

Fujitsu on: Partner Ecosystem

Overview

- The Partner Ecosystem represents over 80% of Fujitsu's business in the European region – consequently, for Fujitsu to be successful, its partners must also be successful.
- There are multiple opportunities and programs for partners of all types to participate in Fujitsu's partner ecosystem.

Stronger Together as an Ecosystem

- Helping to achieve today's business objectives requires multiple technologies and channel partners to work together. Fujitsu is helping its channel address this opportunity by integrating its partners large and small into an ecosystem, where they are empowered to collaborate effectively to realize emerging market opportunities and create business value. Fujitsu is not only facilitating this partner-to-partner collaboration but is also providing a common go-to-market approach to support it.
- A key element of enabling this collaboration is Fujitsu's powerful Human Centric Experience Design (HXD) methodology which is designed to enable partners and their customers to harness the power of collaboration to meet their unique digital transformation needs. To facilitate this process, Fujitsu's partners have access to its highly effective co-creation workshops, supported by an international network of Digital Transformation Centers.
- Fujitsu Ecosystem Platform is the latest step in the evolution of its ecosystem approach. The platform provides a dynamic space where customers and existing and new partners can collaborate, innovate, and generate new business value. The Platform's features allow partners to interact at many new levels, from promoting their own value-adding solutions and innovations to posting "challenges" for new partner-to-partner collaborations to fulfill new customer projects. It also promotes micro-alliances to assemble and deliver complete customer solutions.

Fujitsu's SELECT Partner Program

- Fujitsu's SELECT Partner program was designed for ease of use and was the first in the industry to offer customer-centric specializations based on expertise rather than revenue thresholds. There are no barriers to entry: Partners can sign up as SELECT Registered partners and immediately start their relationship with Fujitsu. Joining as a SELECT Program partner also opens the opportunity to build expertise and gain SELECT Expert accreditation for customer-centric solutions including integrated systems, workstations, data protection, virtual client computing, and hybrid cloud deployments.

- Fujitsu's SELECT Circle level is focused on the needs of value-added channel partners and is designed to facilitate a deeper level of engagement. SELECT Circle members act as trusted advisors who are digitally co-creating and enabling growth in the data center.
- Fujitsu's SELECT Infinity track allows leading European corporate resellers to benefit from unlimited opportunities for solutions from notebooks to AI with a boundaryless approach to international projects.
- Fujitsu Champions are partners with unique, specialist skills and experience to bring to the table. Fujitsu's Ecosystem is inclusive - Champions can be any type of partner, including resellers, hosting providers/ co-locators, technology solutions providers, and system integrators in addition to partners that do not resell products such as ISVs and consultancies. By encouraging a wide range of organizations to participate in its Partner Ecosystem, Fujitsu can catalyze value and generate a force multiplier effect when partners with complementary skills collaborate.
 - Fujitsu has created a Referral Partner Program to ensure that all partners are compensated fairly for their unique contribution to each customer project. This program is designed to ensure that those partners whose focus is not based on selling hardware receive commissions for the business they bring to the ecosystem. The referral fees are based on the committed contract value of each project.
- The power of co-creation allows partners to contribute to the delivery of innovative customer solutions whose scope lies beyond the capabilities of any individual partner. Fujitsu Champions focus on the following technology areas:
 - Data-Driven Transformation solutions centered on helping customers store, access, and monetize the multiple sources of data across even the most complex organizations
 - Fujitsu Hybrid Cloud solutions, which ensure that the right workloads are allocated to the most appropriate clouds, driving cloud efficiency and momentum
 - Fujitsu's Workplace Transformation portfolio, designed to maximize the efficiency of the "new normal" way of working
 - Infrastructures for SAP Environments that transform data center operations for the intelligent enterprise.
- Fujitsu's ongoing investment in the SELECT Partner Program to enable channel partners to better help their customers navigate the complexity of digitalization. Significant program enhancements include new user-friendly tools, the introduction of improved rebates, and broader access for partners to tap into Fujitsu's key transformation capabilities.
- SELECT partners have access to a wealth of information and training opportunities. In addition, Fujitsu's TechCommunity digital platform enables partners to learn from the experts and keep up to date with the latest developments in technology at Fujitsu and across the industry. The platform promotes interaction with news, blog posts, and a discussion board.
- The valuable role of partners in delivering digital transformation for their business customers is recognized and celebrated at Fujitsu's annual SELECT Awards. Judges for the 2022 awards will consider not just business value created but also non-financial indicators such as contributions to the United Nations' Sustainable Development Goals (SDGs).

Fujitsu is helping partners' customers manage their finances

- To help our service provider and channel partner partners' customers manage their finances as they roll out new business models or adapt to future demand, Fujitsu has introduced uSCALE. These attractive, usage-based payment plans offer a cloud-like model with monthly consumption-based billing, the ability to scale up or down on demand, and immediate access to the latest high-end infrastructure technology. Partners have a choice of two uSCALE models:
 - The "uSELL" model where the partner acts as a service provider to the customer or
 - "uPROVIDE" where Fujitsu contracts directly with the end customer but the partner collects a bonus and ongoing commission.

Fujitsu Quote

- Fernanda Catarino, Head of Channel, Alliances and Ecosystems Europe at Fujitsu, comments: "Fujitsu has the solid foundation of a strong partner ecosystem in place. Together, we are well positioned to help customers truly harness their data. We are also well placed to help our channel grow, standing by each partner's side as a trusted advisor, and offering as much or as little support as they need. None of us can do this alone – but we are stronger together."

Customer references

- Videos from the Innovation Award finalists: <https://www.fujitsu.com/global/microsite/spp/#stories>

Relevant Fujitsu Channel Milestones

- June 29, 2022: Fujitsu uSCALE consumption-based as-a-Service Offering Extended to Channel Partners
- June 08, 2022: Calling all Fujitsu Channel Partners: The 2022 SELECT Innovation Award is Open for Entries

Further reading

- Fujitsu Channel on the [Fujitsu blog](#)
- Fujitsu Channel Ecosystem on LinkedIn: <https://www.linkedin.cn/showcase/fujitsu-partner-ecosystem-europe>

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