

# Fujitsu World Tour 2018

May 30, 2018

FUJITSU

shaping tomorrow with you



#FujitsuWorldTour

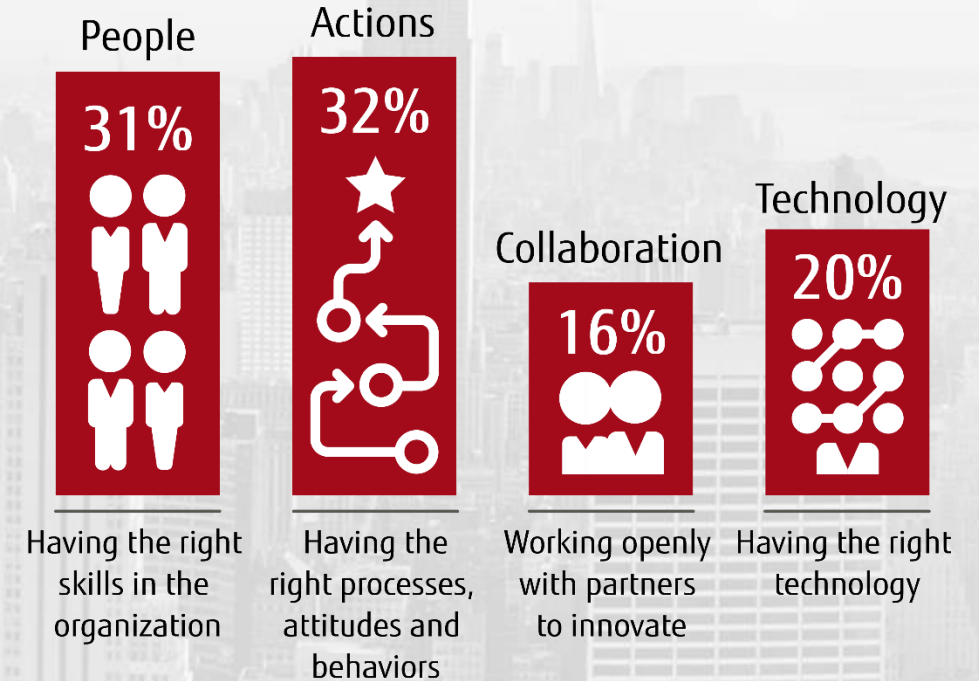
## Human Centric Innovation Co-creation for Success

Copyright 2018 FUJITSU

# Digitalizing your Value Chain with SaaS

Ankit Gandhi  
Head of SaaS

# Digital Transformation – Boardroom Conversation



# Why?

FUJITSU



Customer Experience



Human Centric Design



Employee Experience

# Let's talk about Customer Experience



2500+  
Micro Services

100+  
Core Flow  
Services

Python Java Go Node.js

Kafka Storm Spark Riak

Schemaless  
(in-house) Cassandra Hadoop



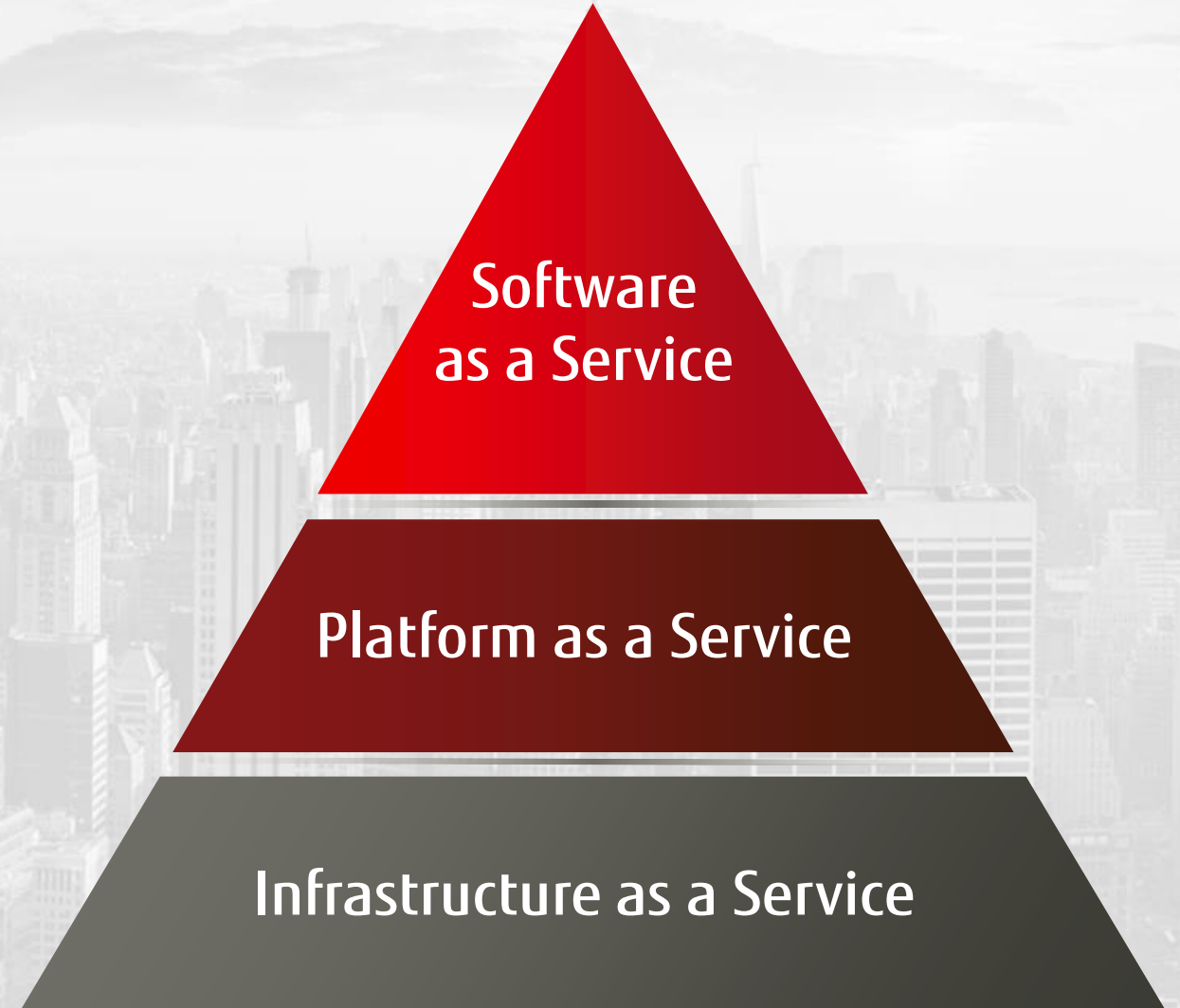
# Simplify the delivery of CX and Digital Transformations

“

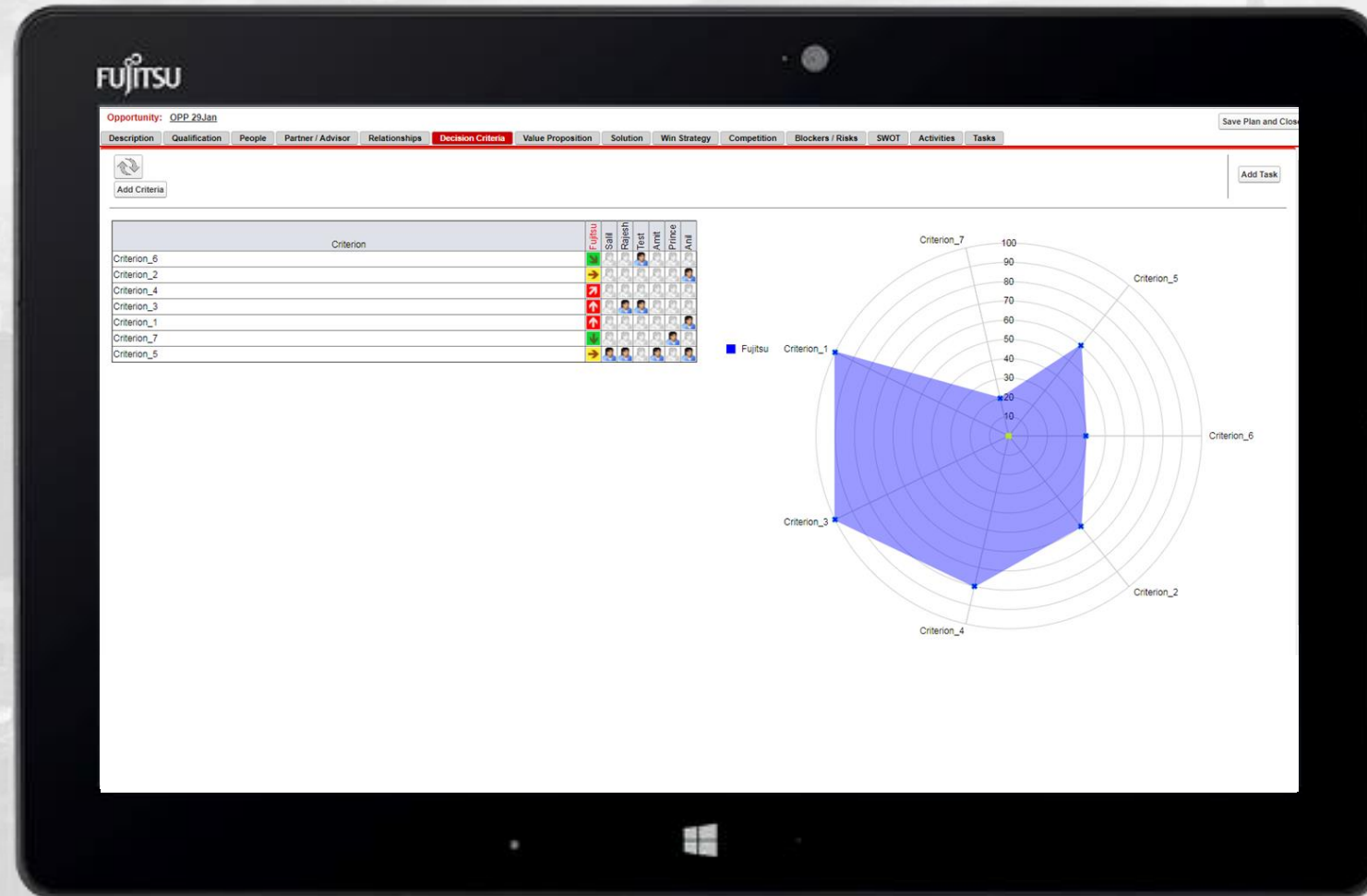
A SaaS subscriber is exposed only to the application level functionality, configuration and other application tooling, and does not monitor, manage or control the underlying infrastructure.

Gartner

”



# Build better Customer Relationships with SaaS



# Building an Emotional Connection with Customers



PERRY ELLIS



an original  
**Penguin**  
by  
Munsingwear



 CUBAVERA®



LAUNDRY  
BY SHELLI SEGAL  
LOS ANGELES



peony & me



UPT  
\$ per Transaction



Perry Ellis  
by the Numbers:

\$912  
Million  
fiscal 2014  
revenue

69

North American  
owned and  
operated retail  
locations

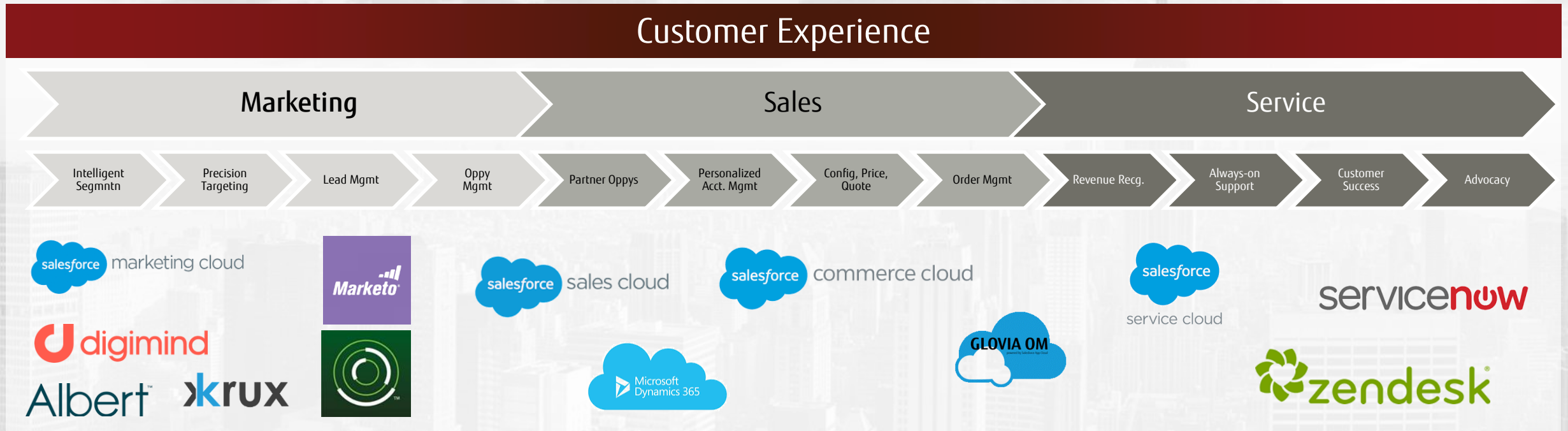
2,700  
corporate  
and retail  
associates

16  
distinct  
brands

Supreme Perks  
Loyalty Brands:

Perry Ellis  
Cubavera  
Original Penguin  
Rafaella

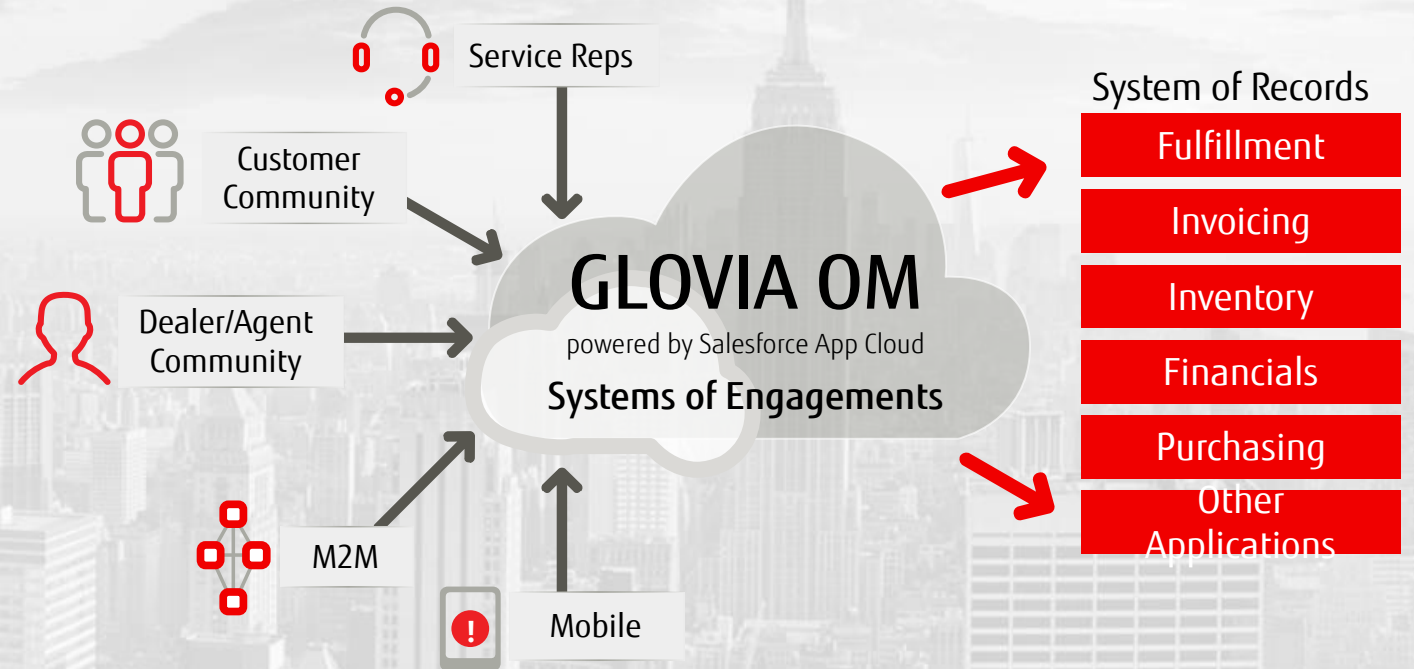
# Digitalizing your Value Chain with SaaS



# Evolve with SaaS ++

- Maximize the Platform
- De-couple SaaS
- Micro-SaaS

- AI
- Voice



Symfoni WE for  
Professional  
Services



Symfoni WE for  
Finance



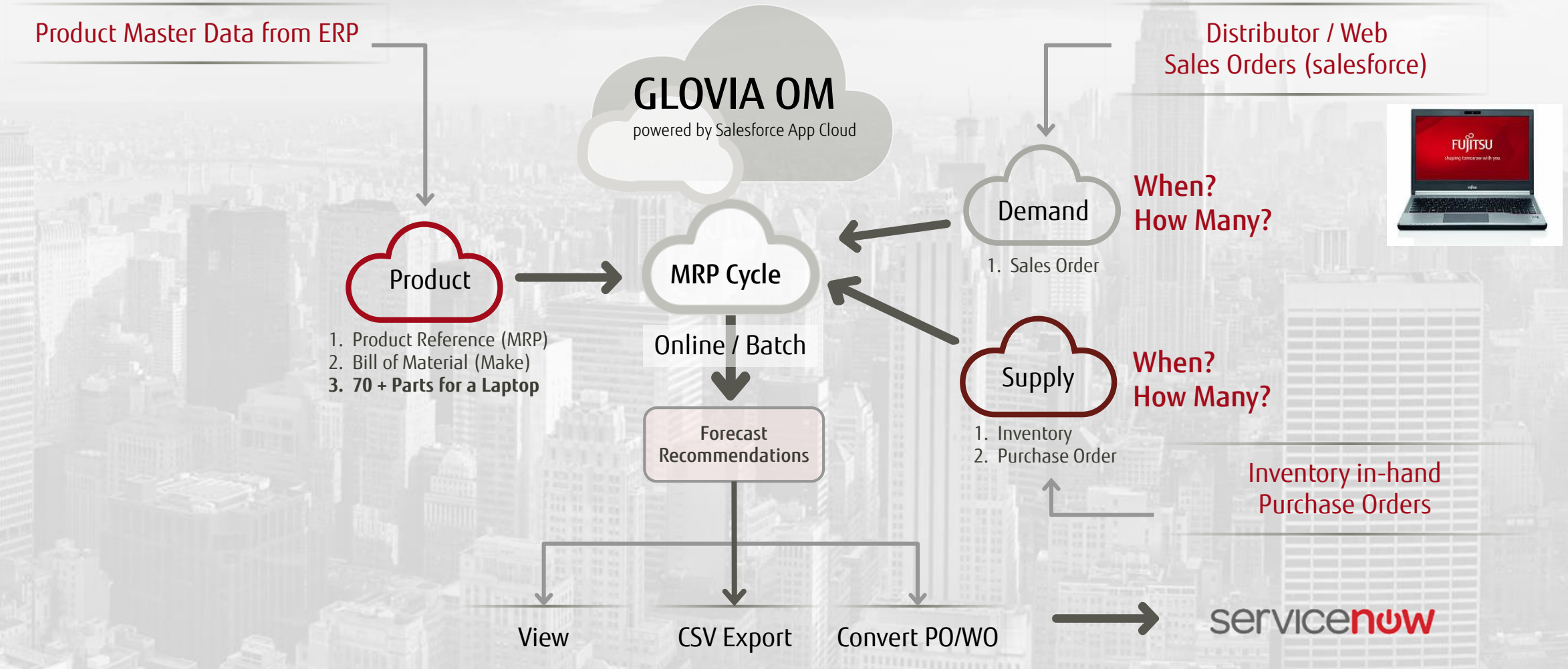
Symfoni WE for  
Education



Symfoni WE for  
Sales

# Transforming Fujitsu's Supply Chain

## SaaS - Material Requirement Planning



# How is Fujitsu Digitalizing with SaaS?



# So we adopted SaaS, now what ?

## The Challenge

- Your SaaS vendor upgrades continually
- New features requested by other tenants become available, but no one notices
- Your organization is not setup for constant change
- Agility decreases as you go from System of Engagement to System of Record



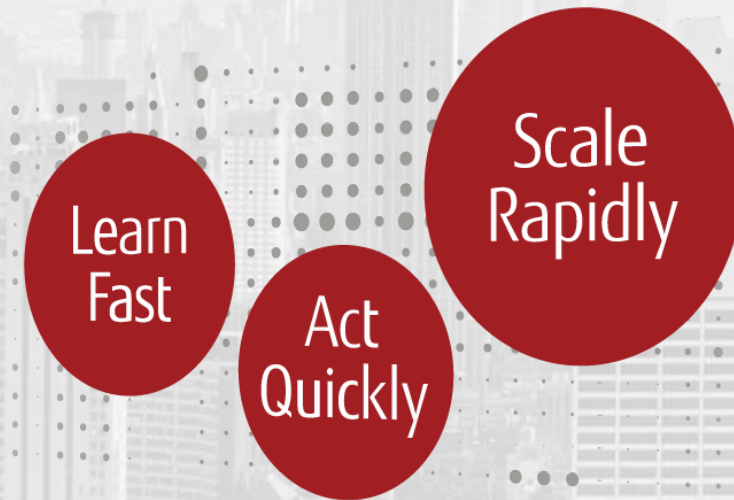
## What you need to do

- Setup a CoE (Business, IT, Partner)
- Continuously check your processes to benefit from recent changes
- Build structures that allow for frequent changes to optimize business functions
- De-Couple SaaS

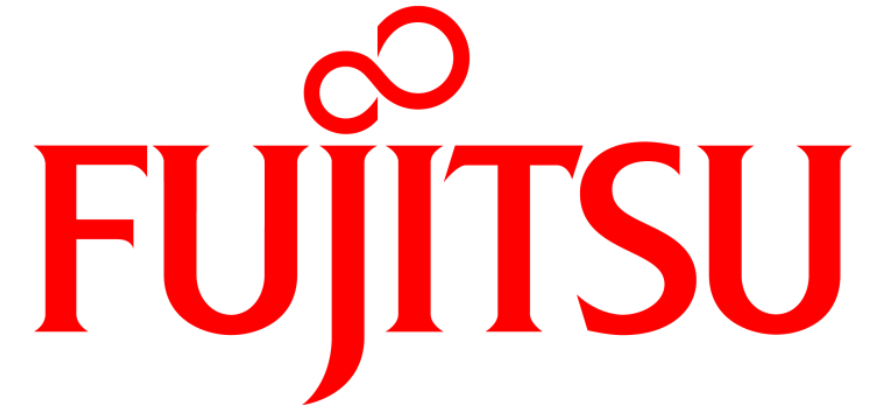
# Organizing for digital success

- Lead with a **Digital Strategy**
- Technology is the easy part – Drive a **digital culture**
  - **Co-creation** is essential
  - Build **Agile Pods**
  - Business SMEs, Data Scientists, Behavioral Analysts, Developers

Organizations need to



How will you Digitalize with SaaS ?



shaping tomorrow with you