

# Welcome

FUJITSU

shaping tomorrow with you

# Who we are

**FUJITSU**

shaping tomorrow with you



# Our Vision



A safer, more prosperous and sustainable world, enabled by the power of connected IT

Human Centric  
Intelligent Society



# Human Centric

FUJITSU



## Human Empowerment



Better Experience



Decision support



Quality of Life



Acquisition of  
knowledge & skill



Creative work



## Connected Infrastructure



Sensors



Smart Agriculture



Smart Home



Smart Healthcare



Smart Cars



Smart City



Smart Factory



Robots



## Creative Intelligence



Information from  
people and things



Information Analysis



Algorithms



Information from  
business and society



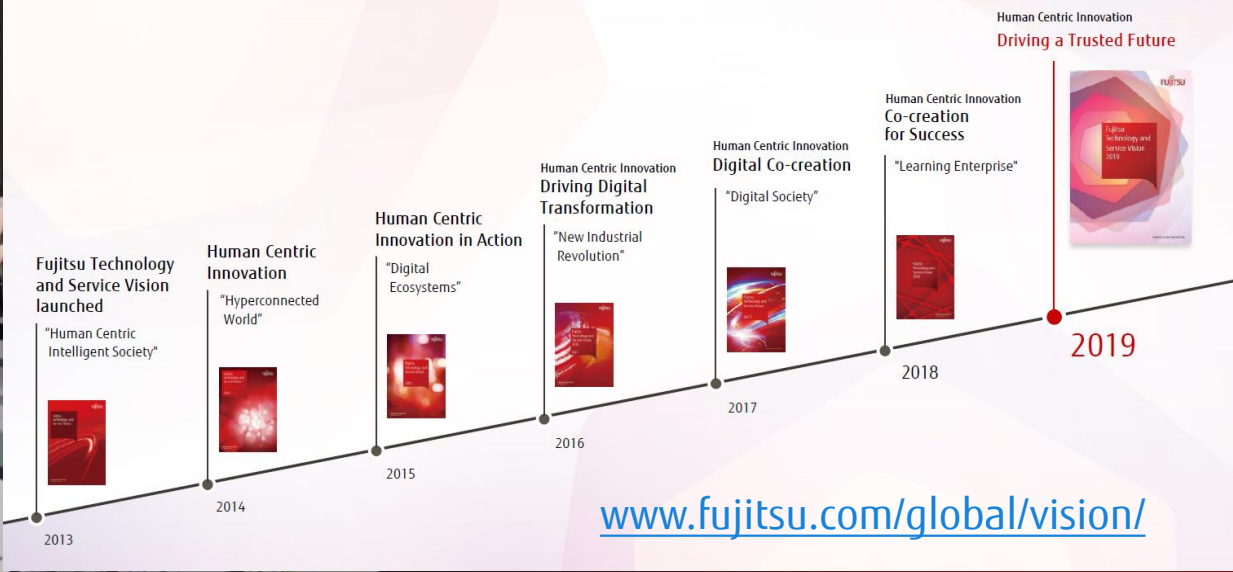
Security & Privacy



# Human Centric Innovation – Driving a Trusted Future

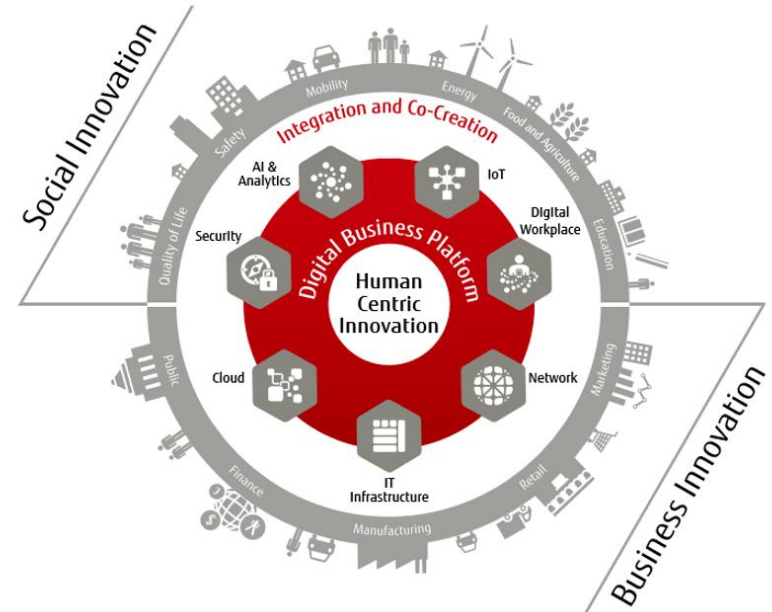


## Fujitsu Technology and Service Vision

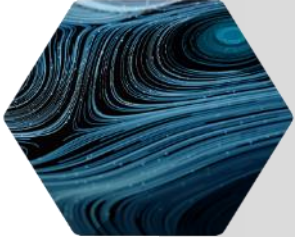


# Digital Co-Creation

- Blending business expertise and digital technology
- Creating new value together with eco system partners and customers to shape a different future
- How we help you in your digital transformation and journey towards a trusted future
  - Application Services & Integration
  - IoT
  - Network
  - AI & Analytics
  - Digital Workplace
  - Hybrid IT & Multi-Cloud
  - IT Infrastructure
  - Security



# Trust – we've never needed it more



## 1. Rebuilding Trust in a Chaotic World

From the trustworthiness of information, to privacy of personal data, to ethics around new technologies like AI, to huge transformation of society, trust is under pressure



## 2. Co-creating a Trusted Business

The shift from supply centric business in the industrial era to Human Centric Business in digital era – what should businesses do to respond?



## 3. Technology for a Trusted Future

What role can technology play? Create value from data using digital technology and drive trusted business

# Fujitsu: Who we are



- We have been in the business for 80 years and do everything in ICT
- We use our experience and the power of ICT to shape the future of society with our customers
- Japan's largest IT services provider and no. 7 in the world
- 132,000 Fujitsu people support customers in 100 countries
- Over 18,500 employees are engaged in R&D within the Fujitsu Group and 1,400 researchers in the Fujitsu Laboratories Group



# Trusted partner



Using the power of technology to shape the future of business and society.

Fujitsu is the world's  
**7<sup>th</sup> largest**  
**IT Services Provider**  
and **No.1 in Japan**



We have over  
**100 Data Centers**  
worldwide with over **1 million**  
**square feet** of raised floor  
space

The **Fujitsu Group**  
operates in **154** countries  
ensuring a globally  
consistent service with  
**30,000**  
**Channel Partners**  
selling Fujitsu portfolio globally



Fujitsu spend  
**\$1.6 billion** annually  
on **research and**  
**development** worldwide



Fujitsu has been chosen for inclusion in the  
**Dow Jones Sustainability World**  
**Index**  
for the **17<sup>th</sup>** time

**FORTUNE** named Fujitsu as one of  
'The world's most admired  
companies' for the **5<sup>th</sup> consecutive**  
**year**

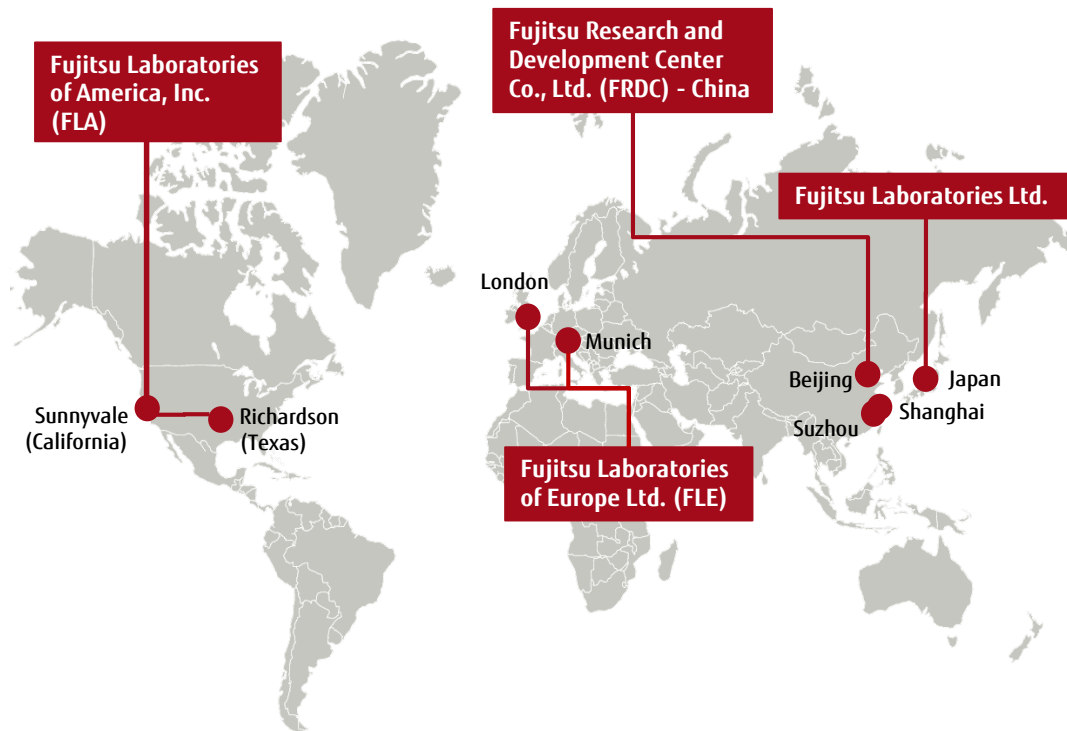
Fujitsu has over  
**80 years experience**  
in the IT industry and developed Japan's  
first computer in 1954, the FACOM 100



Our **8 Global** delivery centers  
speak **40** languages and serve  
**1.2m end users** **24/7**

# Research and Development

- Over 18,500 employees are engaged in R&D within the Fujitsu Group.
- We have approximately 1,400 researchers in Fujitsu Laboratories Group conducting leading-edge R&D at 4 global R&D sites.
- In addition to in-house efforts, Fujitsu engages in collaborative R&D with renowned universities, independent research institutes and other organizations worldwide.



# Working with world class customers



## Retail



## Public Sector



## Financial Services



## Manufacturing



## Transport & Logistics



## Communications



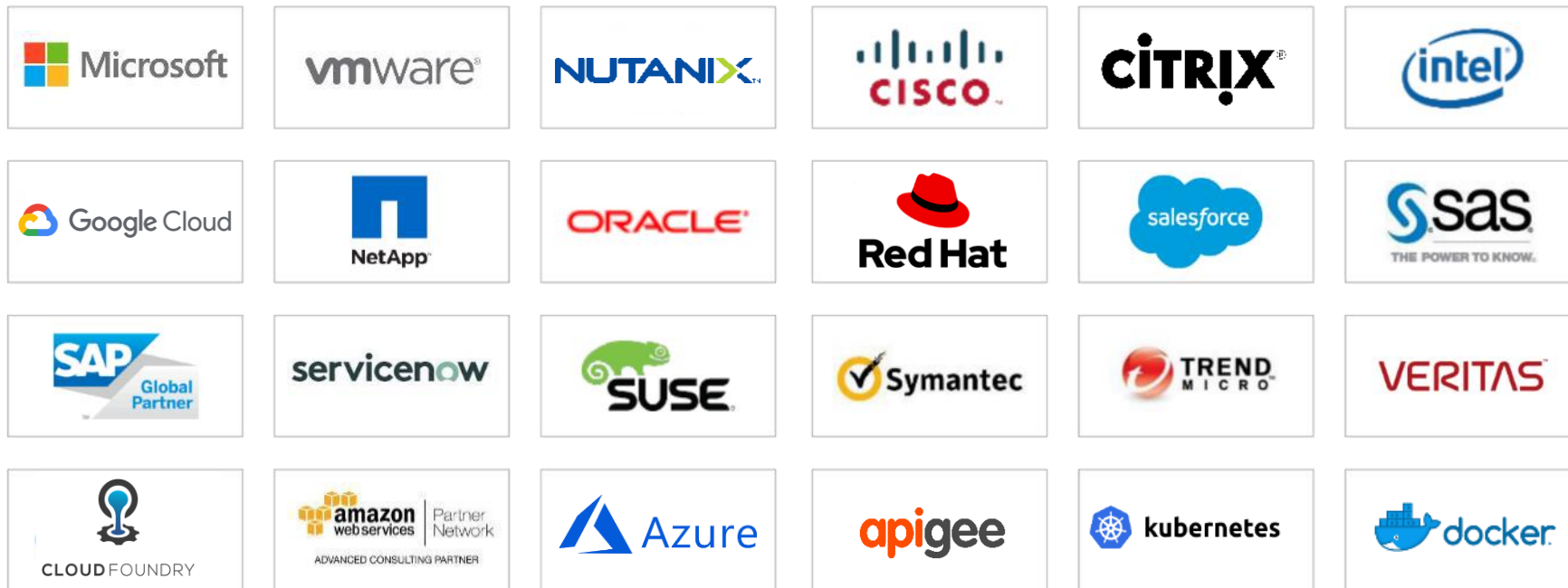
## Utilities



## Health

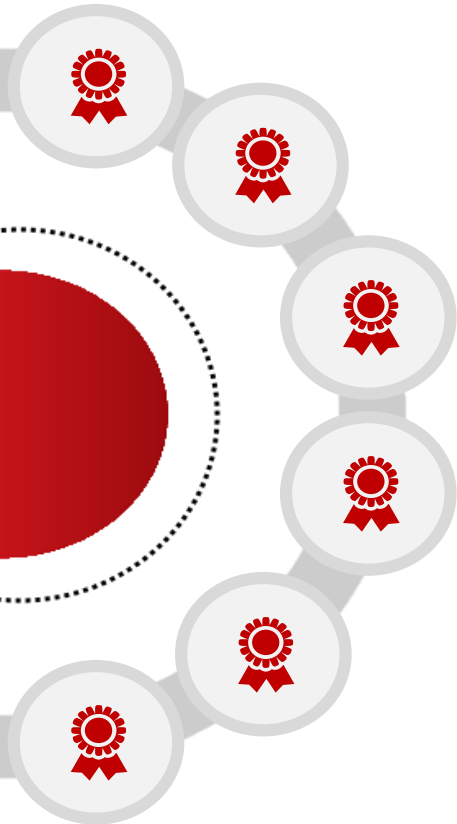


# Working with world class partners





# Partner Awards



**Gold Microsoft Partner**

**Azure Expert MSP**

**Managed Service Provider for AWS**

**VMware Enterprise Solution Provider**

**SAP Global Partner**

**ServiceNow: IT Workflow Partner of the Year 2019 Global**

# Global social challenges

The United Nations set out 17 Sustainable Development Goals(SDGs)



# Fujitsu in the Netherlands

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# Fujitsu in the Netherlands



An one-stop-shop for customers and partners which is **Ambitious**, **Responsive** and **Genuine**

- **Culture:** Invest in long-term relationships and technological innovation
- **Management:** Involved, autonomous and locally responsible
- **Approach:** Adding value for the customer through sincere interest
- **Method:** International standards, tailored to local specific customer needs, supported by a global organization



# Organization chart NL



**Bas de Reus**  
Managing Director NL



**Vincent Kranenburg**  
Director of Human  
Resources



**Peter Bleijenberg**  
Director of  
Finance, Legal, BA



**Louis Hensen**  
Head of  
Product Sales



**Frits-Jan Groenewold**  
Head of Pre-Sales  
& Bid Management




**Dennis Hielkema**  
Head of  
Service Sales



**Coen van der Zanden**  
Head of Customer  
Service Management

# Own experience center 'the Bridge'





## JOINT SENSING CLINIC PROJECT

### Customer Case

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<https://bit.ly/FJSH2018>

FUJITSU



# Customer engaging activities



Fujitsu World Tour (NL)



Fujitsu Forum (Munich)



Events @Bridge



CxO program / CIODAY

## NL websites

- [www.fujitsu.com/nl](http://www.fujitsu.com/nl)
- [www.fujitsu-nieuws.nl](http://www.fujitsu-nieuws.nl)
- [www.fujitsu.com/nl/about/events](http://www.fujitsu.com/nl/about/events)

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- [twitter.com/Fujitsu\\_NL](https://twitter.com/Fujitsu_NL)
- [youtube.com/NLFujitsu](https://youtube.com/NLFujitsu)

## Computable

ICT Media / CIO Magazine



# Workplace Anywhere

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# The way we work has changed

Organisations need to radically transform their workforces to remain relevant and prosper.

Previously



Now

We Went to Work

Command & Control

Technophobes

Knowledge is King

Fixed Contracts

Work is Anywhere

Leaders Everywhere

Tech-Natives

Creativity is King

Gig Economy



# Successful Organisations

1. Deliver great employee experiences
2. Grow leaders everywhere
3. Are boundary-less
4. Have a culture of exploration & adaptability

# Our Vision

## Connect

Your people connected seamlessly, leveraging the leading workplace technologies to be truly empowered, engaged and productive everywhere

## Collaborate

Your employee experiences made intelligent, personalised & effective, by unleashing the power of collaboration and AI.

## Innovate

Your workforce and ways of working transformed, enabling your organisation to truly prosper and disrupt.





## Our Strategy

1. Consultancy Led
2. Cloud First
3. Multi-Vendor
4. Secure by Default





## Workplace Modernisation

Enabling Employees to work productively anywhere, anytime using the latest technologies of their choice



## Improving Experience & Wellbeing

Improves Employee Experience & Wellbeing through the use of analytics & wearables



## Productivity & Collaboration Enablement

Drives workforce productivity & creativity, providing the latest productivity applications, analytics, automation & AI



## Customer Experience

Enables customers to drive growth and relevancy by delivering improved experiences for their customers



## Transformed Workspaces

Improves sustainability and talent retention by providing smart working environments

**Connect · Collaborate · Innovate**



# Why Fujitsu

1. Leaders in innovation and ability to execute
2. Unique consultancy methods
3. Partner ecosystem
4. Reputation as a trusted partner
5. Proven ability to deliver complex workplace transformations



# Customer Case: Robeco



// Fujitsu came out on top with its 'small enough to care; big enough to deliver' message and its clear ability to support our global operations while giving us the attention we needed at head office.



Ton Ligtoet, Executive Director IT Sourcing Architecture and Portfolio Management



## Challenges

- Attracting the best talent available
- Reducing costs
- Finding a global partner that felt local



## Solution

- Deployed an integrated, Microsoft-Enabled Digital Workplace
- Introduced integrated Windows10, Skype for Business, Office365 and OneDrive for Business globally
- Allowed employees to choose own devices, self-enroll. Data is secure
- Provided onsite support and a 24/7 global service desk



## Benefits

- Increased productivity in the field
- Reduced costs through self-service
- Evergreen: Latest technologies available now
- Increased employee satisfaction and advocacy

→ Download full customer case at  
[www.fujitsu.com/nl/](http://www.fujitsu.com/nl/) | [bit.ly/FJ-ROB](http://bit.ly/FJ-ROB)

# Gartner recognizes Fujitsu as a Leader for Managed Workplace Services in Europe



Magic Quadrant for Managed Workplace Services, 2020, Europe



Within the Gartner Magic Quadrant for Managed Workplace Services, Europe, Fujitsu are once again positioned in the 'Leaders' quadrant. Best of all, we continue to maintain the highest placement for our ability to execute.

## According to Gartner

- Leaders deliver their service solutions skillfully, have a clear vision of the direction of the service market, and are actively building and improving their competencies to sustain their leadership positions. The Leaders Quadrant indicates the direction of the MWS market. However, most digital workplace offerings still have low adoption rates
- Leaders have demonstrated their experience in delivering MWS and understand the requirements to successfully deliver these services. They have proved their ability to execute and their strategic visions

The full report is available until 31<sup>st</sup> January 2021 on [bit.ly/FJ\\_MQMWS2020](https://bit.ly/FJ_MQMWS2020)

## MANDATORY DISCLAIMER FOR INCLUSION WHEN USING THIS GRAPHIC:

Magic Quadrant Disclaimer

Gartner Magic Quadrant for Managed Workplace Services, Europe, David Groombridge, Claudio Da Rold, Tobi Bet, Stephanie Stoudt-Hansen, 25 February 2020

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Source: Gartner (February 2020)





# Workplace Anywhere - New Joiner Experience

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<https://bit.ly/FJWPA2018>



# Your Multi-Cloud

Connected  
Intelligent  
Transformed

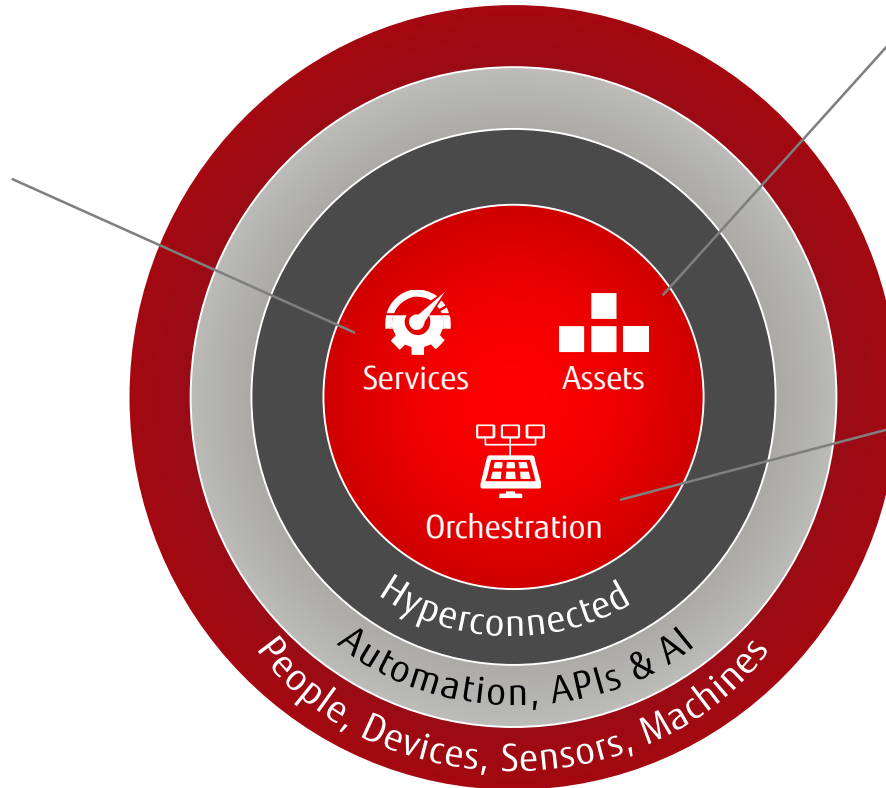
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# Our vision for Hybrid IT Services

## Expose

Modernization and exploitation of existing investments for new value securely to the outside world



## Exploit

Platforms to develop new business models using APIs, AI, IoT and Analytics

## Extend

The traditional enterprise; integrating and managing multiple cloud services together seamlessly

# 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 MetaArc and 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 of 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.



# Gartner - Only one supporting all three worlds

TRADITIONAL  
(Robust IT)

HYBRID

MODERN  
(Fast IT)



DCO



Hybrid Hosting



Cloud IAAS

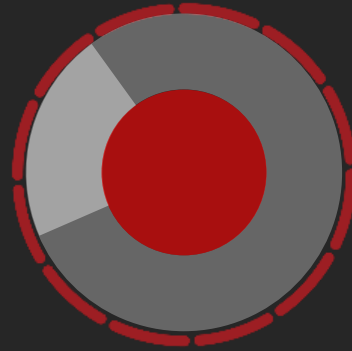
# Gartner DCO HIMS MQ Europe – 2019

Magic Quadrant for Data Center Outsourcing and Hybrid Infrastructure Managed Services, Europe



Full report: [https://bit.ly/FJ\\_GartnerMQMCS](https://bit.ly/FJ_GartnerMQMCS)

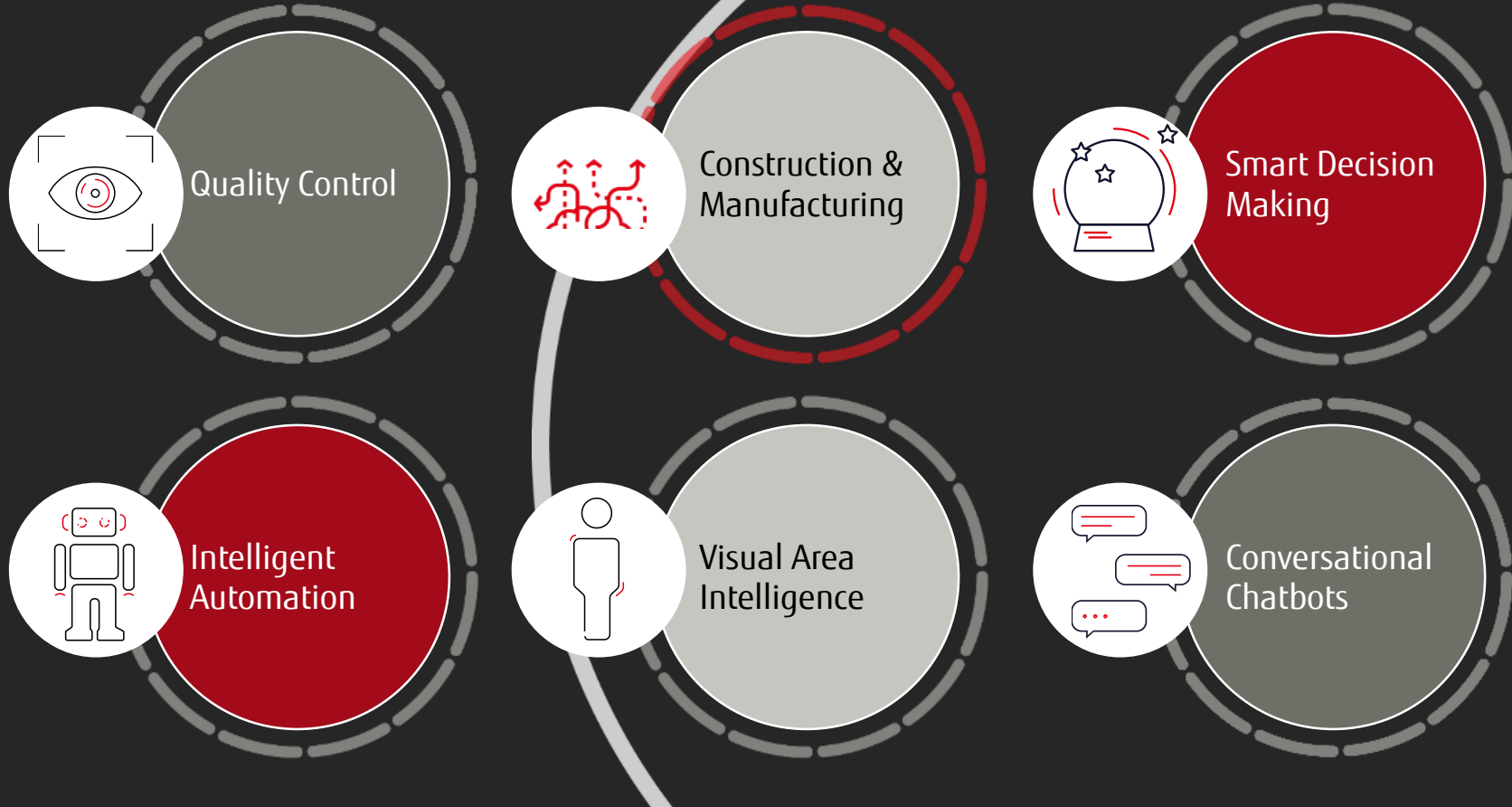
# Digital Business Solutions



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# Our Offering

<https://www.fujitsu.com/nl/digital-business-solutions>





# DBS focus

## 4 centers of excellence



| Analytics



| Artificial Intelligence



| Blockchain



| RPA

## 3 focus propositions



GlobeRanger

**ACT**<sup>®</sup>  
a Fujitsu company

ACT

**F|AIR**

Fujitsu Advanced  
Image Recognition

## 5 industries



| Transport



| Financial Services



| Retail



| Manufacturing



| Public Sector

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Digital Business Solutions

# DBS in Digital

## Chatbots

Backoffice Integration



## Co-Creation

Human Centric Innovation



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## Quantum Inspired

Robot Welding



Portfolio Optimization

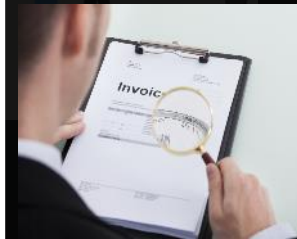


Route Optimization



## Private Blockchain

Invoice Fraud



MVP in 5 Days





**Mark van der Gulik**  
*Manager Finance LeasePlan*

[youtu.be/ppU0yQt7Ndo](https://youtu.be/ppU0yQt7Ndo)







**Bret Baas**

*IT Manager/Innovation Manager RAI Amsterdam*

[youtube.com/watch?v=3BEWDDMpbSU](https://youtube.com/watch?v=3BEWDDMpbSU)

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# Customer Case: IOT / Sensing Clinic Program

// With the Sensing Clinic program, we can monitor our patients 24/7, intervene sooner and use our bed capacity and personnel better. That is good news for the patients and for the hospital. //



Chrit van Ewijk, CEO, Slingeland Hospital



## Challenge

- Understand how best to adopt sensing technology to support medical staff with real-time information on a patient's vital signs



## Solution

- Fujitsu and Slingeland Hospital co-created an innovative sensor solution to capture the health status of patients 24/7
- Allowing nurses to remotely monitor conditions and reducing the need for bedside visits, thus improving the patient experience



## Benefits

- Improved staff satisfaction by reducing manual measurement, allowing more time to spend on patient care
- Enables healthcare professionals to make informed decisions on treatment
- Early detection of deterioration ensures better quality of care

→ Download full customer case at [www.fujitsu.com/nl/](http://www.fujitsu.com/nl/) | [bit.ly/FJ-SH-Sense](http://bit.ly/FJ-SH-Sense)

# Our Technology Stack

FUJITSU

- RPA
- Chatbot
- AI
- NLP
- Image & Video Analytics
- Big Data & Machine Learning
- Blockchain
- Asset Management and IoT
- Quantum Inspired Computing



# Digital Annealer opens up new possibilities

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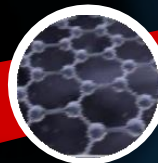
- New digital circuit architecture inspired by quantum phenomena

## Digital Annealer

General-purpose  
computer



Quantum  
computer



Brain-Like  
computer



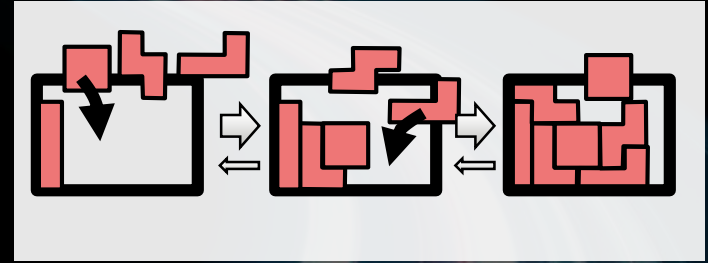
- Solve combinatorial optimization problems much faster than conventional computer
- More practical than quantum computer

# Quantum Annealing

An approach for combinatorial optimization : Annealing

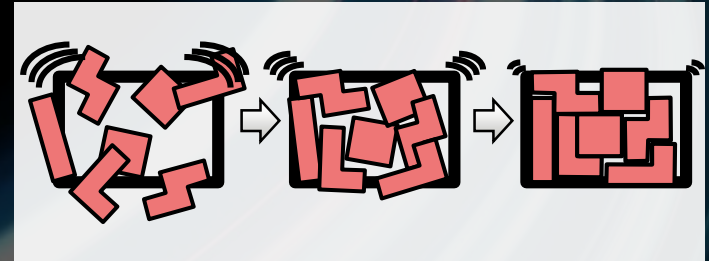
## ■ Classical approach :

Blocks are placed in sequence, starting over if it doesn't work. Repeated until a solution is found



## ■ Annealing :

Blocks are placed randomly, then the entire system is "shaken", and the shaking is gradually reduced





# Quantum Annealing vs Digital Annealing



Commercially available Quantum Annealing computers requires a quantum state

Escapes the local minimum energy state through the feature of Quantum tunneling



Maintaining quantum coherence requires expensive shielding and is nonetheless hard to sustain.



Needs a cryogenic environment operating at a few milli-kelvin degrees thereby increasing complexity and costs



Limitation in solving large scale problems due to limited number of connections between qubits



Quantum-inspired technology available on digital circuit based technology

Escapes the local minimum energy state by offset created with DA hardware architecture



Parallel evaluation of candidate states across 1024bit leads to multiplicative speed up & high precision



Traditional digital bit-based energy efficient architecture working at room temperature that fits in a rack



Architecture with full-connectivity with 16-bit precision and 26-bit biases, precision computation



[fujitsu.com/global/digitalannealer](https://fujitsu.com/global/digitalannealer)

# Get your services up to speed

Enterprise *Changing Service*  
Management solutions

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**servicenow**

Gold Services  
Partner

**servicenow**

Gold Sales  
Partner

**servicenow**

Authorized Training  
Partner

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# Fujitsu ServiceNow

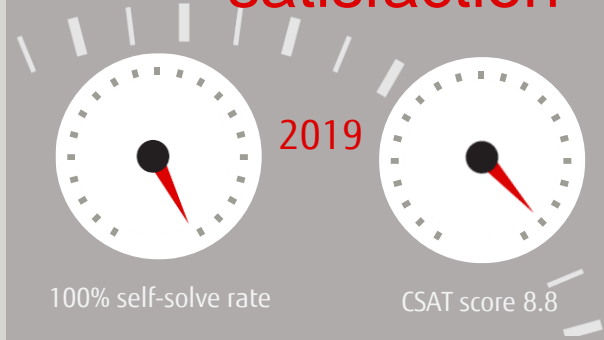


servicenow

Gold Services  
Partner

and  
ServiceNow Implementer  
for 9 years

Delivering excellent  
**customer  
satisfaction**



Over **8,000**  
Service Desk Agents  
supporting  
**2,700** Managed  
Service Desk Customers

**30** globally with over  
Million  
end user contacts  
a year



Delivered over

# 800

ServiceNow projects  
across Europe

Customer examples

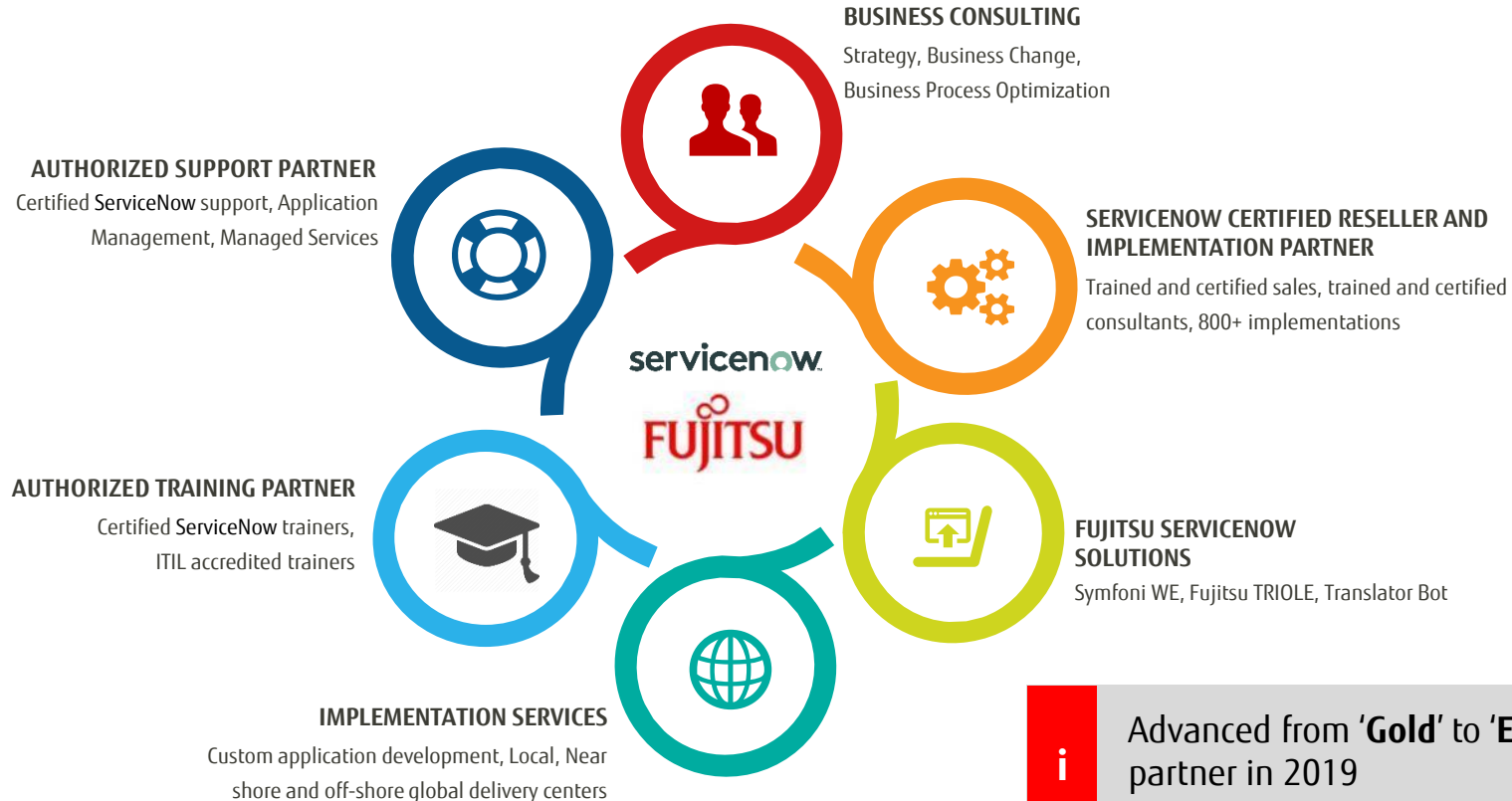
**Van Oord**



Marine ingenuity



# ServiceNow | What we do



Advanced from 'Gold' to 'Elite' partner in 2019





# Our customers in EMEA



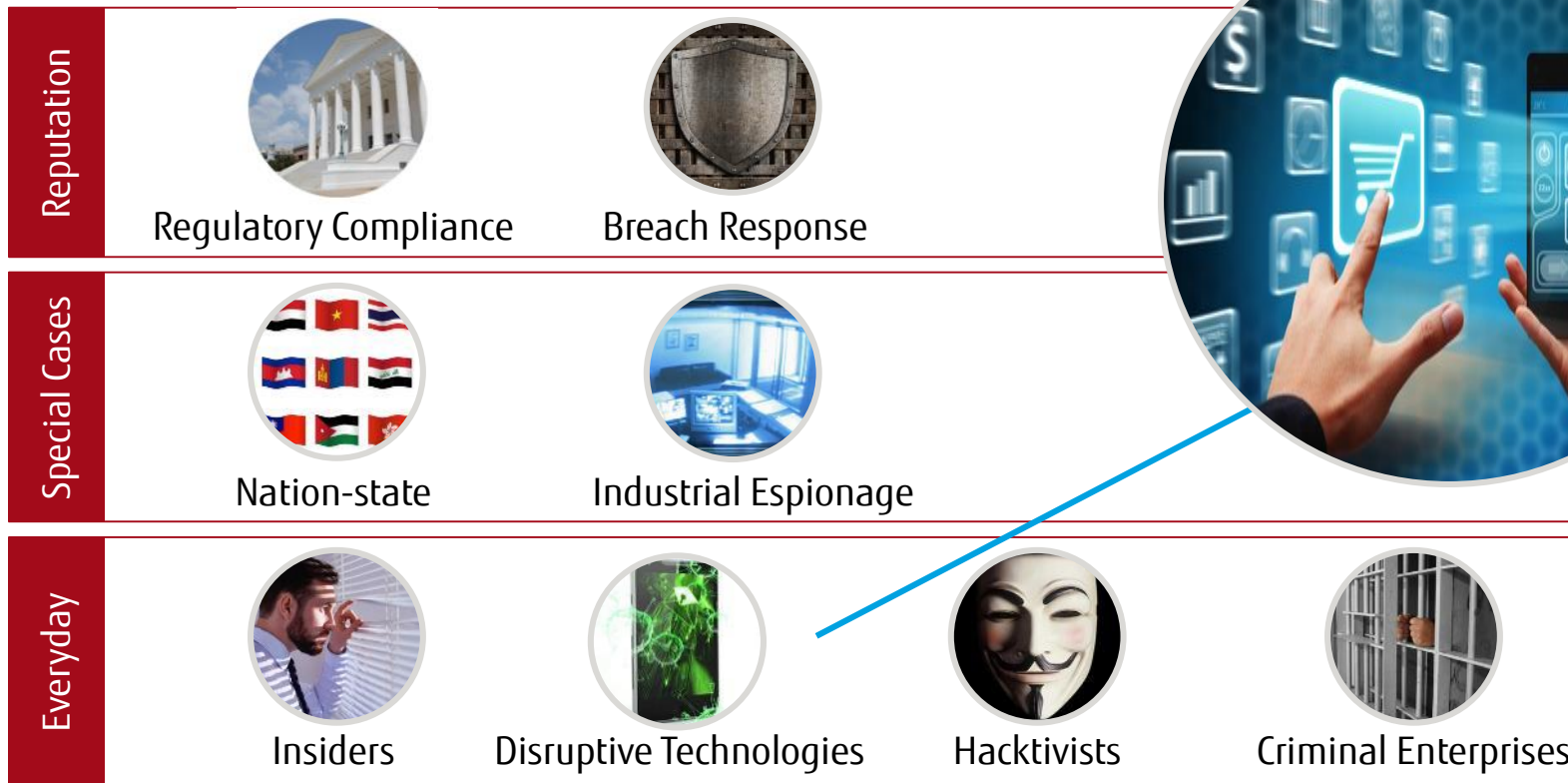
# Enterprise & Cyber Security

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# What's driving Security Today?



# Customer Case Security: Van Oord

Headquartered in Rotterdam in the Netherlands, Van Oord, which specializes in dredging, land reclamation and building offshore windfarms, is strengthening its all-round cyber-resilience as a key part of its business continuity planning.



## Challenge

- Cyber-attacks and data breaches are now among the top 10 global threats to business and society (World Economic Forum).
- Van Oord wants to improve cyber security posture to unlock their potential through compliancy.
- Cybersecurity regulations for the maritime industry (IMO) by 2021.
- To build enhanced security measures into its global business.



## Solution

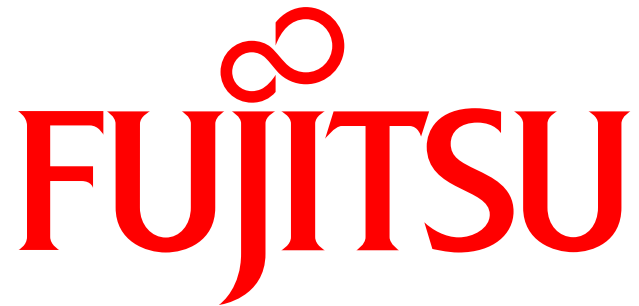
- Implementing a cybersecurity control framework to gain control and visibility.
- A comprehensive portfolio of security solutions embracing security consulting and managed security solutions.
- Creating a CISO dashboard, with the use of ServiceNow SecOps and GRC modules to deliver response capabilities.



## Benefits

- Achieving higher levels of security maturity and protection.
  - Allowing Van Oord to bid for large international contracts where a certified or proven IT security is a requirement.
- Read press release at [www.fujitsu.com/nl](http://www.fujitsu.com/nl)  
| [https://bit.ly/FJ\\_VanOord](https://bit.ly/FJ_VanOord)





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