

Changing.  
Unchanging.

When the world changed,  
our commitment didn't.

FUJITSU

shaping tomorrow with you



# No going back

**Everyone's been talking about change and transformation, for years. Then, 2020 happened. Talking about it was no longer good enough. You had to do something about it.**

When it mattered most, you cut through the red tape. Made speedy decisions. And mobilised millions to work in a different way.

When you have the right partner – in it for the long-run, there for the good times and bad – you can move at speed.

We're here to help. Just like we've always been. We're not going anywhere. So, whatever the future may hold, we're here to take you forward.

**Because there's no going back.**





# Changing perspective. Unchanging position.

## You might not know it, but we've met before.

Whether it's banks, manufacturers, energy companies or the government, we're proud to deliver the behind-the-scenes technology that you use every day. Whether that's in your leisure time or during the working day.

As a technology leader, we take our role very seriously. Keeping many of the critical systems going that help people manage their finances, shop in-store or online, consume energy or use government services.

So, it's safe to say we're a trusted partner that's already moving you forward. Even if you didn't know it.

Find out where  
We've met before



# Changing workplace. Unchanging leadership.



Agility.



Scale.



Pace.

It's no surprise that Gartner ranks Fujitsu as a leader in delivering workplace services.

We've always been a leader in workforce transformation. At scale, pace and with high quality service built in.

Gartner's magic quadrant for managed workplace services.  
You can read about our evaluation here:



# Changing times. Unchanging support.

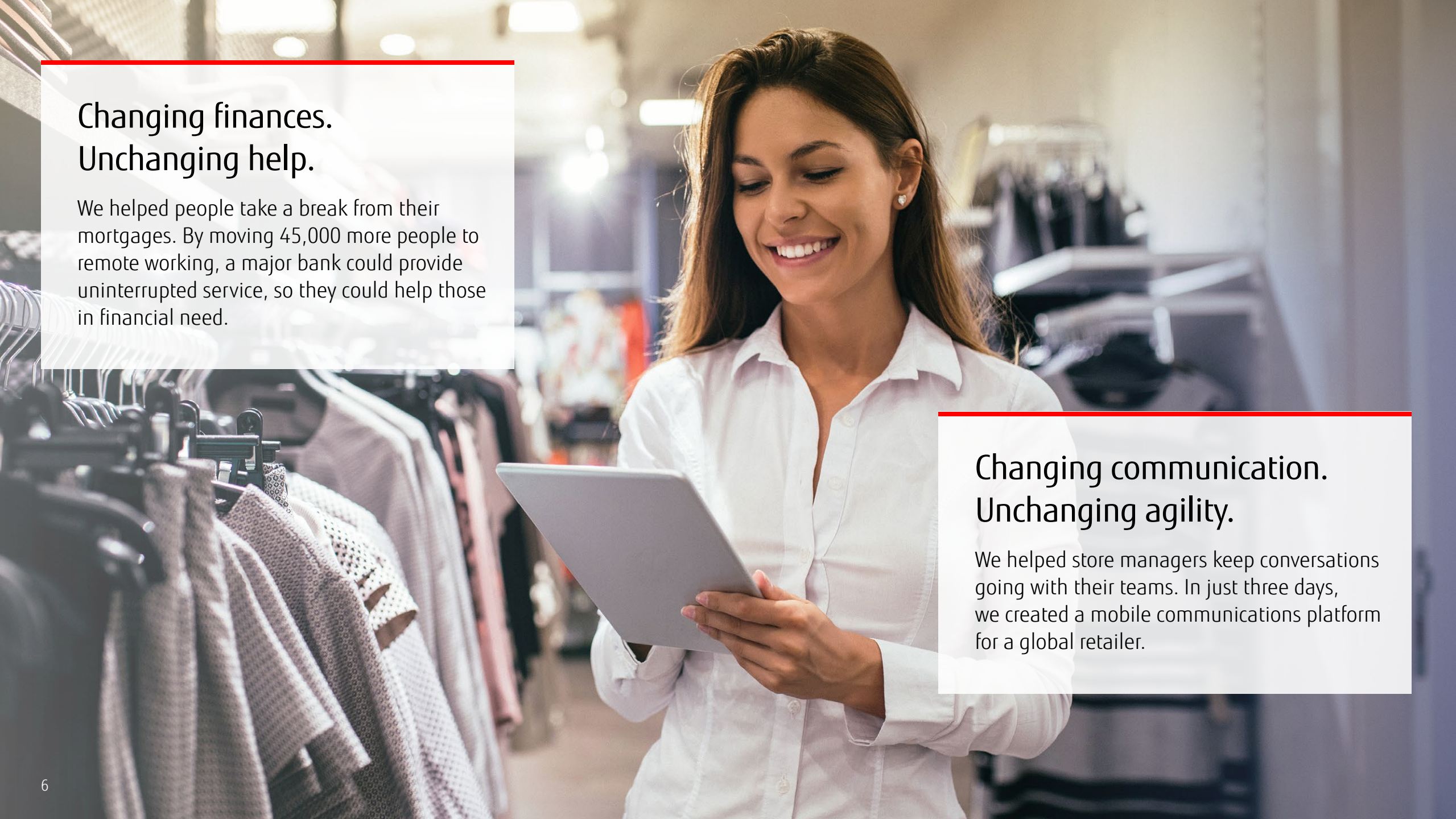
**When it mattered most, we helped move tens of thousands of people to remote working.**

We did it safely and securely (and without fuss) to allow everyone to continue providing vital services.

But we're not just about moving, we also delivered the technology critical to providing these services too. From robots and new apps to engineers filling the gaps. We're dedicated to supporting our customers in the ups, the downs and every which way.





A woman with long brown hair, wearing a white button-down shirt, is smiling and looking at a tablet computer. She is standing in a clothing store, with racks of clothes visible in the background. The scene is brightly lit, and the woman appears to be engaged in her work.


## Changing finances. Unchanging help.

We helped people take a break from their mortgages. By moving 45,000 more people to remote working, a major bank could provide uninterrupted service, so they could help those in financial need.

## Changing communication. Unchanging agility.

We helped store managers keep conversations going with their teams. In just three days, we created a mobile communications platform for a global retailer.



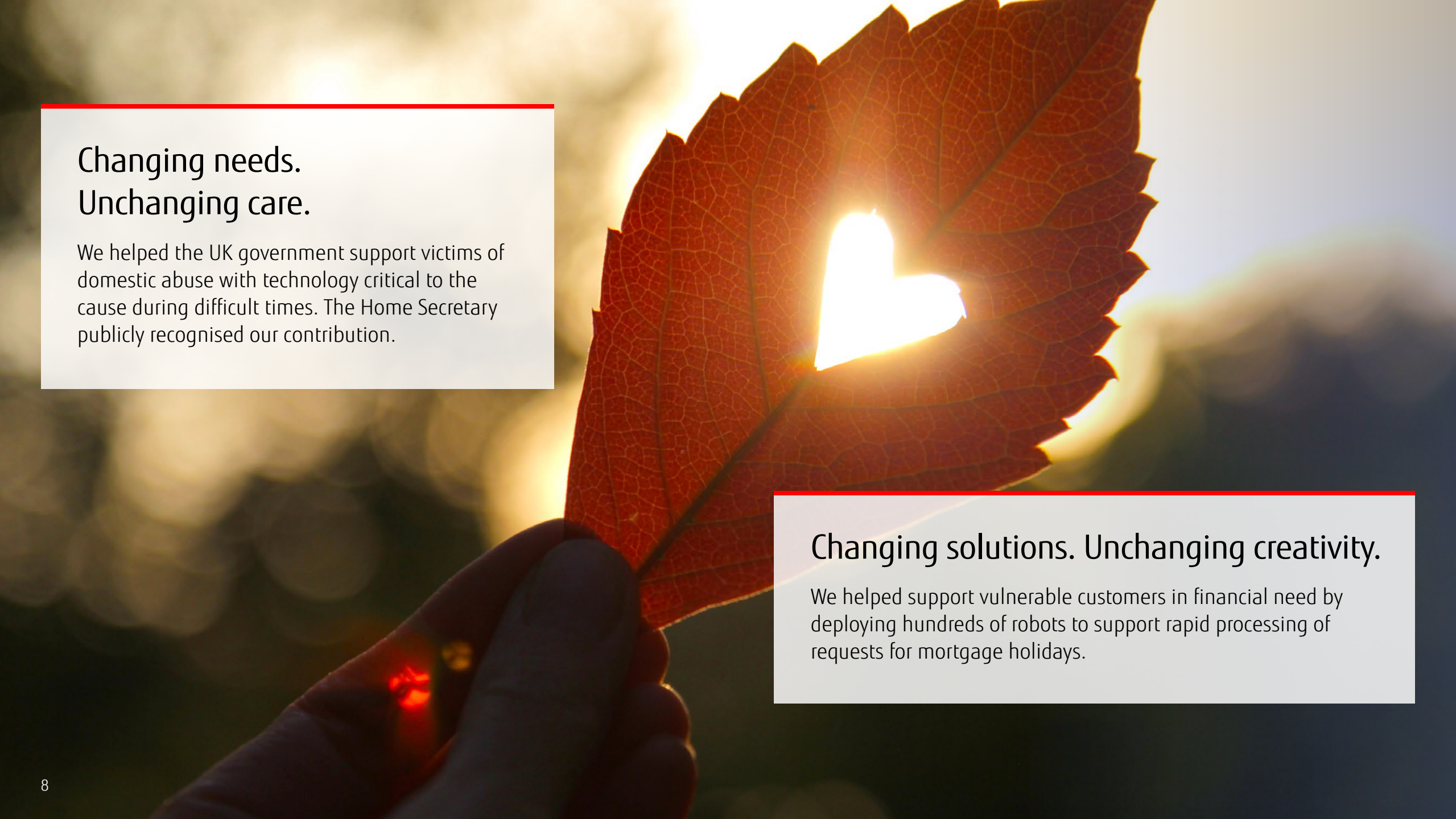
A woman and a young child are reading a book together in a dimly lit room. The woman is leaning over the child, and both are looking at the open book. The lighting is warm and focused on the book, creating a cozy atmosphere.

## Changing dynamics. Unchanging security.

We tripled remote connections by 275% for the UK Armed Forces to help keep everyone safe. And gave back by using overseas engineers to fill the gap in support when other suppliers were unavailable.

## Changing desks. Unchanging power.

We helped keep the lights on in over 10 million UK homes by enabling 18,000 staff, including entire contact centre teams to work from home at one of the largest energy companies. The transition was seamless, rapid and secure.



## Changing needs. Unchanging care.

We helped the UK government support victims of domestic abuse with technology critical to the cause during difficult times. The Home Secretary publicly recognised our contribution.

## Changing solutions. Unchanging creativity.

We helped support vulnerable customers in financial need by deploying hundreds of robots to support rapid processing of requests for mortgage holidays.





## Changing meetings. Unchanging collaboration.

We kept people connected. In a single month at the start of lockdown, we deployed 90% more instances of Microsoft Teams, allowing more people than ever to collaborate virtually. And our pre-lockdown numbers were pretty impressive too!

## Changing fortunes. Unchanging approach.

We're not fortune tellers. But we're good at planning. And the best plans create resilience. They work when you need to adapt at pace. They allow for the extreme. So, when the unthinkable happens, you're ready to adapt.

Technology, of course, can play an important part in unlocking potential efficiencies. The key is to focus on your immediate priorities. Then, create a business case for transformation and resilience.



# Changing world. Unchanging responsibility.

**People and businesses are more connected than ever through a complex global network.**

Being so closely connected is good for driving economic growth. But it also exposes businesses to global shocks in a bigger way than ever before.

Globally, Fujitsu's vision is to create a Human Centric Society where everyone can thrive. This vision reflects our desire to make the world a safer, more sustainable place by bringing people and technology together.

Read more about the challenges we all face and how Fujitsu is helping globally in [A world in turmoil](#)



# Changing pressures. Unchanging focus.

## No one can predict what the future holds.

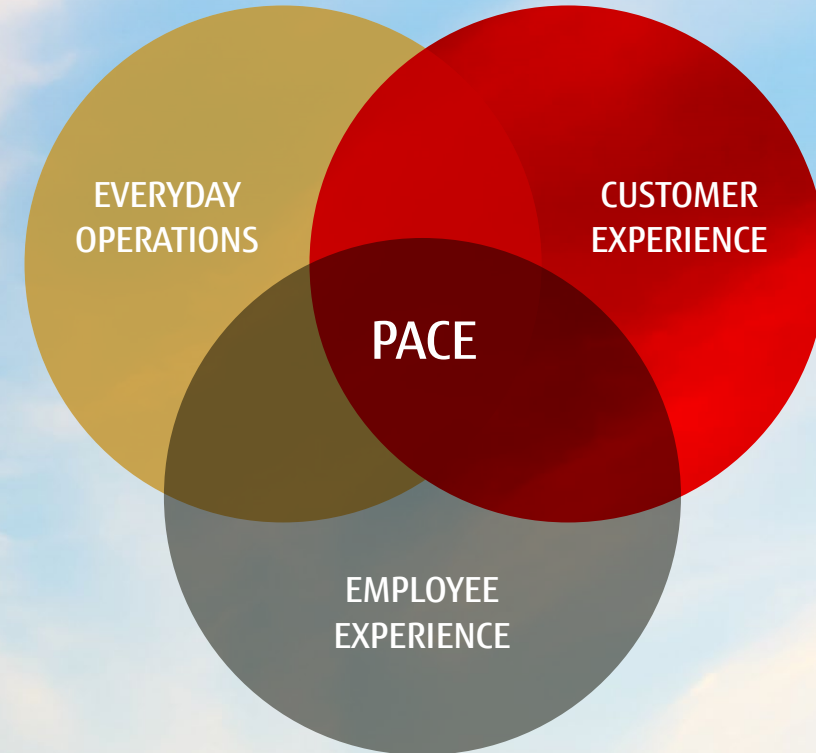
As we begin a challenging process of recovery, all organisations will need to build their resilience based on extreme scenario planning - including a repeat performance of what we didn't think could happen... but then did.

Right now, you will be dealing with immediate priorities.

To survive, you need to be more resilient. And consider how you can build resilience in three key areas.

But in time, you will be ready to reimagine your organisation's future.

Building the business architecture to emerge stronger.  
Automating and scaling from supply chain to front line.



Considering how you create value for your customers.  
Exploiting the digital to blend with the physical for a seamless experience.

Empowering your people to adapt to any change.  
Balancing safety and productivity in a new world of work.





## People make it real

Throughout good times and challenging times, our commitment to customers hasn't changed. Our people reflect our values and make it real every day.

Our people love nothing more than to roll up their sleeves in times of need. Here's what they have to say...



# We're unchanging...



## Meet Ken Crowley

Fujitsu's Defence and National Security team support the Ministry of Defence all over the world. Throughout the pandemic, I've seen their extraordinary efforts to support customers and continue delivering high quality service, with staff extending their hours and foregoing leave.

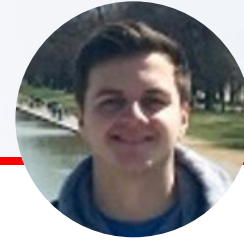
I am proud to lead such a dedicated and tenacious team. And it never ceases to amaze me – whether working in -20 or +45°C – Fujitsu is full of people committed to its customers.



## Meet Smita Gohil

I'm proud that during the crisis, Fujitsu moved 86% of its Home Office service desks to home-based working, achieving this without any customer service interruption to its 43,000 users.

Fujitsu empowers me to make decisions and react quickly. We focus on open and honest communication with users. Because we are all one team.



## Meet Ryan Thorley

I've been working with the Environment Agency, EE and Hull University to run a trial around a new way to alert people of flood risk with revolutionary technology.

Fujitsu provides me with the training, support and trust I need to succeed. Using collaborative platforms to maintain communication means even with extra challenges, our agile service and teamwork has continued to support customers.





### **Meet Ivor Burns**

It's been a very busy but very enjoyable few months working closely with one of our customers, responsible for delivering Ireland's national gas and water infrastructure and services. We've increased our service desk capacity and deployed hardware to support an additional 2,750 users in its rapid transition to remote working.

As a leader in workplace services, Fujitsu has always embraced flexible working for its own people and genuinely lives by these values for its customers too.



### **Meet Debbie Wolf**

During the crisis, we enabled 18,000 Centrica office workers to work from home within a matter of weeks – it's been very rewarding.

We've created many additional ways to support our customers. From arranging socially distanced workshops to regular bingo events! I will never forget Fujitsu's support in helping us to continually develop our service and evolve to meet our customers' changing needs.



### **Meet Marnus Marx**

I am very proud to be part of the team that delivers Agile at Scale, and we are seeing enormous demand for this now.

Fujitsu puts its customers first in every way, especially when they're venturing in new directions with little or no in-house skills. I am proud to go the extra mile every day to support our customers as they respond to the immense challenges the world presents.



# Changing. Unchanging.

**We'd like to help you reimagine your future.**

We recognise that creating resilience for the future is important to you. But you're grappling with competing priorities.

After all, you've got your people, your operations and your service to think about.

**We can help.**

Join us in our virtual co-creating environment. We'll help you create an action plan and a roadmap for resilience linked to your own objectives. We do this in six different ways by bringing multiple perspectives together using digital technologies. Participants work individually, as a group and simultaneously in small teams. And it all happens virtually.

**1** Work individually



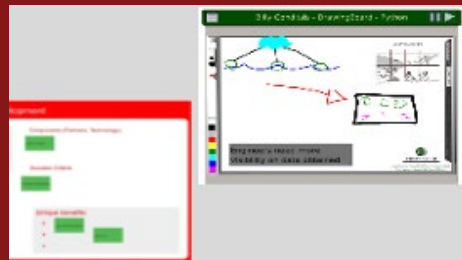
**2** Work as a group



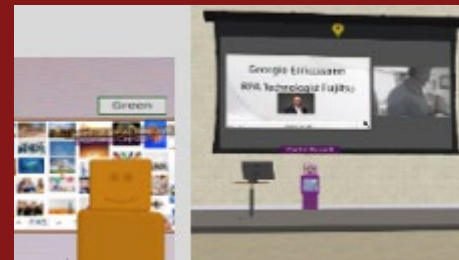
**3** Work simultaneously in small teams



**4** Present, write sticky notes and visualize



**5** Use whiteboards and idea cards, share screen and webcam



**6** Work via your avatar, face your colleagues, join and interact

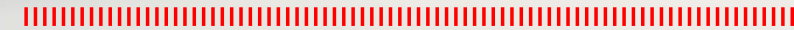


Access all created assets in the space for 30 days after the session



shaping tomorrow with you

To find out more about  
Fujitsu's co-creation  
approach – visit the [website](#).



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