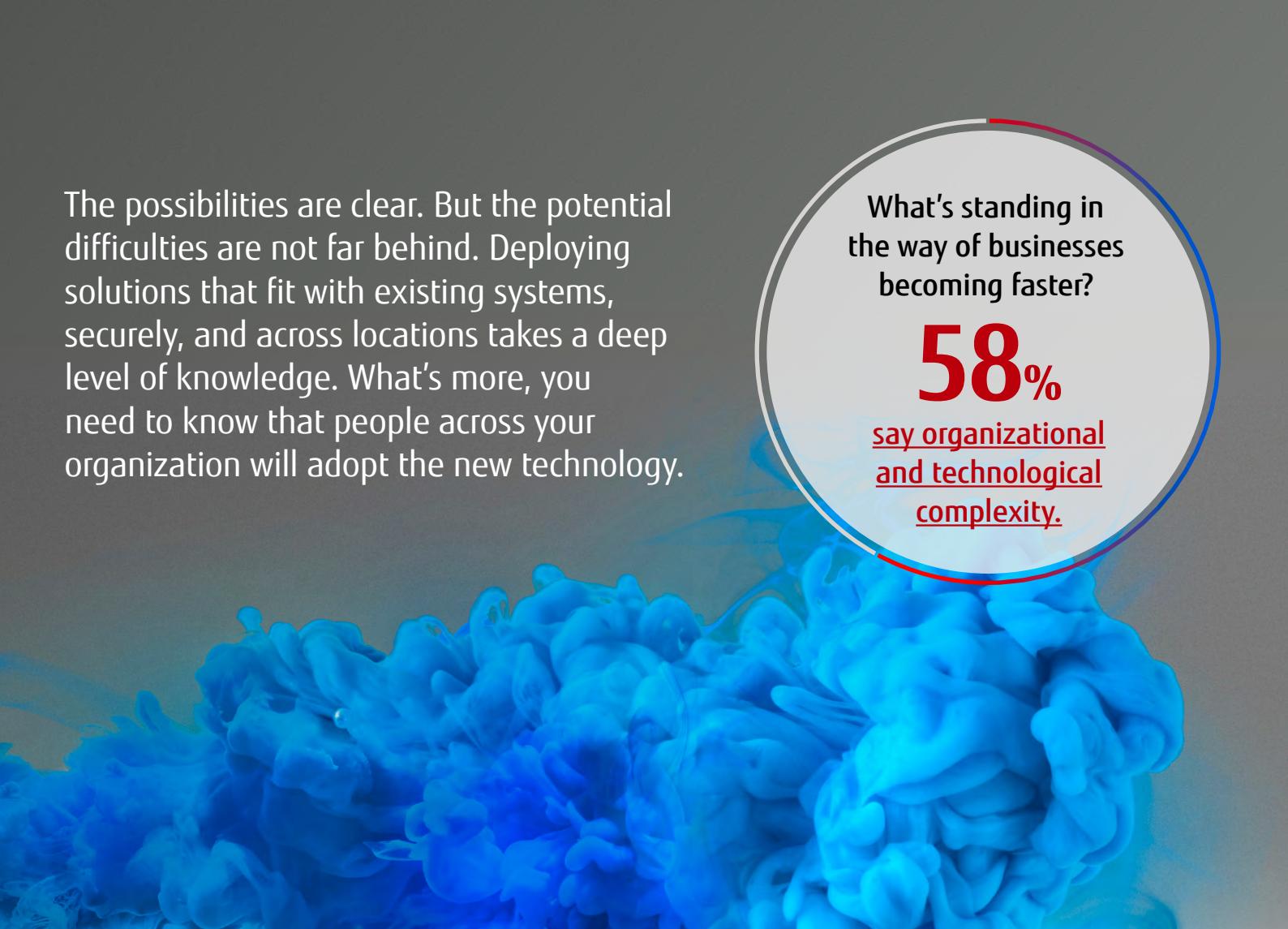
The possibilities are clear. But the potential difficulties are not far behind. Deploying solutions that fit with existing systems, securely, and across locations takes a deep level of knowledge. What's more, you need to know that people across your organization will adopt the new technology.

What's standing in the way of businesses becoming faster?

58%

say organizational and technological complexity.

Fujitsu has the breadth of technical knowledge and industry understanding to turn the potential of Microsoft Cloud products into resiliency. We bring an expert understanding of technology, but just as importantly, we know how to fit it to a strategic vision. We also ensure that the right attitudes and structures are in place. So that your organization can keep up with the technological changes.

With this ability to look at transformation through a number of lenses, you can take a unified approach to change and create the cloud platform that helps you to respond to (or even anticipate) change. Then, you'll be ready for whatever disruption or opportunities come your way.

» Across industries, companies...want to take what they have learned during the COVID-19 crisis and create a new kind of operational performance.«

McKinsey

McKinsey&Company

Talking transformation...

Thomas Häggström

is Global Cloud Lead for Microsoft Azure at Fujitsu. He combines Microsoft solutions and Fujitsu capabilities to help organizations to digitalize, innovate and transform.

Below, Tom discusses the significance of transformed operations and how Fujitsu and Microsoft solutions can help achieve them, and what organizations can do with them.

There's been unprecedented change to how businesses work in recent times. What challenges have you been helping customers with?

Thomas: A lot depends on the sector. For example, for a professional services firm, we moved 15,000 employees to virtual desktops on Azure in just a couple of weeks. So, they could continue business as usual. In other industries, like hospitality, businesses had to temporarily shut or pare back. Fortunately, organizations at both extremes could achieve what they wanted with Azure. The ability to scale up or down quickly means you can just pay for what you use. Some customers could even match consumption on a regional level, to reflect local lockdowns. So, say a retailer had some stores that had to shut in one location, but others elsewhere were open for business, their opex could reflect that. It was a clear example of how cloud helps organizations to respond efficiently, even in dramatic situations.

So, having the right cloud platform in place is key to being able to adapt?

Thomas: Yes, that's a critical part of the work we do for customers. We help people to adopt and manage Azure with our Springboard framework. It basically brings together all the consulting, professional services, code and project management you need to create your resilient landing zone in the cloud. This means, when someone wants or needs to adopt new cloud-based technology, the structures are in place. So, you can innovate without interrupting your business. And because guardrails are in place, you can transform securely.

There is an approach where you make more gradual forays into cloud. But in the long run, this strong foundation creates better outcomes.

Thomas: Microsoft cloud technology represents a huge kit bag of services and potential solutions. This is great for an innovative organisation. Or one that intends to stay one step ahead.

On one level, there's the opportunity to better manage your entire IT environment. With Azure Arc, you can monitor all your systems – not just those from Microsoft. You can even deploy a common set of policies across your whole infrastructure using Azure. In fact, this is how we manage our enterprise customers' hybrid or diverse IT environments. It saves time and money for us and our customers.

Then, there's the innovative technology you can run on Azure. To take an example, Proventia is a tech company that makes exhaust after-treatment systems, which reduce the emissions from diesel engines. It needed to track the performance of its systems on London's buses. So, we ran our own Event Processing IoT Platform (EPP) on Azure to provide a dashboard of this data. Initially, the idea was to prove compliance with regulatory standards and reduce pollution. But the data can also indicate if there's a problem with the system or the vehicle – and lead to pre-emptive maintenance.

Another example is Network Rail in the UK. Fujitsu has helped it use Lidar data to track assets on the network. Much like online map services send vans out with cameras attached, Network Rail has equipped its trains with computer vision and image recognition technology. There's no extra cost, as the trains run anyway – but now Network Rail can see every train and track. It's a fully automated process that's transforming operations for the entire company.

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Transforming operations: real-world examples

Helping older people stay independent and safe

connected**life**

Organization:
ConnectedLife, a health-tech company specializing in IoT.

Challenge:
ConnectedLife wanted to monitor the health and safety of older people living alone, while respecting their privacy.

Solution:
The Fujitsu Resident Monitoring Solution uses sound analysis to detect unusual events. It then alerts family or carers to these events, in real time. The technology does not record conversations.

Results:
The Fujitsu solution has enhanced ConnectedLife's independent living service. Without invading privacy, it monitors the wellbeing of older people using the service.

Revolutionizing the rice trade

Rice Exchange

Organization:

Ricex, the digital platform for buying and selling rice.

Challenge:

Ricex needed a blockchain technology and cloud partner to take its test product to a global market.

Solution:

We developed a blockchain and distributed ledger technology (DLT) platform. Run on Azure, it is the first fully-integrated digital platform for the rice trade.

Results:

The technology is helping to make the global trade in rice faster, more secure and more transparent. In turn, this can improve revenues for producers, cut costs for consumers and support a more profitable supply chain.

Tracking emissions with the IoT

PROVENTIA

Organization:

Proventia, a manufacturer of exhaust after-treatment systems.

Challenge:

Proventia needed to provide a monitoring and reporting system to its clients for tracking the emissions from vehicles fitted with its products.

Solution:

We used the Fujitsu Event Processing IoT Platform (EPP) on Microsoft Azure to create a managed solution for capturing the data and visualizing it on a dashboard.

Results:

Proventia can now offer a real-time view of the impact of its technology to its customers.
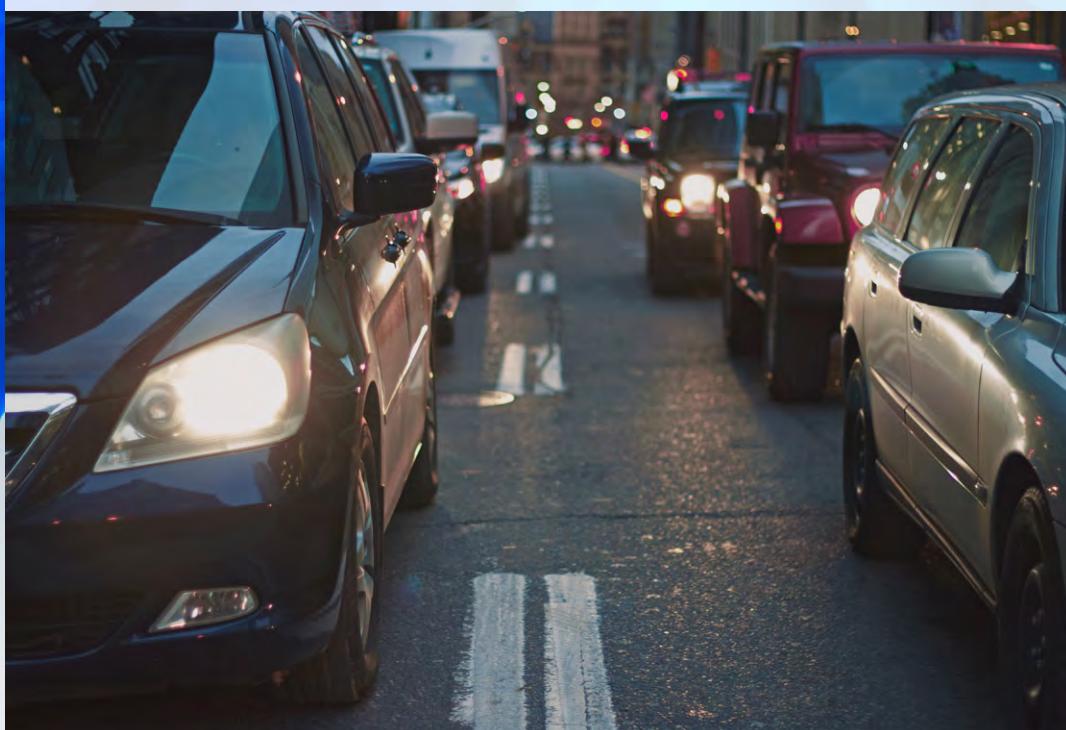
A complete partnership

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.

Work together. Work better.

Put the collaboration and productivity tools of **Microsoft 365** to work for your organization. From UC 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.

More dynamic decision-making

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

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

Gold
Microsoft
Partner
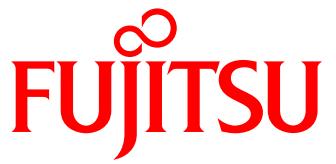
Microsoft

Azure
Expert
MSP

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