# FUJITSU

# Fujitsu's Design Thinking with ServiceNow®

## Simplify digital transformation

The business agility and efficiency benefits of digital transformation are clear but doing it can be complex and time consuming. We simplify the process for you with our service. Our business and technology experts work with your teams to identify the best way to digitally transform your business processes using our proven approach.

The recent pandemic has caused companies to fast-track their digital transformation initiatives across all sectors and all regions. This has been driven by a dramatic switch to consumers interacting with businesses online, supply chains disruptions, and a rapid shift to remote working. Organisations now clearly understand the benefits of digital transformation, but the process is complex and expensive, so how can we make it simpler?

Our approach is to use Human Centric Experience Design (Fujitsu HXD), a methodology we developed over decades and use ourselves for simplifying digital transformations. Through a variety of workshops, virtual or in person, we collaborate with key people across your organisation. Our experts bring proven techniques and use cases to stimulate ideas and identify innovative ways of solving a new or existing challenge. We go further by combining Fujitsu Design Thinking with the capabilities of the ServiceNow platform and show you how quick and easy it is to convert your ideas to a real digital workflow. The outcome is a new way of doing business which delivers a better customer or employee experience at a reduced cost.

# How does our service accelerate your digital transformation initiatives?

### Challenge

Digital technologies provide an opportunity to rethink the customer and employee experience. You want to deliver a superior experience using fewer resources by automating an entire process using Artificial Intelligence (AI) and Machine Learning (ML). You need help to develop the vision and design an optimised business process.

### Outcome

We help you see your challenges through new lenses. Our experts use proven techniques and bring relevant industry and cross industry use cases to the workshop. We stimulate the creativity in your team and inspire them to design new, more efficient processes. We understand how you can exploit the capabilities in ServiceNow to fully digitise processes.

**1**

### Challenge

The sudden increase in consumers wanting to interact with you online requires you to rapidly spin up more self serve applications for your customers. The application development backlog is growing faster than the budget to fund it, and your resources to deliver it. You need to find ways of delivering applications and new services faster.

### Outcome

Our approach is designed to deliver results fast. We begin by generating ideas using pre-formed inspirations to fast track the ideation process. We rapidly build prototypes to bring to life the solutions. Combining this with ServiceNow's prebuilt workflows and application interfaces we can dramatically reduce the delivery time.

**2**

### Challenge

The shift to home working has put additional pressure on your stretched security team, where there is already a skills shortage. The only way to address this issue is through automation, Machine Learning and Artificial Intelligence. You know you need to redesign several processes and you would like to understand best approach and best practice .

### Outcome

Our experts bring security expertise and an understanding of how you can use ServiceNow's workflows with inbuilt Machine Learning and Artificial Intelligence protect you from cyber attacks. For new digital solutions we can show you how to automate the 'Identify, Protect, Detect and Respond' process with minimal human intervention.

**3**

# Design Thinking approach

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| **Design Thinking Workshop** | Facilitated by our Design Thinking team, we invite the people with the right insights across your business to join our industry, technology and ServiceNow experts. It's a highly structured and interactive one day (physical) or half day (online) workshop |
| **Introduce the challenge** | We start by introducing the business challenge to develop a common vision and shared goals. We explore why addressing this business challenge is important for your organisation, your customers and your employees. |
| **Different Perspectives** | The business challenge is considered from the perspective of those people most impacted. This insight is critical to ensure that we develop concepts that consider a human-centric perspective. |
| **Business Strategy** | We ask you to provide an overview of your business strategy and the relevance of the challenge within the context of it. The Fujitsu team share relevant use cases from our industry experience and customer use cases to stimulate and inspire. |
| **Build a vision** | Together we develop a vision for how your business can build more creative, forward-thinking solutions that address the needs of the people most impacted by the challenge. |
| **Ideation** | We begin to generate ideas, initially, using pre-formed inspirations to fast-track the ideation process. We then use a range of techniques to develop a variety of supplementary ideas and capture the outputs. |
| **Prototyping** | Visual concepts are built from the best ideas that help to reframe the challenge. Quick prototypes are developed on ServiceNow which help bring to life possible solutions. |
| **Voting** | Through facilitated discussion, each prototype is discussed, tested and everyone in the workshop is asked to vote on the best aspects of each one. From the discussion a heatmap is produced showing consensus in the room. |
| **Final Output** | A digital summary of the discussion, ideas, and actions is produced. We define a pathway to achieving your objectives and set out clear and practical steps that can be taken to rapidly implement the co-creation ideas we evolved together. The logical next steps are to either build a business case and a plan to implement the solution, which our team will be happy to help you develop; or to create a Proof of Concept on the ServiceNow platform to show a working prototype that supports the next steps of a fully productionised solution. |

# How does Fujitsu support and deliver?

The process of digital transformation presents an opportunity to reimagine your customer experience, and more fundamentally how work gets done in your organisation. As a leading innovator in the field of technology, Fujitsu brings decades of experience and techniques to stimulate and inspire your teams to be creative and disruptive in your industry.

You get the time, space and intense focus to achieve your specific outcomes based on your strategic needs. We have Digital Transformation Centers (DTC) in major cities around the world where we have the facilities to host a one day workshop, or we can run half day workshops virtually, online. We bring our ServiceNow and industry experts to the workshop, they bring use cases and knowledge of how, by using the Now platform you can accelerate your digital transformation and deliver a rapid return on investment.

# The power of Fujitsu and ServiceNow together

In the current climate it is more important than ever for decisions to be focused on business outcomes. Design Thinking is a strategic approach that places your customers and employees at the center of your organisation so that you uncover solutions that meet and exceed their needs. Through our Co-creating program and Design Thinking approach, we help customers across the world bring industry leading, innovative solutions to market.

Our partnership with ServiceNow fast-tracks the implementation of the enterprise workflows required to deliver new digital solutions. Combining ServiceNow platform capabilities with Fujitsu's industry and technology expertise, typically halves the time to deliver digital transformation initiatives.

**Find out more here.**

Design Thinking, built on decades of experience, helps you reimagine and digitally transform your business.

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