

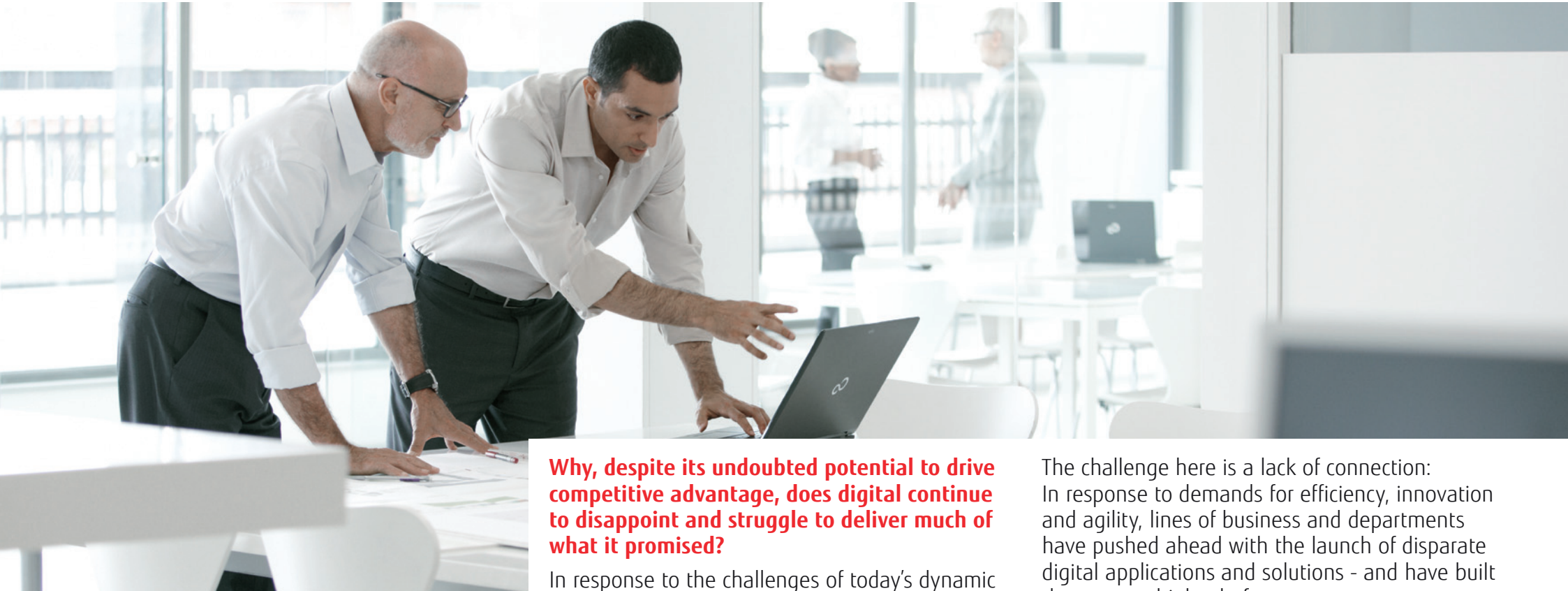
Fujitsu Enabling Digital

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shaping tomorrow with you

The digital disconnect

Why the first wave of digital has failed



» “The UK has already made huge ground in the digital landscape. Yet, there is much more to be done.”

Neil Crockett,
CEO, Digital Catapult

Why, despite its undoubted potential to drive competitive advantage, does digital continue to disappoint and struggle to deliver much of what it promised?

In response to the challenges of today's dynamic global economy, private and public sector organizations across the world have invested heavily in digital in order to empower users, drive productivity, engage customers, better serve citizens and deploy new business models.

However, it is estimated that, by 2016, as many as 70% of digital business initiatives will have failed to deliver on their objectives.

The challenge here is a lack of connection: In response to demands for efficiency, innovation and agility, lines of business and departments have pushed ahead with the launch of disparate digital applications and solutions - and have built them on multiple platforms.

They have further failed to connect these new digital front-end capabilities seamlessly to the core back-end infrastructure, information and systems that enable them.

The result is a series of fragmented end-to-end processes and user experiences; destined never to achieve true business value.

Staying ahead

Realizing the true value of digital

Organizations of every type and size are increasingly feeling the impact of digital; specifically its ability to disrupt markets and drive the need to evolve operating models and enable better interactions with customers, citizens, employees and partners.

For example, in response to the threat of challenger banks entering the financial services market, retail banks are already having to satisfy customer demands for more connected, real-time services, ranging from mortgage applications to insurance protection. These must enable a consistent user experience regardless of the channel or device through which a customer chooses to engage.

With the cultural shift to citizen-centric services, and the need to achieve efficiencies and cost savings, many government agencies are following a digital first policy. This approach is fundamental to delivering simpler, more efficient end-to-end services, and enabling increased online access and timely interaction for citizens.

Retail organizations must rapidly adapt to how customers expect to connect and transact with them. To retain customer relevance and a positive brand identity, a successful retailer must, at the very least, offer a consistent and personalized omni-channel engagement and digitally enabled in-store experiences.

Healthcare providers need to respond to the increasing expectations of patients for access via digital channels, fully integrated healthcare systems and pro-active care. Additionally, embracing a digital approach can deliver significant cost savings, efficiency gains and improve the quality of care.

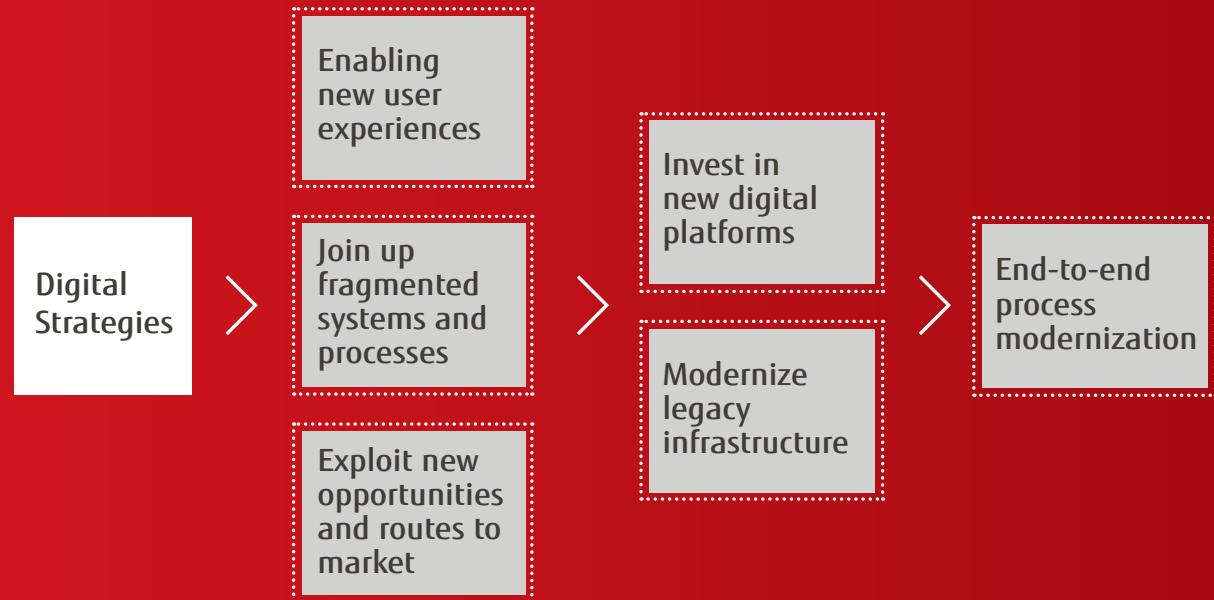
Digital modernization has become a strategic priority for organizations looking to secure their future. By streamlining and improving their existing processes; transforming user experiences; and deploying new products and services, they are driving efficiency, increasing agility and staying ahead of the competition.



Mind the gap

For most organizations, digital transformation means building new digital capabilities; evolving and modernizing existing systems; or a combination of both. But to realize its true potential, they must also focus on bridging the digital disconnect through the seamless integration of new front-end experiences with processes and information at the core operational level.

It's only through effective integration of existing systems and information that an organization will truly deliver more responsive and interactive digital experiences for their customers, employees and partners.





Enabling digital Realizing digital ambitions

At Fujitsu, we support customers on their journey to digital. From increasing efficiency and profitability; through improving customer engagement and enabling new business models; we help them to realize their digital ambitions, and respond effectively to increasing demands from their business, their customers and the market.

We understand that, to be truly digital, an organization must be digitally enabled end-to-end, by building new digital front-end experiences, and seamlessly connecting these to the back-end systems and infrastructure that enable them.

Fujitsu's reputation is built upon our expertise in application modernization, process digitalization and new digital platforms. We achieve robust end-to-end digital modernization that balances the drive for innovation with the need for business continuity, building the best solutions for today, and then managing and maintaining them into the future, through transformational application managed services.

All this is underpinned with a flexible, pragmatic and evolutionary approach to digital modernization; one that supports customers throughout their digital journey – from launching or improving a single service, to delivering multiple solutions that, together, achieve enterprise-scale transformation.

Delivering on our promises

Canadian public sector registry

With over 150 years' worth of paper-based records this agency faced problems with data access, damage and updating. Fujitsu implemented a one-stop, integrated solution that included e-commerce, e-signature, imaging and the management of very large databases. Information is now accessible online for all citizens. Data is more secure and accurate. Costs are reduced with more efficient responses to enquiries and the removal of paper.

Streamlining maintenance in transport

Managing a complex transport infrastructure is a challenging job, with punctuality, comfort and safety often dependent on the timely resolution of issues. To provide a better service state-owned public transport operator, RATP, used Fujitsu's RunMyProcess platform to deliver a new end-to-end incident management process, connecting field officers via a mobile app to administrative and maintenance systems in the headquarters office. By digitalizing the process they were able to reduce the reporting time for incidents from 24 hours to less than 60 seconds.

European emergency services organization

The customer needed a single portal for administration, data access and sharing throughout the core emergency services (fire, police and ambulance). Fujitsu implemented an application which integrated all disparate systems and through application managed services, continues to bring innovation to this customer.

Large UK utilities corporation

We defined the scope and business benefits of their Digital Customer Experience program in a high impact engagement. Articulated investment initiatives, agreed the scope with all stakeholders, and defined the approach to benefits management.





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