How to be more agile, flexible and responsive to customer demands



#### Introduction

Priorities for manufacturers have shifted towards improving agility and flexibility, as the market demands responses within days and weeks instead of months or years. Uncertainty is the new normal, making it harder to predict the future. Manufacturers need to be able to scale operations up or down, remotely commission or decommission production lines, and rapidly spin up new direct and indirect channels to market. To be this agile and flexible you need a modern cloud platform and digital processes, but most manufacturers are struggling with departmental silos, manual disjointed processes, and large, cumbersome legacy systems. Digital transformation is complex, time consuming, and therefore expensive.

Fujitsu understands this because we are a global manufacturer. Together, with ServiceNow we have the experience to help you overcome these challenges. Helping you connect silos, automate manual processes, and providing you with real-time visibility across your supply chain.

## Rethink your supply chain– deliver the insights you need in time to take the action

Events over the last two years have highlighted the potential of digital transformation. For example, manufacturers that built digital twins of supply chains can run multiple scenarios to prepare for a sudden factory shutdown or raw materials shortage. Additionally using Artificial Intelligence (AI) and Machine Learning (ML) supply chains can be monitored in real-time and production line changes can be automated to change based on the flow of materials. However, this level of digital maturity is far from most manufacturers disjointed workflows, with operational data stored in disparate systems.

Smart Manufacturing creates new opportunities and delivers enormous benefits to manufacturers, which is the reason for the rapid rise in the use of embedded Operational Technology (OT sensors and IoT devices). Using these devices improves operational performance and can increase profit margins, but only if the data collected from the devices is made available to the business, i.e. OT assets can communicate with business applications and vice versa in real-time. Enabling this seamless flow of information between the OT and IT systems can be complex, Fujitsu and ServiceNow simplifies the process by bringing IT and OT together on to a single platform. Raw data collected from OT devices can be sent to business applications via automated workflows.



A digitized cloud platform with integrated workflows puts you in control of your supply chain, allowing you to build digitally mature solutions and be proactive rather than reactive to sudden market changes.

Our solution moves you closer to being a data driven organization, providing you with meaningful insights in real time to take the right actions. Additionally, creating a digitized cloud platform with integrated workflows, means that you can start to build digitally mature solutions that shift you from being reactive to proactive, enabling you to develop new business models and to be a disruptor in your market.

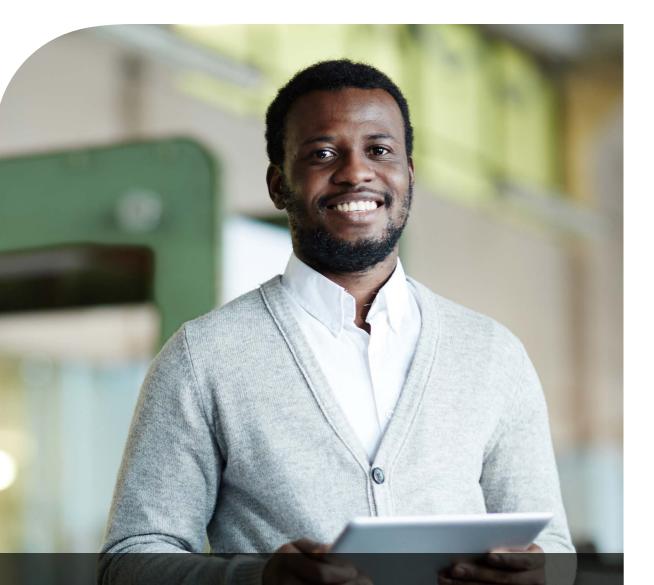
#### Improve agility—respond faster to customers, partners, and competitors

A new level of agility is required to enable you to respond to sudden changes in consumer behavior, supply chains, and market conditions. Consumers expect personalization, more product choice, and overall a better customer experience. It's now important for manufacturers need to look beyond what you produce, and consider how you engage with and sell to your customers. During the pandemic, many organizations realized they were simply not agile enough to rapidly respond to sudden changes in consumer behavior. It's no longer acceptable to respond within months, Direct-to-Consumer channels (D2C), distributor channels, and new products or services need to be delivered within days and weeks. Manufacturing has changed forever.

But the challenge is legacy Enterprise Resource Planning (ERP) applications are too slow, complex, and costly to modify. You know you need to move your ERP application to a cloud platform to realize the business benefits of agility and flexibility, but 'rip and replace' is not an option. Fujitsu and ServiceNow enable manufacturers to connect silos, streamline processes and accelerate innovation. Our cloud ERP solution, Stanza, extends the value of your investment in the Now Platform by enabling you to optimize and transform business processes, from sales to inventory management and fulfillment. It seamlessly integrates with your existing ERP system so that you get the agility and flexibility of a native cloud ERP solution without having to rip and replace it. With Stanza you can respond to rapid shift in consumer behavior: establish a D2C channel; launch a new product; or directly connect to a specialist logistics company to deliver a better customer experience. Our pre-built automated workflows enable you to respond to customer demands with speed and efficiency. If your company is considering moving ERP to the cloud, Stanza on the Now Platform offers a simpler and more cost effective approach.



Our pre-built automated workflows make it easy for you to improve the efficiency and speed of your response to customers.



Empower employees to better service customers with a single view of in stock inventory.

### Simplify inventory management with a single real-time view of what's in stock

Too much inventory creates havoc on your bottom-line, and too little you fail to meet revenue targets and risk losing customers. Inventory management is usually complicated by most manufacturers having multiple inventory systems dispersed across many warehouses making it difficult for your customers, staff, and partners to get accurate visibility of stock levels. Without real-time visibility of stock, it isn't possible to accurately plan or allocate stock to customer orders, nor is it possible to optimize inventory levels.

Stanza easily connects your entire Supply Chain network, providing real-time visibility of stock levels across disparate inventory systems from a single screen. Inventory optimization is simplified with automated reorder point planning, which means you are more likely to satisfy both customer and partner demand. Your Customer Service Agents (CSAs), will have real-time visibility of what's in stock, so when they are dealing with a customer query you can empower them to process returns, check product availability and create new orders.

### Get serious about delivering the best employee experience

The pandemic highlighted the need for your employees to be able to work safely and effectively from anywhere, perhaps more importantly, it proved that employees can not only be productive working from home, they can also have a better work life balance. As a result, manufacturers are rethinking their workforce strategies to permanently include remote working and flexible working models. Additionally, the more forward-looking manufacturers are realizing that offering flexible and remote working makes them more attractive as an employer and removes geographical boundaries when searching for talent.

Manufacturers know that events can suddenly occur that require workers to stay away from the factory, in this situation employees need access to the applications, data, and assets they need to keep production high and remotely commission and decommission production lines in response to market demands. However, there is far more to transforming the workplace than enabling remote work. Manufacturers are considering how to embrace AI and automation technologies to drive workplace productivity; how to encourage creativity through better collaboration; and importantly how to drive culture change to make the best of employees' abilities.

Fujitsu is recognized as a leader in workplace transformation, both in terms of our vision and ability to execute. Our focus is on



Collaborate from anywhere and increase productivity by automating repetitive tasks.

delivering a great employee experience, delivering innovative solutions that empower your workforce to work securely, safely and productively from anywhere. Together with ServiceNow, we improve user adoption of new applications and technology through a better user experience. We know how to help you get the most out of your ServiceNow platform. We can show you how to replace repetitive, mundane and manual tasks with streamlined, automated workflows, and importantly, we know how to take your employees on the journey with you. Your employees will be able to collaborate freely and have access to the tools they need to innovate faster.



# Conclusion

For manufacturers digitization is now mission critical.

Manufacturers are rethinking their supply chains and reprioritizing digital transformation initiatives in response to global challenges. As a leading global manufacturer, Fujitsu gets that digitizing provides you with the simplicity, agility, and flexibility in operations you need to succeed.

ServiceNow makes digital transformation significantly simpler with the Now Platform, with pre-built workflows, and application interfaces to legacy systems. Fujitsu brings an extensive range of manufacturing solutions to this industry leading platform, from predictive maintenance and process visualization for the factory, cloud ERP for distribution, to enhanced employee experience and engagement capabilities across the supply chain. Our solutions will dramatically reduce the time it takes for you to digitally transformation your manufacturing processes, empowering you to build the agile and flexible organization you want to be.

Digital transformation offers manufacturers resilience, agility, and flexibility in operations. Fujitsu and ServiceNow together help you digitally transform faster and more successfully.

For more information, visit <u>https://your.servicenow.com/fujitsuservicenow</u>