1. Our Customer Needs
2. The Proposition
3. Why Fujitsu?
   3.1 It’s all about the People
   3.2 Fujitsu growth
4. Fujitsu Capability
5. Flexible Contract Framework
6. Conclusion
7. Outsource Clients
   7.1 BP
   7.2 Electrolux
   7.3 KLM
1. OUR CUSTOMER NEEDS

In the many years that Fujitsu has engaged with our customers (which includes over half of the Global Fortune 500 companies) we find a number of common themes.

- Considerable investment in IT assets with capital tied up in buildings and infrastructure.
- Generally grown through acquisition over many years had resulted in higher running costs through duplication of services and these had traditionally been provided internally with little external sourcing.
- The Global IT services are segmented and aligned to meet the needs of specific business functions and not accountable to the global IT division.
- A fragmented IT model resulting in the business not having a single view of how well services were being delivered on a daily basis.
- Not able to capitalize upon their corporate buying power
- No single transparent view of total IT running costs, for example a fragmented infrastructure means that the power and plant costs for server rooms are not always visible on a central IT budget.
- The overall enterprise has a range of hardware platforms often with a number of legacy systems that are no longer supported by the manufacturers or software vendors.
- Customized applications for niche areas of the business where little or no detailed documentation exists.
- The need to reduce costs and deliver the service required to meet business needs.

2. THE PROPOSITION

Fujitsu as a global provider has made the following propositions to our customers:

- Consolidate many disparate service desks from various regional locations into a Fujitsu provided service desk capable of supporting twenty-eight languages on a 24x7 basis giving a single point of control.
- Acquire assets, such as data centers at a fair market price, and only charge for the space used. Any excess capacity would be available for Fujitsu to resell; removing the burden of the current excess capacity that is pure sunk cost.
- Transfer in-scope staff into Fujitsu, offering a comparable employment package, which guarantees a low-risk service delivery from day one.
- Move the business from a Capital Expense (CAPEX) to an Operating Expense (OPEX) based financial model through a per user pricing model.
- Deliver consistent service managed through a Global Service Delivery team using ITIL methods from our global centers of excellence.
- Transform the service using server virtualization and consolidation techniques during a refresh cycle to drive out excess costs and reduce on-going data centers charges.
- Refresh workstation hardware and support end-users globally on their corporate systems, such as email and office automation systems.
- Provide an end-to-end delivery model where Fujitsu is contractually responsible for the service levels giving a single touch point back into our clients’ organization.
- Leverage global buying power to ensure client pays lower cost and enjoys reliable supply chain.
- Provide a vendor agnostic approach to hardware and software procurement based upon best-of-breed technologies.

FUJITSU HAS A PROVEN TRACK RECORD IN DELIVERING END-TO-END MANAGED SERVICES THAT DRIVE DOWN RUNNING COSTS YEAR ON YEAR.

FUJITSU THE WORLD’S 4TH LARGEST IT COMPANY AND OPERATES IN OVER 70 COUNTRIES WITH OVER 187,000 EMPLOYEES.

PROVIDING A STANDARD CONSISTENT SERVICE OFFERING BASED UPON THE COST SAVINGS OF SHARED SERVICES

GLOBALLY MANAGING OVER 3 MILLION END-USER DEVICES TODAY
3. WHY FUJITSU?

Fujitsu is already a leader in IT services in Europe, Middle East, and Africa (EMEA) as well as Asia with the assets, personnel and breadth of portfolio that underpin this market status. In North America, Fujitsu is broadening its presence by acquisitions and partnering with a number of highly strategic clients. This was demonstrated by the recent business success in Dallas with Alliance Data Systems. Fujitsu hired and integrated 180 Alliance Data Systems’ staff and their modern Tier III data center for a contract term of ten years.

Fujitsu is actively engaged with other clients in North America, expanding business and investing in infrastructure and people to grow our business. The current large global presence of Fujitsu is shown below.

3.1 IT’S ALL ABOUT THE PEOPLE

Fujitsu has a strong focus on people who are the cornerstone of our business and critical to our success.

Experience shows that a stable employment environment greatly reduces employee turnover and provides an ideal environment to a problem-free, de-risked transition. Fujitsu actively seeks an early engagement with affected staff so we can give the assurances needed at such a critical time. We also recognize that this affects more than just the staff but also partners and family members for who it can also be a traumatic time.

Fujitsu has grown over many years through the transfer of staff and is proud of our retention rate, and staff progression programs.

3.2 FUJITSU GROWTH

Our acquisitions over several years have allowed Fujitsu to gain skills and experience from transferred employees. For instance, since 2000, Fujitsu has retained over 15,000 employees with a 92% retention-rate by managing risk.

Fujitsu recognizes that a low risk transition is fundamental to our clients’ objectives and we believe that the ultimate success of the program is directly dependent on the way we engage, manage, and communicate. Fujitsu has a proven track record with transitioning people and services.

Fujitsu has an integrated and coordinated approach to due diligence, employee transition, and transformation to ensure consistency with all client activity. This approach includes a governance framework to provide control, ownership, and stewardship supported by key control functions such as change, risk, and issue tracking.
4. FUJITSU CAPABILITY

Fujitsu has built a strong global IT Infrastructure capability that specializes in all the major technologies with partnerships and accreditations with all the major vendors.

Ultimately, this collaborative work model with business units brings to bear the knowledge and experience of Fujitsu. This fosters innovation. (Fujitsu spends $2.3bn annually on research and development). This pragmatic approach will avoid unnecessary platform migration and thereby reduce business risk. Fujitsu has an established global strategy to use best-of-breed technology to support its managed services.

Fujitsu has the capacity and capability through strong offshore resources to meet client requirements in all aspects of support ranging from the standard desktop managed service, to our data center services. As you change to meet market demands you can be assured that Fujitsu has the global capability to support you, in summary:

- Fujitsu owns and operates data centers in many locations globally, with over 950,000 square feet of space in more than 30 countries.
- Global Application Support and Development capability of approximately 35,000 people covering Japan, Americas, EMEA, and APAC.
- Microsoft, Oracle & SAP Certified Global Alliance Partner.
- Fujitsu is an authorized service agent for other vendor’s equipment including HP & Lenovo systems as well as supporting all of Fujitsu’s hardware and storage platforms.
- Fujitsu provides IBM mainframe support with over 160,000 MIPS on contract in North America alone.
- Fujitsu is a Cisco Gold Certified Partner
- Fujitsu is the Global Partner for Checkpoint security products
- Fujitsu provides multi-lingual service desks globally (as shown in the diagram below).

5. FLEXIBLE CONTRACT FRAMEWORK

Fujitsu will enter into a transparent global framework contract that provides a changing business environment with the flexibility that it needs.

The global services contract will provide a flexible framework and will govern a number of local schedules tailored to suit regional business activities.

The contract framework is scalable. As business entities enjoy growth, the local schedule will allow, via the use of a service catalog, a simple route to add functionality which will apply pre-determined charges thus providing transparency and cost predictability.

The same flexibility and transparency will be automatically utilized, should a divestment or separation of a business unit occur at a later date.

Overall, the contract structure will support business agility and therefore be more responsive to business change and growth. It will also ensure that costs are fully aligned to the relevant business units.
6. CONCLUSION

In order to respond to business changes and recent unprecedented developments in the global financial services, companies need to fundamentally change the way they consume IT services. Companies don’t need an IT vendor solely interested in maximizing its revenues and profits but a genuine partner with strategic interests that are aligned to your business needs.

Fujitsu believes it is that partner. Fujitsu has significant global assets and an enviable delivery record.

By integrating our strategies and employing a far different approach to our competitors, Fujitsu offers a set of unique benefits to our clients. This approach was recently recognized in a quote from a group of lawyers (working for a Fujitsu customer) as part of a major outsourcing engagement. They said:

“We have found dealing with Fujitsu a breath of fresh air …in an industry that all too often has been a ‘take it or leave it’ type of approach that creates enormous hurdles for a customer to obtain a contract solution that is fit-for-purpose, the customer-centric, flexible and adaptive attitude that has been displayed thus far by Fujitsu is exemplary.”

Fujitsu brings this flexible, collaborative approach to doing business with all clients.

7. OUTSOURCE CLIENTS

Fujitsu has assisted a number of multi-national and global companies to outsource IT, gain consistent IT service provision, reduce costs, and allow them to focus on their daily business activities.

7.1 BP

Fujitsu provides BP with Service Desk and desk side support throughout mainland Europe covering 11,500 staff in 30 countries and provides a single point of contact from our Lisbon Service Desk offering support in 14 languages.

“FUJITSU OPERATES ACROSS MANY COUNTRIES FOR US AND IF YOU AGGREGATE THE COSTS, THEY BENCHMARK VERY FAVORABLY FOR THOSE SERVICES AND I WOULD ARGUE THAT THEY ARE GIVING VALUE FOR MONEY.”

GAVIN WESTWOOD DIRECTOR, BP DESKTOP SERVICES GLOBAL OPERATIONS (SOURCE: CSIP 2007)

7.2 ELECTROLUX

Electrolux is a global leader in household and professional appliances, selling more than 40 million products to customers in more than 150 markets, yearly. The company focuses on innovations that are thoughtfully designed, based on extensive consumer insight, to meet the real needs of consumers and professionals. Electrolux products include refrigerators, dishwashers, washing machines, vacuum cleaners and cookers sold under esteemed brands.

Electrolux selected Fujitsu as its partner to provide a complete end-to-end managed IT workplace service for all of Europe, including Russia. The agreement covers full responsibility for managed office, service desk, messaging, LAN management, on-site support and server management.

“We were looking for improvements in the quality of the service, and at the same time we knew that we could reduce costs significantly”

MARCUS CLAESSEN, CTO AND HEAD OF IT OPERATIONS.

7.3 KLM

KLM Royal Dutch Airlines is an international airline that transports nearly 22 million passengers and 620,000 tons of cargo to more than 250 destinations worldwide every year. KLM merged with Air France in 2004 to form the largest airline group in the world by operating revenues.

Under an initial outsourcing contract Fujitsu managed the airlines workstations for 25,000 end users. The implementation and operation of this project also proved highly successful. So, in spring 2002, Fujitsu was commissioned to manage the IT infrastructure of KLM’s Amstelveen Headquarters, incorporating a further 1,800 workstations into the agreement. This agreement was extended again in 2006 and brought the server platforms for the airline to be managed by Fujitsu.

“WITH FUJITSU’S HELP KLM HAS TAKEN A SIGNIFICANT STEP TOWARDS ESTABLISHING STANDARDIZED WORLDWIDE WORKSTATION, INFRASTRUCTURE AND SERVICE IMPLEMENTATION. SERVICE QUALITY WILL BE ENHANCED AND GAINS WILL BE ACHIEVED ON THE BASIS OF ORGANIZATIONAL FLEXIBILITY AND ECONOMIES OF SCALE.”

COMMENTS BOET KREIKEN, CHIEF INFORMATION OFFICER
ABOUT FUJITSU AMERICA

Fujitsu America, Inc. provides a complete portfolio of business technology services, computing platforms, and industry solutions. Fujitsu platform products are based on scalable, reliable and high-performance server, storage, software, point-of-sale, and mobile technologies. Fujitsu combines its renowned platform offerings with a full suite of onshore, near shore and offshore system integration, outsourcing, and datacenter services covering applications, operations, infrastructure, customer service, and multi-vendor lifecycle services. Fujitsu provides industry-specific solutions for retail, manufacturing, healthcare, government, education, financial services, and telecommunications sectors.

For more information on Fujitsu America’s business scope, visit http://solutions.us.fujitsu.com.