



FUJITSU

shaping tomorrow with you

# Digital Transformation of large enterprises

GETTING TO THE POINT  
WINNING IN **2018**



# Table of Contents



- The bigger trends: Why 'Ford and Comerica' are just the beginning
- Our leadership: How are we uniquely positioned to be a strong contender
- Improved repeatability: How can we create more big wins
- Criticality of DevOps: How can we help enterprises to 'get digital, and stay digital'

The background of the slide is a desert landscape with several saguaro cacti in the foreground and a cityscape in the distance. A semi-transparent network overlay of white lines and nodes is superimposed on the sky, suggesting a digital or data theme.

# The bigger trends

# In 2018, 'Digital' better be an imperative

## Digital Strategy

### Offense

Grow

Expand / Disrupt

- Add channels
- Acquire

Innovate

Connect

### Defense

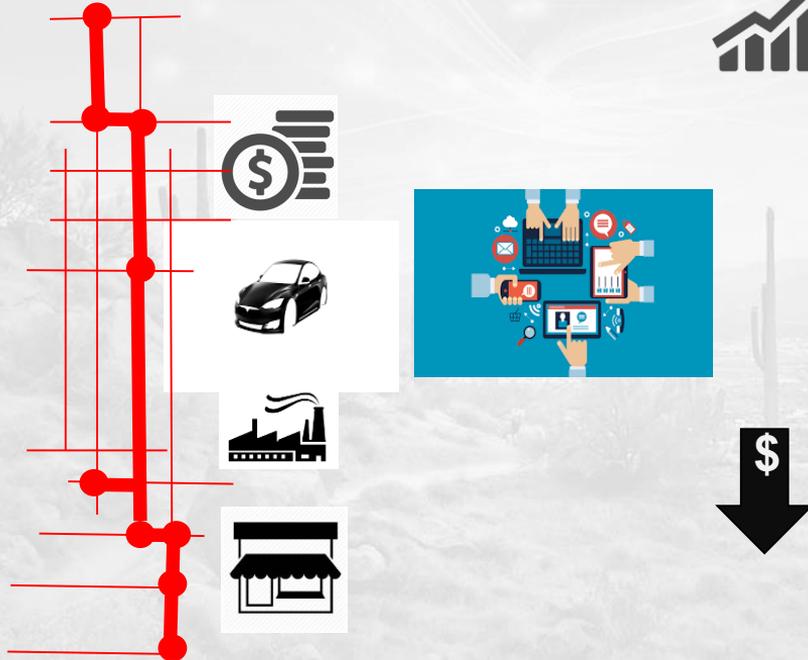
Manage costs

Improve efficiencies

Extend / Fend off

Adopt

Improve security



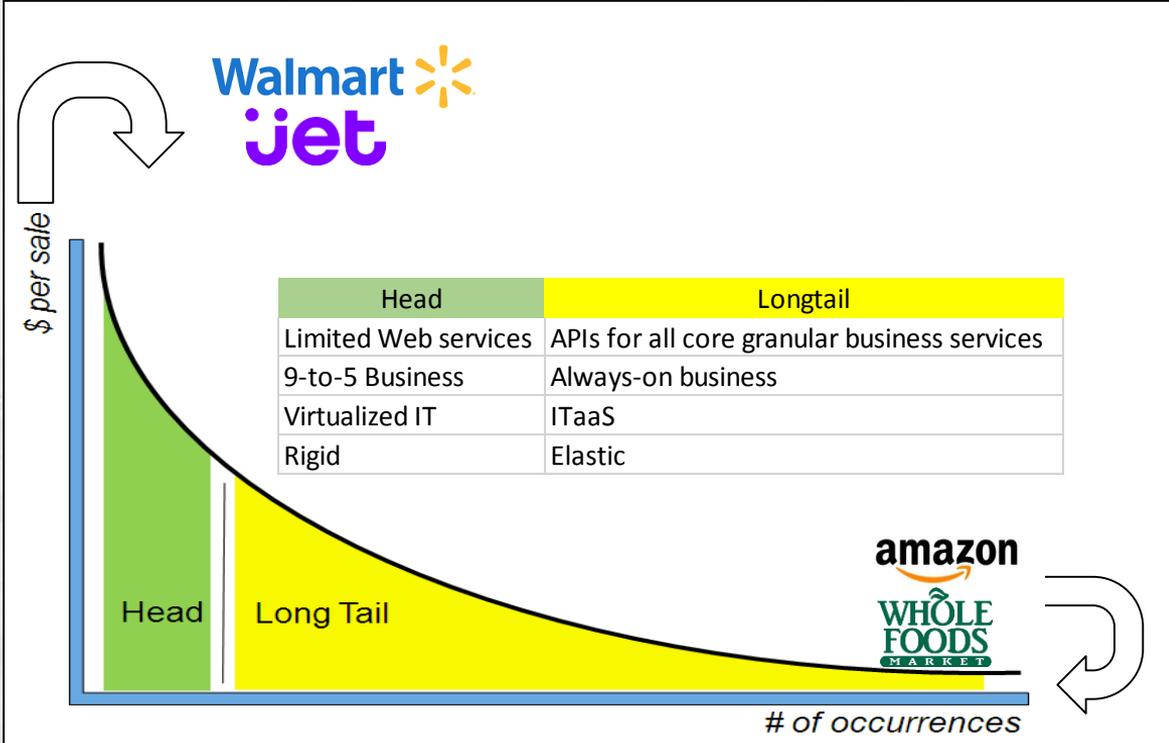
## Digital Outcomes

- Incremental "long-tail" sales
- Growth through Digital channels
  - Mobile
  - Social
  - eMarket Places
- Improved repeat buying
- United Commerce; Store/branch visit lifts
  
- Reduced shipment costs
- Optimized Customer Service Centers
- Time to market for new offerings
- Customer Loyalty
  - Lowered attrition

# Digital business dynamics



- Affects both **leaders** and **challengers** alike
- An **equal opportunity** land grab
- All about **Extensible Enterprises**



# Digital Transformation Trends

By 2020

0

Safe havens

47%

Impacted revenue across verticals

\$200 B

Market size for US

# Digital Applications



The digital story of an automotive OEM...

- 1 Relationship
- 2 Industry Knowledge and Vision
- 3 Technical Skills

\$500K  
PoC on AVA

\$30M+  
Application Transformation  
50p | Multi-year

Application Migration

Applications Remediation

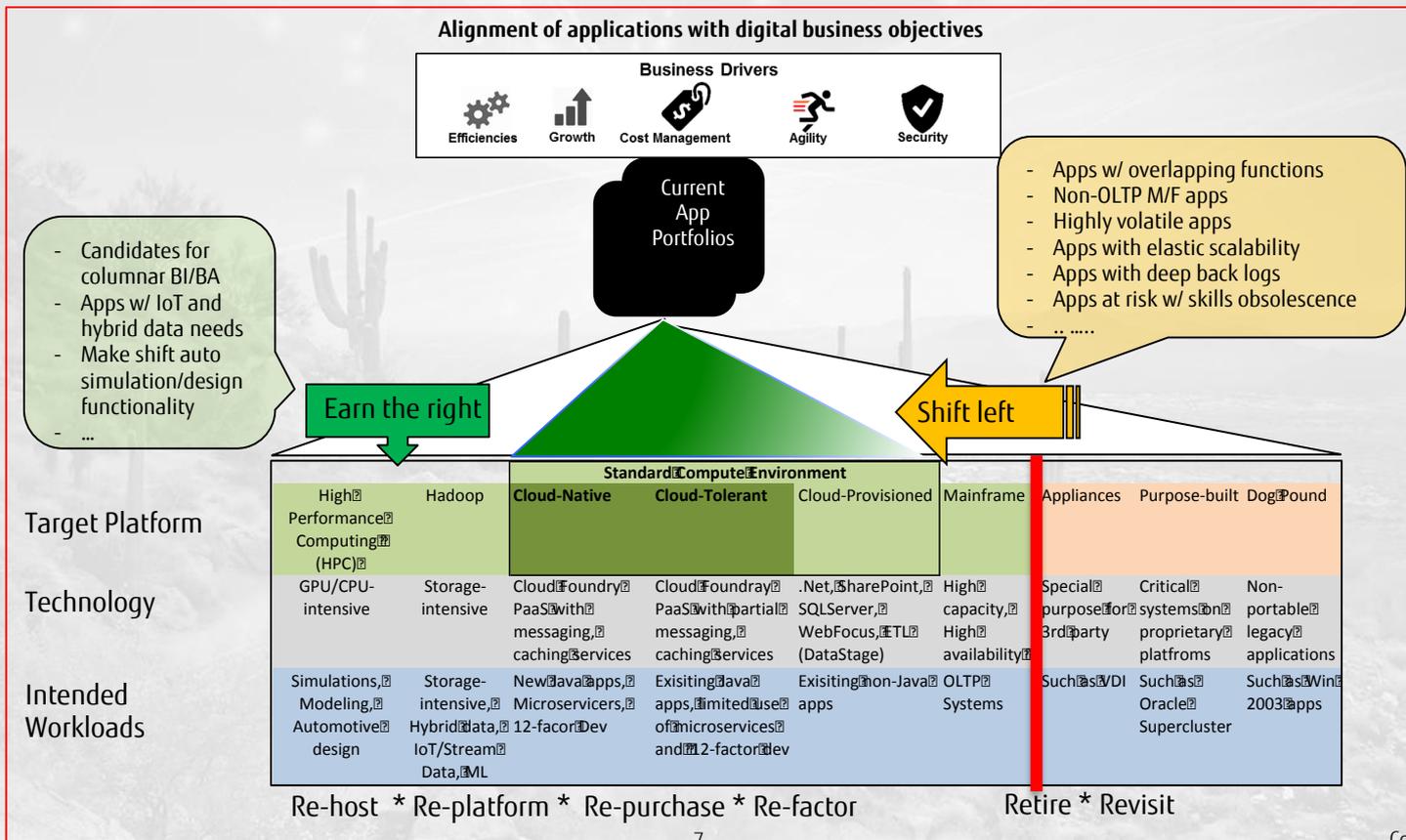
Cloud Service K5

Consulting

Partner Ecosystem



# Digital Applications Transformation at the auto OEM



# Digital Applications



## The digital story of a regional bank..

Founded in 1849.  
 With select business operations in several U.S. states, as well as in other NA countries.

One of the 25 largest U.S. financial holding companies.

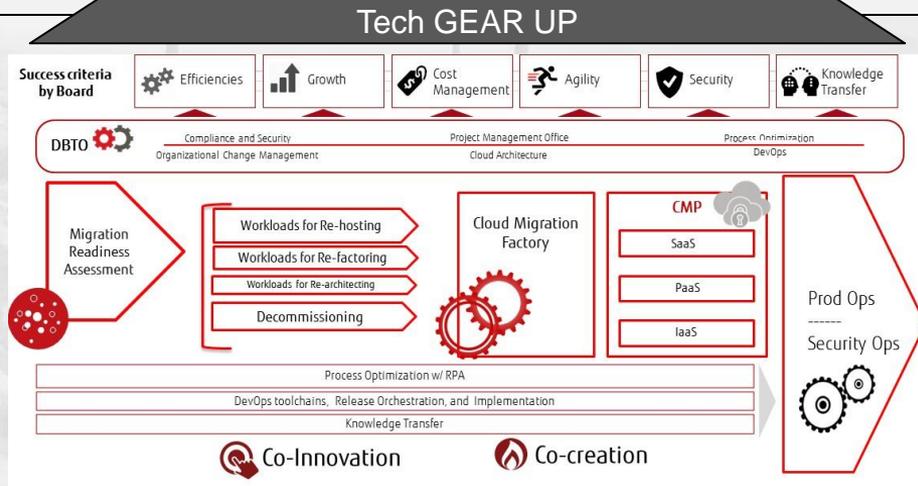
Reinventing itself as a Digital Bank with GEAR UP



Relationship 1

Holistic Solution  
 DAS, HIT, SaaS 2

Speed, Transparency,  
 Thoroughness 3



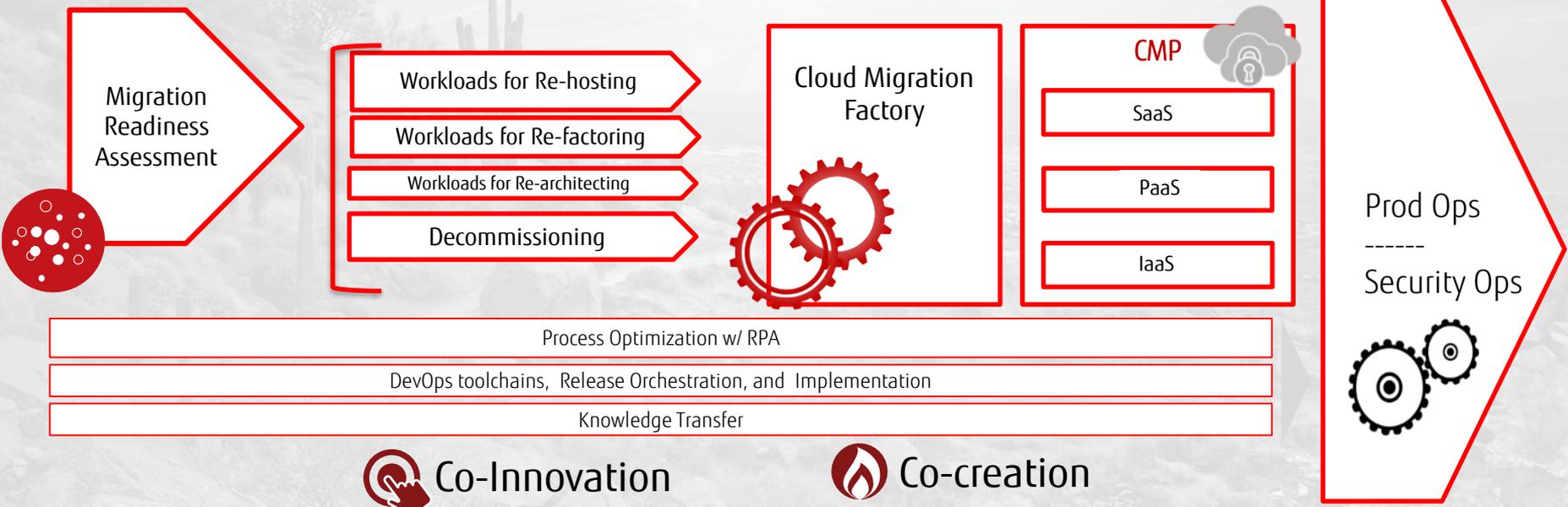
**\$17M**

Digital Transformation Platform  
 With 400 initial app

- DAS/HIT/SaaS
- IoT/AI
- AMS

# Our solution design for the bank's app transformation **FUJITSU**

## Success criteria by Board



# App Modernization vs Ent Digital Transformation

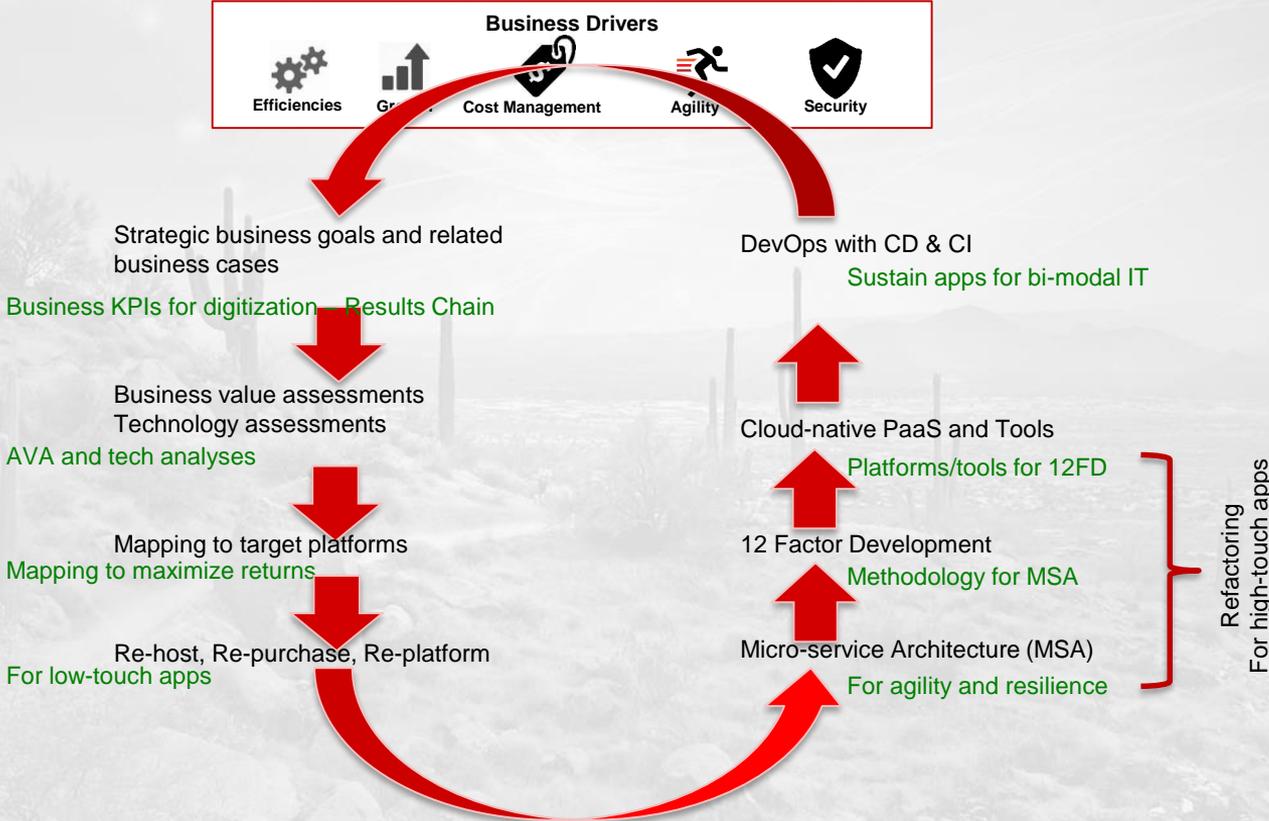


	Traditional App Dev & Modernization	Next-Gen App Dev aka Digital Applications
Purpose	Technical: Efficiencies, Interoperability, Lower TCO	Business: Revenue Growth, Profitability, Agility, Security Technical: Efficiencies, Interoperability, Lower TCO
Alignment with business	Aligned to support	Aligned to be congruent and influential
Modernization treatments	Mostly limited to tech-refresh and migrations	Involve tech-refresh, migrations, and refactoring
Destination run-time platform	On-prem Data Centers	Hybrid Clouds
Development platform	On-prem Data Centers with desktops and VDIs	Hybrid Clouds with PaaS
Performance	With defined boundaries	Boundary less with Web-Scale IT
Integration	Federated within boundaries	Federated across Hybrid Clouds (w/ Social/Mobile extns)
Architecture	Macro, coarse-grain services (SOA/Web Services)	Fine-grain Micro Services with 'REST'ful APIs (SOA into \$OA)
Sustain (i.e. DevOps)	Built to last	Built to adapt rapidly

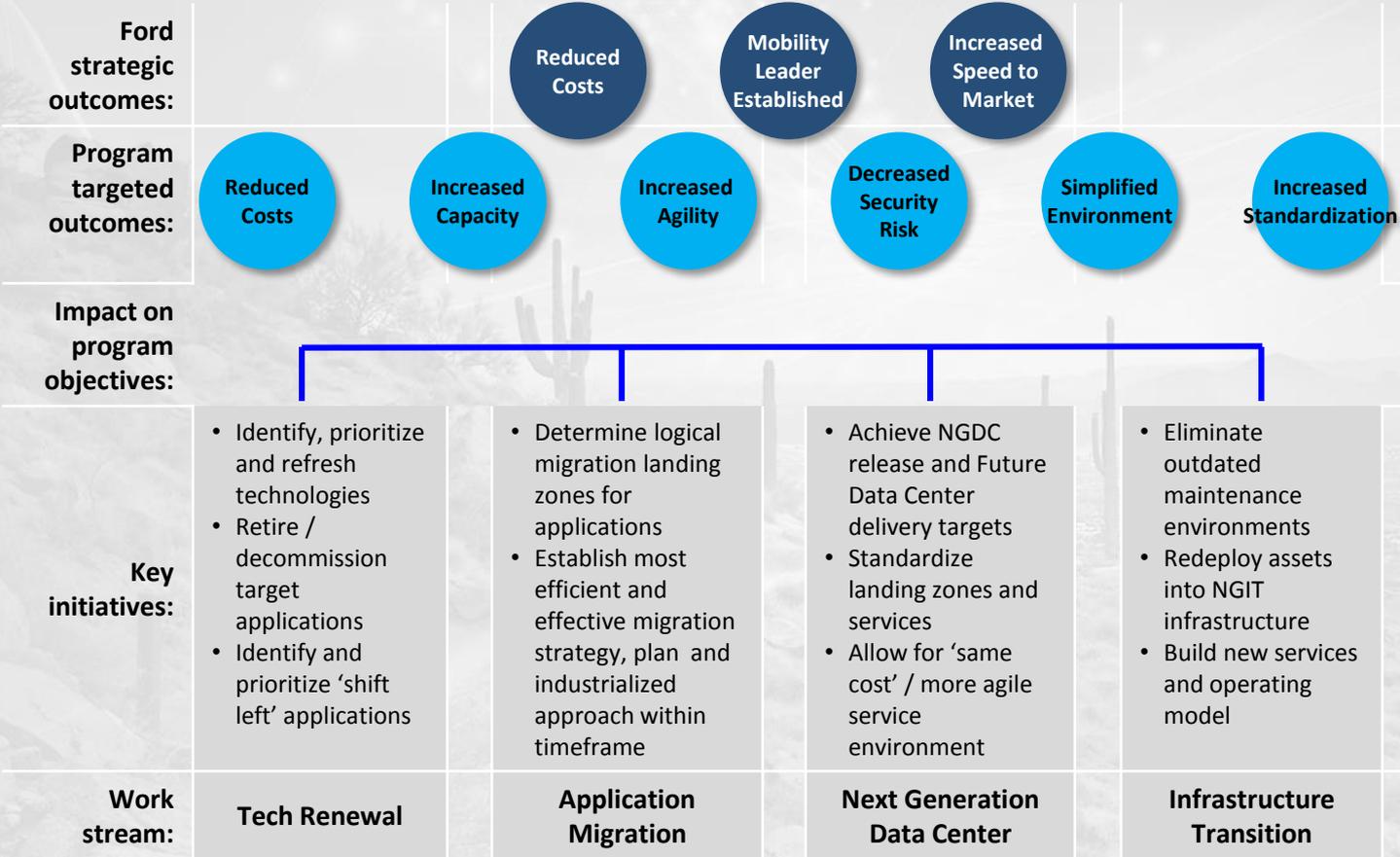
The background of the slide features a desert landscape with several saguaro cacti and rocky terrain. Overlaid on this scene is a complex network of white lines and dots, resembling a data or communication network, which is more prominent in the upper half of the image.

# Our leadership position

# Our end-to-end methodology



# Focus on digital outcomes with Results Chain™

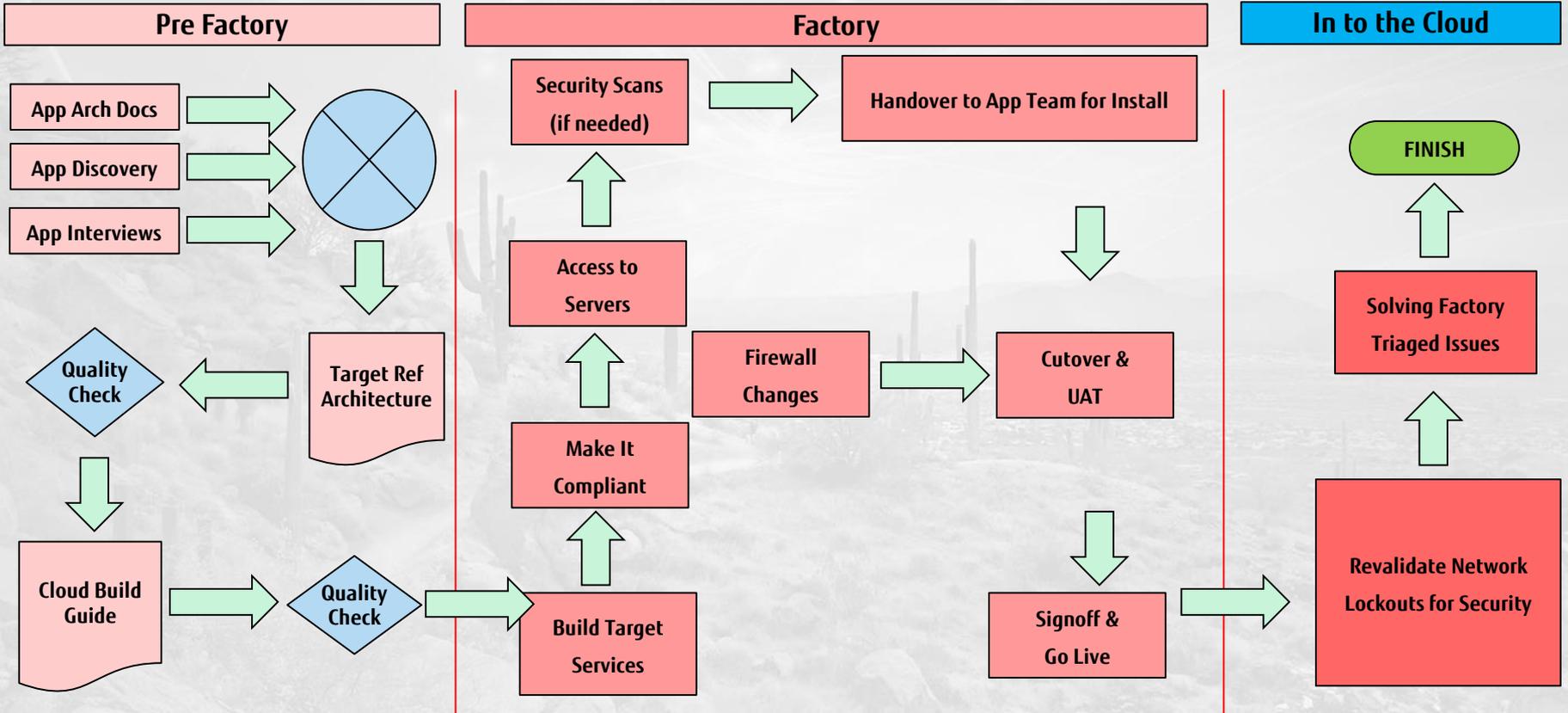


*Overall agreement on Ford strategic and targeted program outcomes ....*

*Individual work streams all 'doing the right things' ....*

*Identified the need for clear prioritization and coordination required to avoid duplicate work and achieve critical path*

# Migration Process Flow



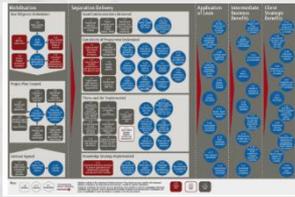
The background of the slide is a desert landscape with several saguaro cacti and rocky terrain. Overlaid on this is a semi-transparent network of white lines and dots, suggesting a digital or data network. The overall tone is light and airy.

Improved repeatability

# Applying digital transformation framework tools



## Assess



**Results Chain™**  
Setting the correct agenda for change

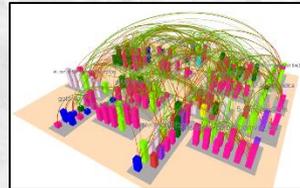


**Application Assessment**  
Automated input and consultative workshops

## Map

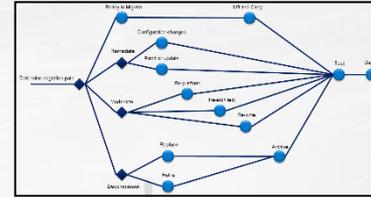


**Fujitsu Fact Sheet**  
Map to target architecture  
Present decision options

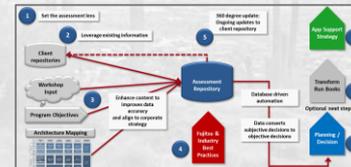


**Fujitsu Software Map**  
View interdependencies and complexity

## Decide

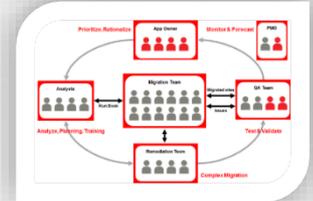


**Decision Tree**  
Automated decisions based upon objective data



**Assessment Repository**  
Data for objective decisions and action

## Execute



**Hybrid IT 7X7 Migration & Transformation Factory**  
Industrialized transformation

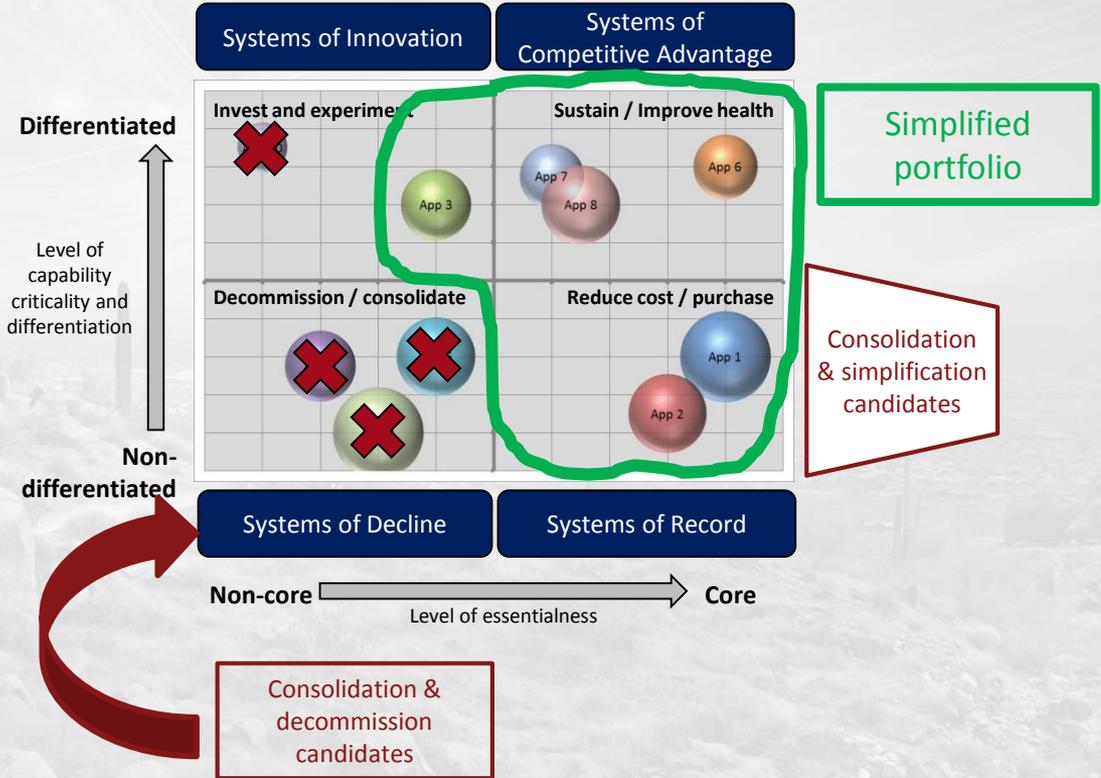
**Success starts with clear goals and a targeted application assessment**

# Portfolio transformation: Differentiated and core

Optional

Objectively make decisions on the application portfolio

- Differentiated: Unique, innovative, competitive advantage
- Core: Essential to the business
- Score and weight the attributes
  - Capability criticality (future)
  - Capability differentiation
  - Alignment with corporate strategy
  - Value creation
- Map the capabilities to the applications and identify opportunity to consolidate, decommission, and simplify



# Capability gaps and overlaps – invest and simplify

## Business capability map, gap, and overlap

- This example is for Finance & Leasing applications mapped to Business Process Level 2 capabilities that each application provides
- Target investments: Identifies gaps in business process capabilities
- Target simplification: Identifies overlaps and potential targets for consolidation or rationalization
- This same deliverable can be produced for other business process capabilities such as Marketing & Sales, CRM, and Manufacturing.

Finance & Leasing Applications										
	Application 1	Application 2	Application 3	Application 4	Application 5	Application 6	Application 7	Application 8	Application 9	Total Capabilities
Business Process Capability										
Lead management										1
Qualification & quotation										2
Analysis and decision										0
Customer service and support										2
eMarketing										0
Contract Preparation										6
Contract Administration										3
Collection and Recovery										1
Total Parent/Package Applicator	1	1	1	2	3	1	2	2	2	

**Potential gaps:** ■  
 Zero applications supporting “analysis & decision” or “eMarketing”.

**Potential overlap:** ■  
 6 applications supporting “Contract Preparation”.

# Measure benefit realization metrics

*Deployment success metrics, measure at decision, monitor upon implementation*

Benefit	KPI and realization metrics		
Speed	Speed to market / shorter release time Higher number of releases	Increased number of features added	
Scalability	Higher transaction count processed Faster response time	Reduced footprint / total host count	
Stability	Increased uptime Reduced downtime	Increased mean time to repair (MTTR) Shorter release windows	
Security	Speed to deploy patches Common security framework	Security audit compliance results	
Savings	Return on investment Operational savings	Reduced headcount for maintenance and new development Infrastructure savings	

# Digital transformation migration journey

Assess

Map

Decide

Migrate

Sustain

Program management and architecture development

Governance

Application assessment and migration planning

Migration Execution

Application Management services

Application Portfolio Discovery

Migration Pathway Determination

Application Assessment

Application Solution Documents

Business Value  
Digital Enablement  
Target eg Cloud



Application Migration Factory

CMDB

Application Portfolio Management

Migration

Maintenance Development

Approved Portfolio List

Application Dependencies  
Business Peaks  
Users/Geography

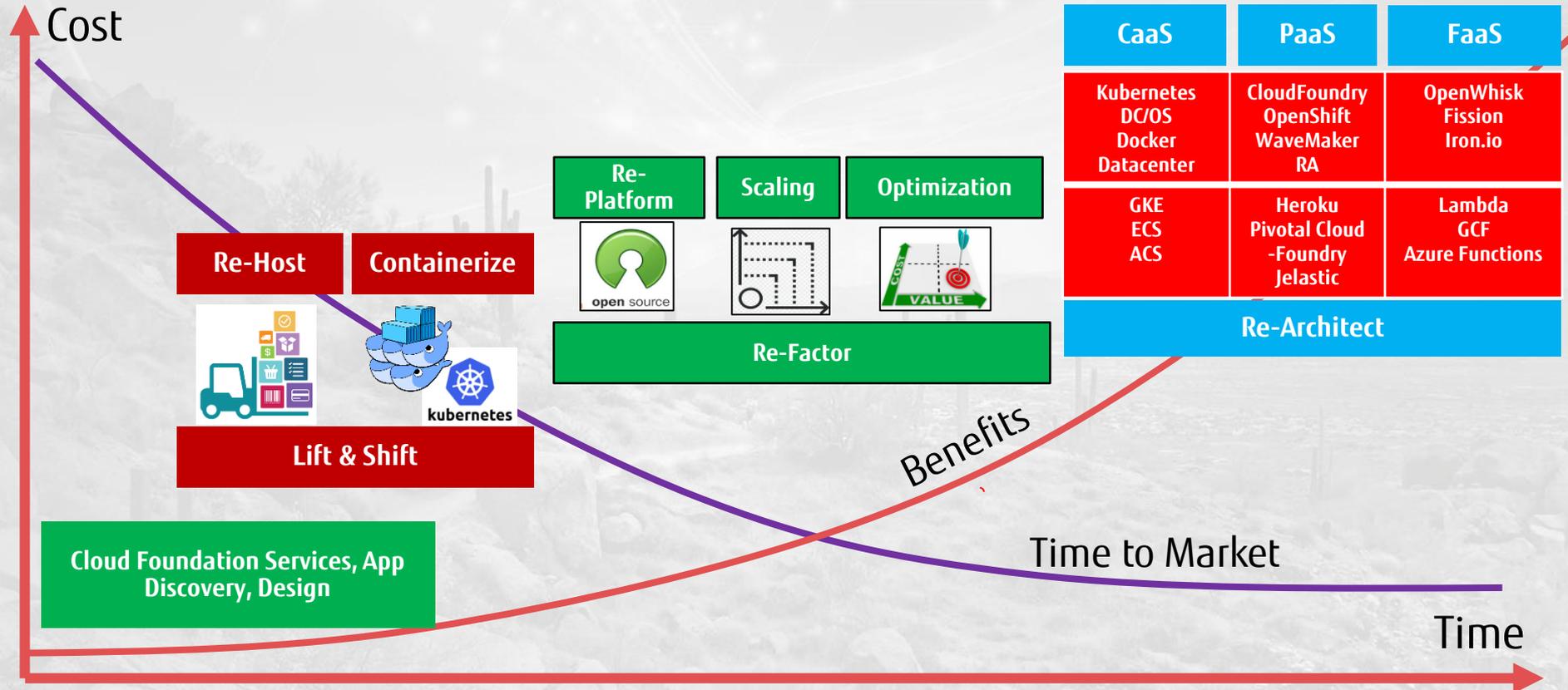
Wave Planning

CI / CD

Fujitsu K5  
Azure  
AWS  
Private Cloud  
On Premises  
.....

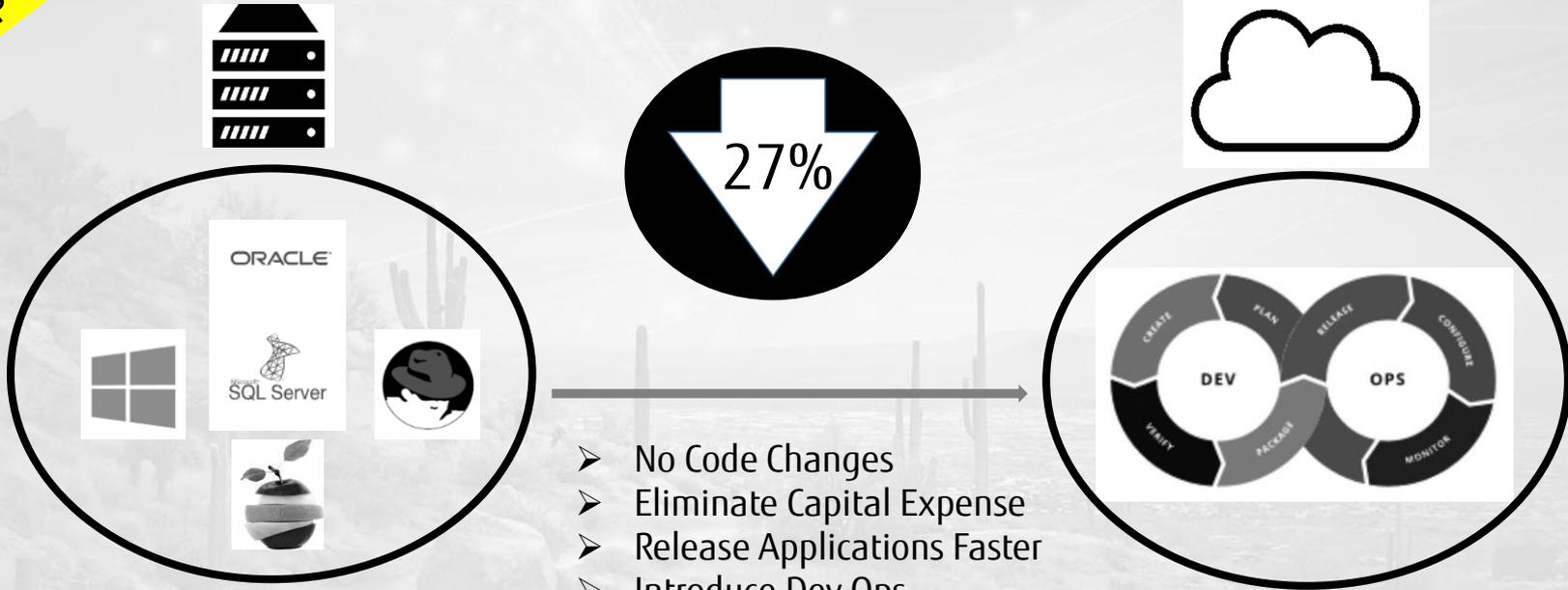
Value case and benefits realization

# Cloud Transformation Journey



# Lift & Shift: Re-Host

Optional



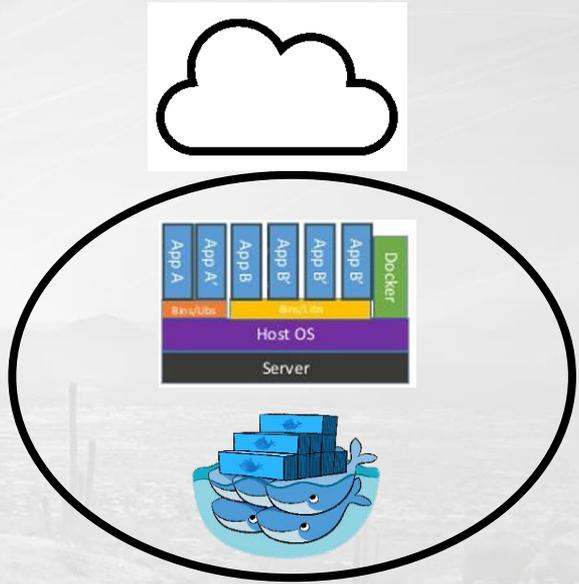
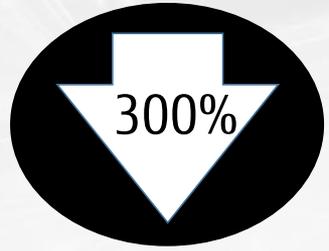
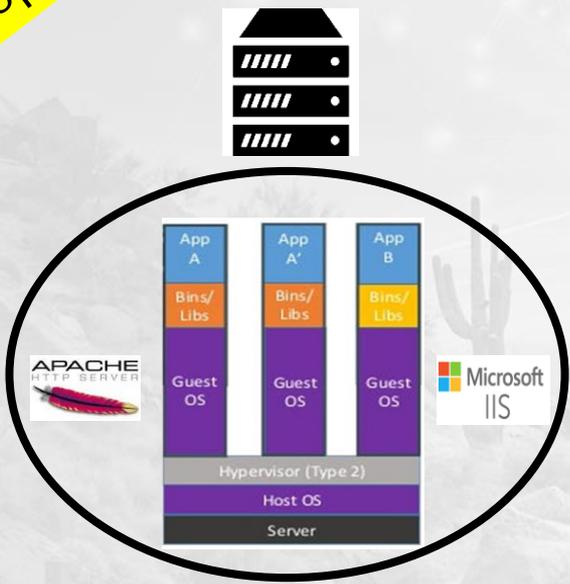
CapEx

OpEx



# Lift & Shift: Containerize

Optional



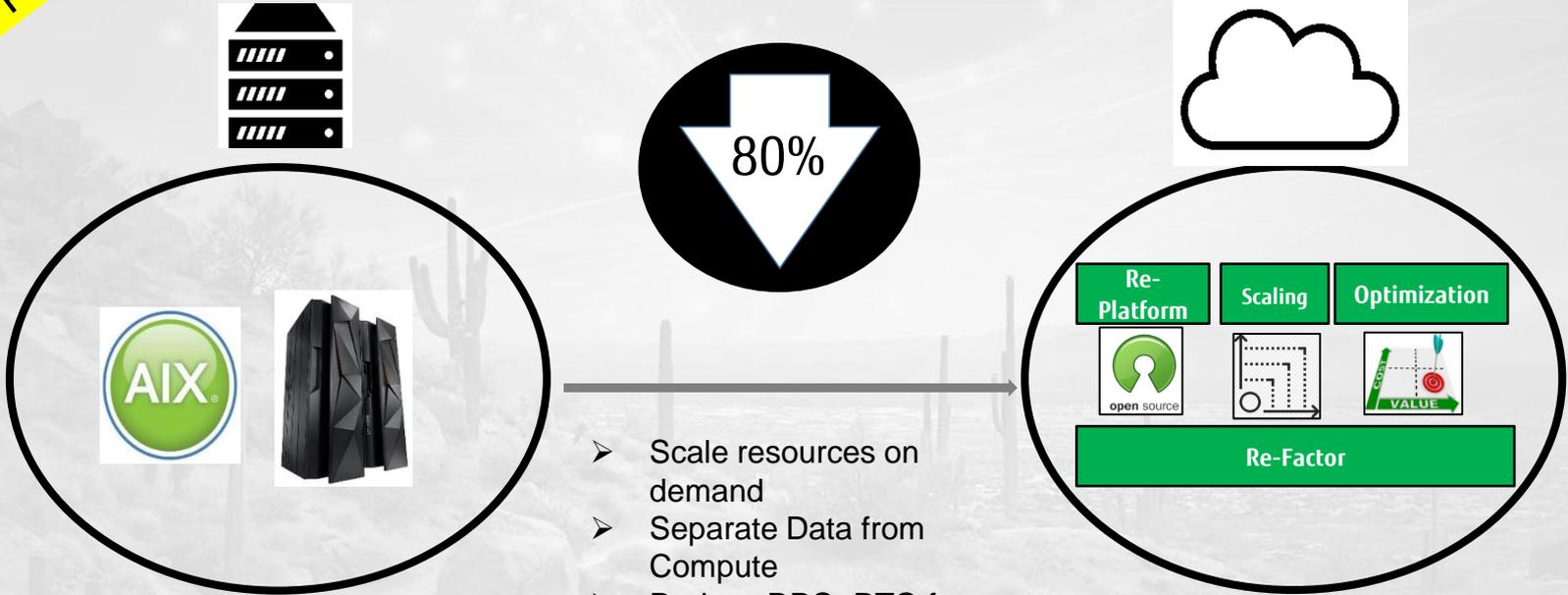
- No Code Changes
- More workloads on hardware
- Responsive deployment
- Fast & consistent delivery



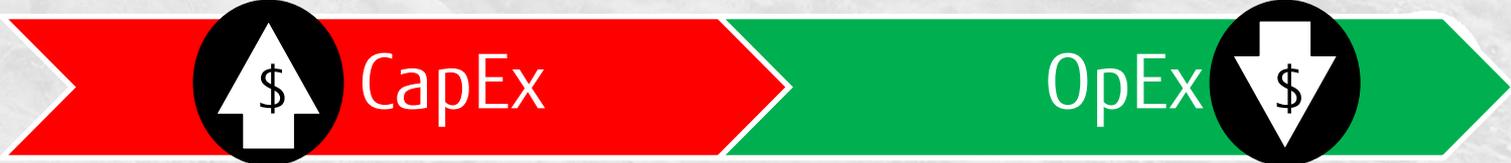
# Refactor, Re-platform, Scaling, & Optimization



Optional

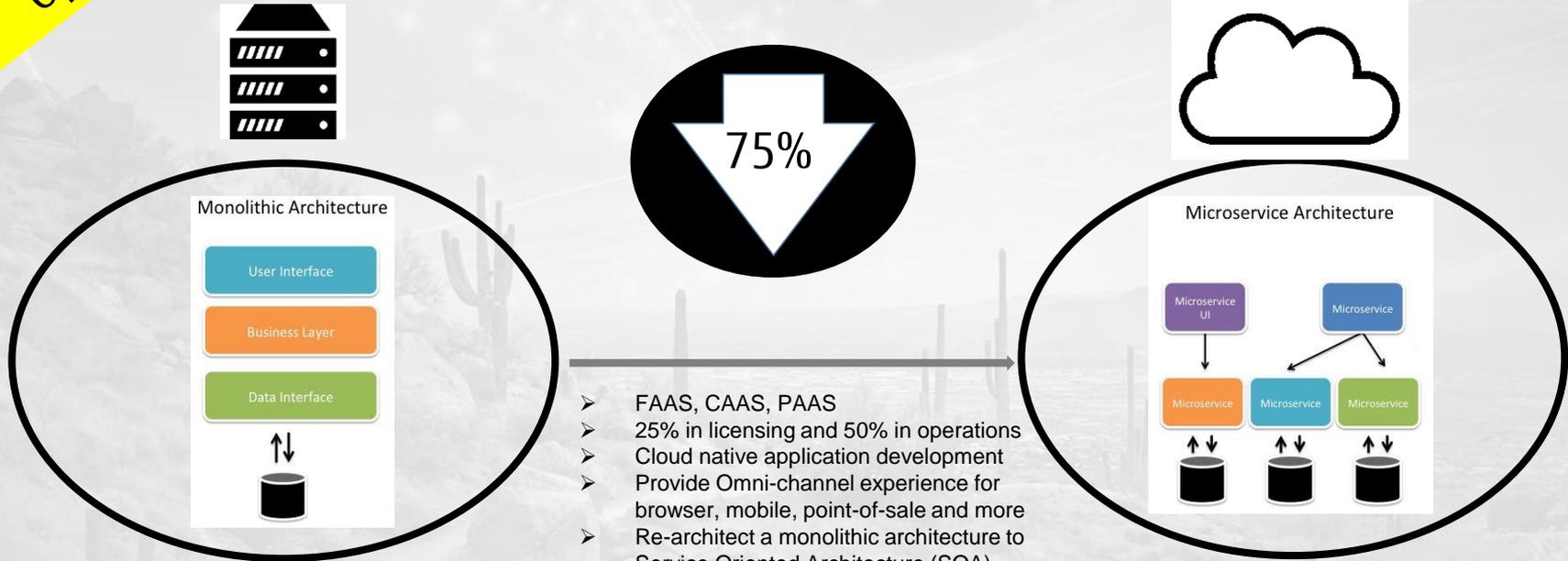


- Scale resources on demand
- Separate Data from Compute
- Reduce RPO, RTO for failures

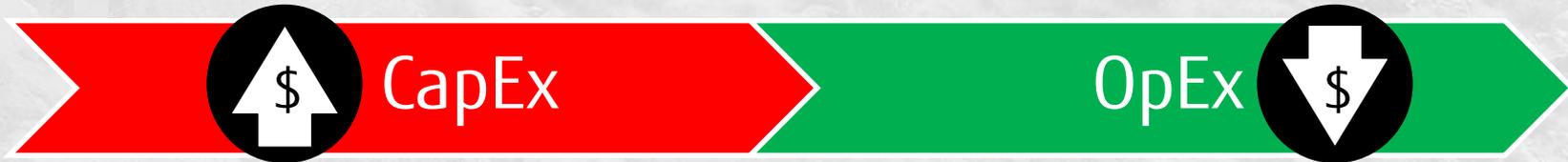


# Re-Architect: CaaS, FaaS, PaaS

Optional



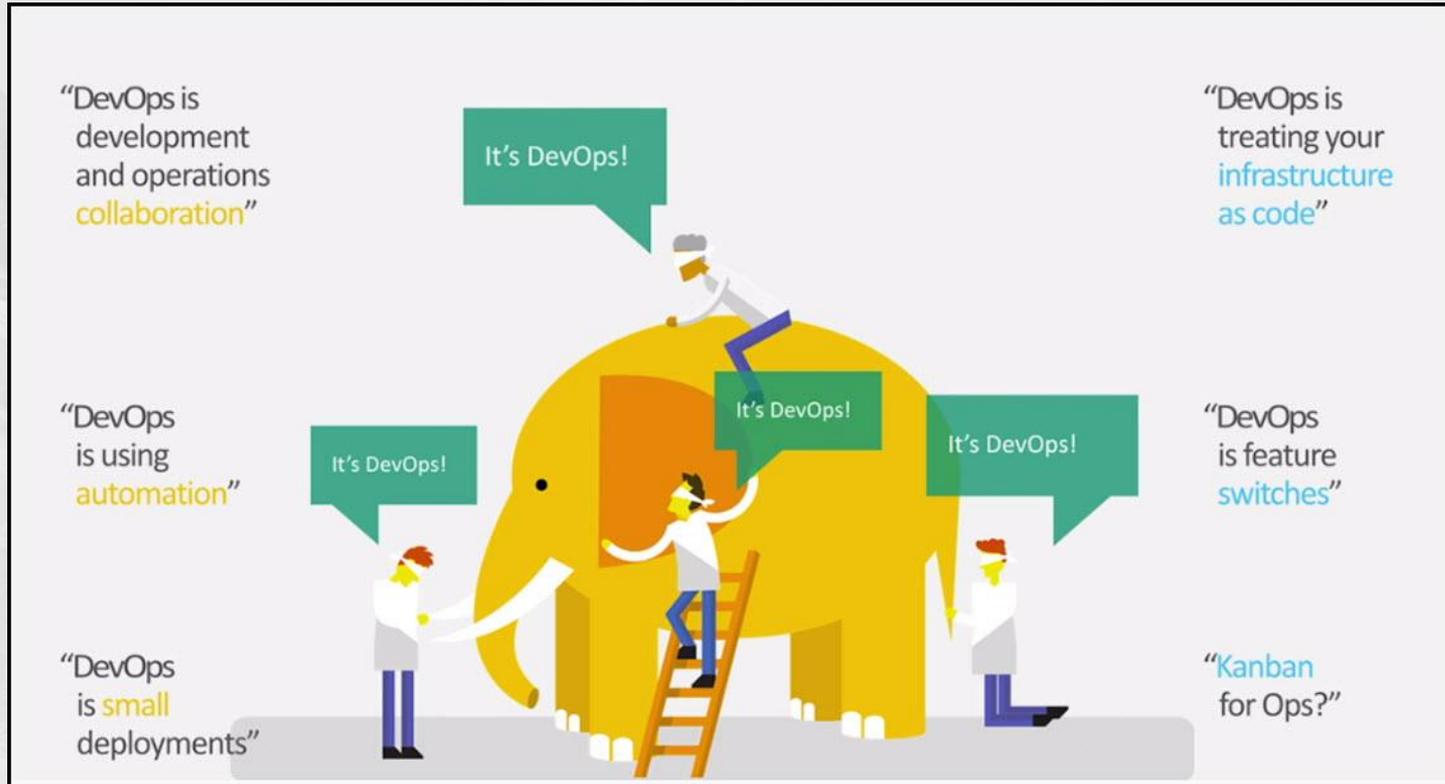
- FAAS, CAAS, PAAS
- 25% in licensing and 50% in operations
- Cloud native application development
- Provide Omni-channel experience for browser, mobile, point-of-sale and more
- Re-architect a monolithic architecture to Service Oriented Architecture (SOA) with micro-services



# Criticality of DevOps – Get Digital, Stay Digital

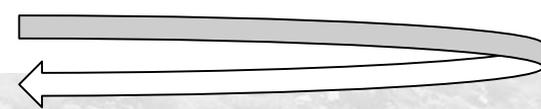
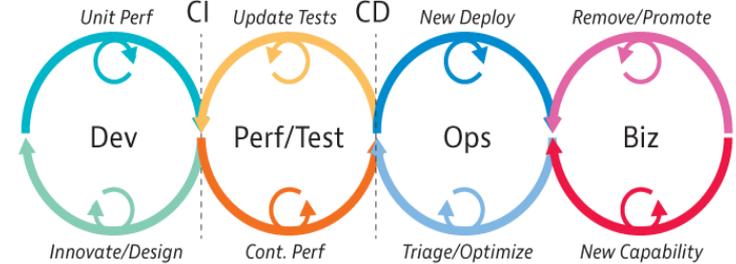
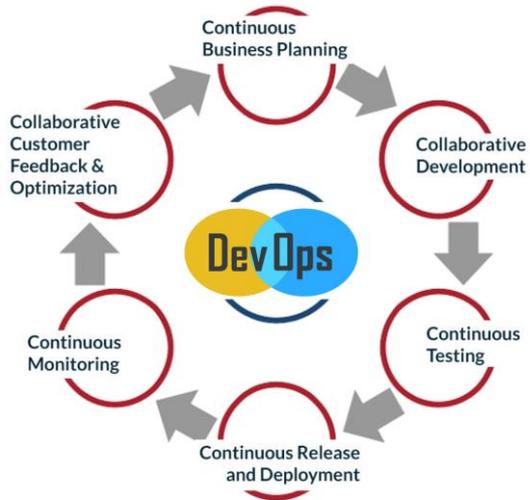


# What is DevOps



# Why/How DevOps

## Why DevOps?



# Criticality of DevOps

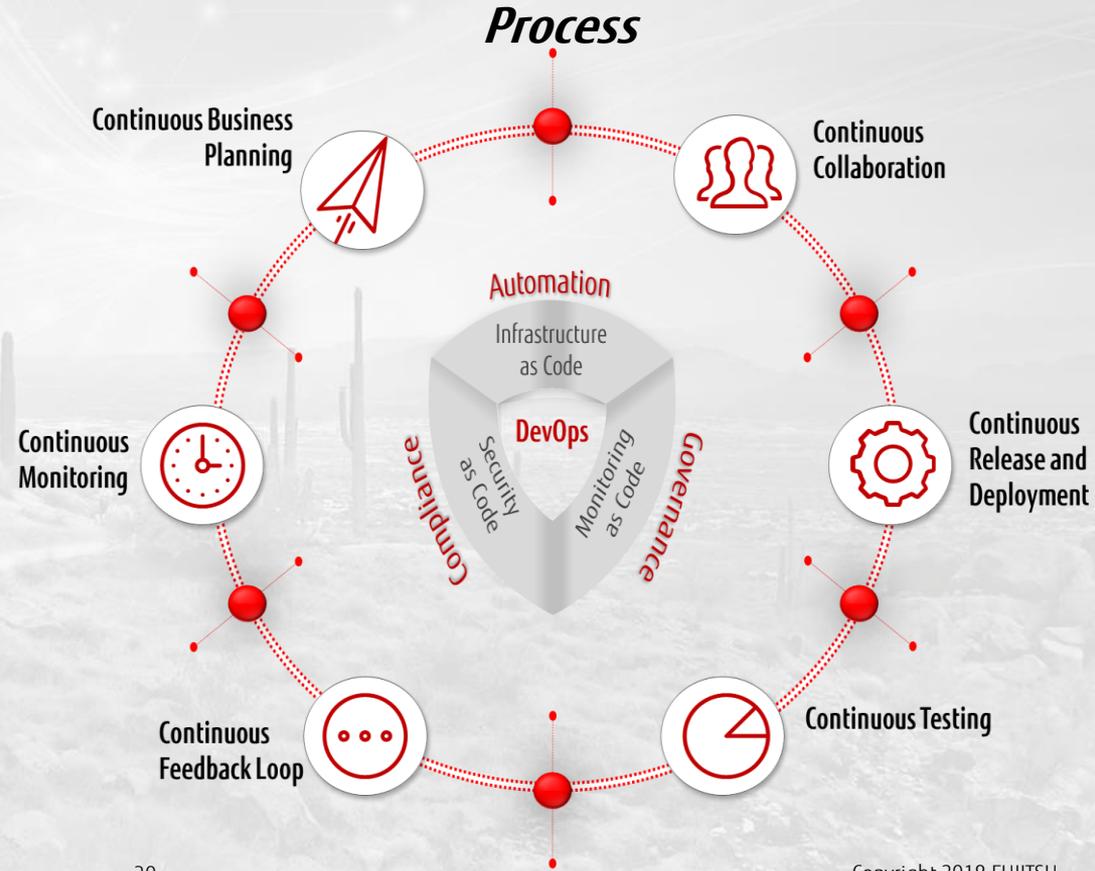
Optional



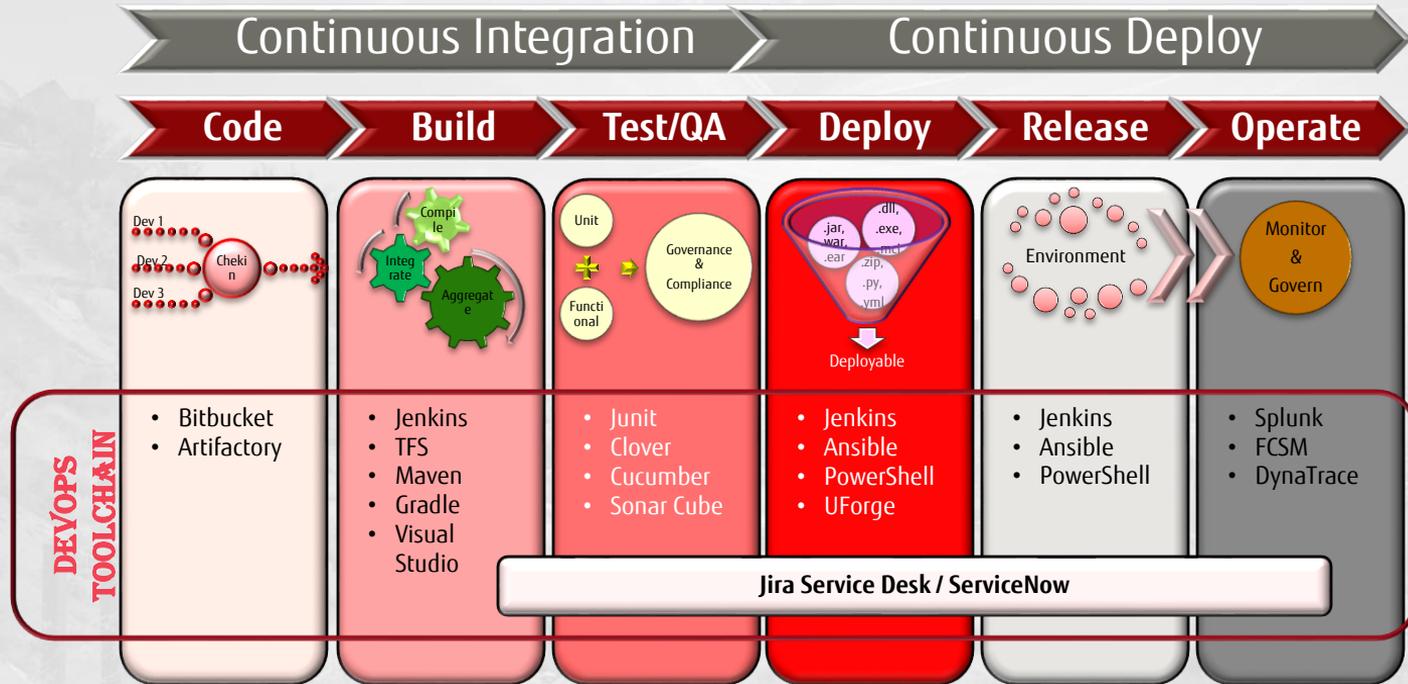
# DevOps Approach & Process

## Approach

- Assess: Existing tools & Processes
- Gaps: Identify tooling and process
- Propose: Suggest missing tools & processes
- Build: Implement toolchain
- Adopt: formalize and adopt the created toolchain and processes



# DevOps Toolchain



Note: Some of the above mentioned tools are being used in multiple phases of CI/CD cycle

Optional

## Socialize Understanding of DevOps

Level set everyone's understanding of DevOps by conducting Kaizen events. Interact with stake holders and management to get the buy-in and support

## Create Templates of Common Types

Establish a common toolchain by providing a catalogue of most commonly used server types. Also provide scope for customizing these templates

## Step-by-step procedural documents & Guidelines

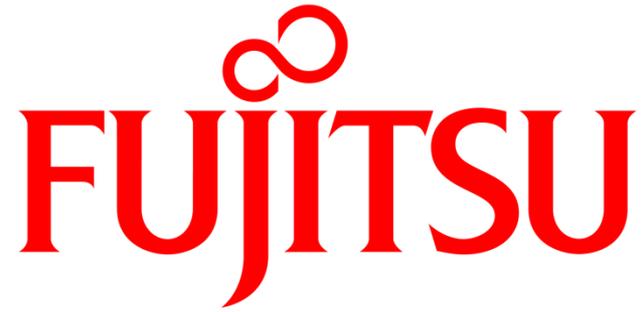
Create documentation to facilitate self service onboarding or teams. Enhance the provided documentation as and when required

## Work With Agile Teams To Build Pilot Applications

Work as part of teams which are ready to embrace DevOps journey. Assist in customizing the standard templates and also creating new as needed

## Establish DevOps CoE, Mentor & Coach Agile Teams

Create CoE which can provide guidelines and share knowledge. Establish communities, coach and mentor agile teams on toolchain & processes

The logo features a red infinity symbol positioned above the word "FUJITSU". The word "FUJITSU" is rendered in a bold, red, serif typeface. The letter "J" is notably stylized with a long, sweeping tail that extends downwards and to the left.

**FUJITSU**

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