



shaping tomorrow with you

Taking your share of the digital transformation

How Fujitsu can help

Digital transformation represents a \$100 trillion opportunity over the next decade, according to the World Economic Forum*. Taking your share of this transformation requires you to bring your enterprise business into the digital world. This will require process changes, cultural changes, technology changes and application changes. It will also require taking a user-centric approach to supporting cloud computing, mobility, Big Data, the Internet of Things, and social networking for your employees and customers alike.

Going digital doesn't necessarily mean you have to overhaul your entire application infrastructure at once. You might be able to evolve in phases. Yet it can be difficult to decide, as technology ages, which is riskier: sticking with what you have or modernizing it.

As your digital transformation partner, Fujitsu will help you determine what existing applications to keep and where it makes sense to make improvements. For example, you might first target production applications developed in an older language or running in an aging environment. We'll help you make such evaluations so you can institute change at your own pace with your budget in mind.

*Source: <http://reports.weforum.org/digital-transformation-of-industries/wp-content/blogs.dir/94/mp/files/pages/files/wef1601-digitaltransformation-200116.pdf>

Everything you need

You can use Fujitsu Enterprise Application Services from start to finish. We'll begin by determining the value you are getting out of your existing technology. Then we'll help you decide what needs changing, develop and implement those changes, and orchestrate an organizational change management program to match.

To that end, we have a whole portfolio of services and solutions, available on a global scale, to ease the digital transformation of your environment. Everything you need is available from a single supplier, including any related infrastructure, equipment and consulting needed to support the updated application environment.

Among our many enterprise application services, we offer:

Information Management – Consulting and Technology

Fujitsu will help you understand and implement the strategies that need to be built or adjusted. These include realignment of IT processes and skills, changes to organizational procedures and governance models, technology changes across the enterprise, and overall change management.

Application Development and Integration

At Fujitsu, we continuously improve and transform our customers' applications to ensure they are optimized for today and adaptable for the business needs of tomorrow. We understand that business applications must be deployed or upgraded quickly, securely, efficiently and at the lowest possible cost. We also understand the need to better control and reduce expenses in running application portfolios.

The Fujitsu portfolio stretches from Application Development and Integration to Application Management and Outsourcing and fully integrates emerging delivery models like Software as a Service.

Transformational Application Management

We'll help you maintain, measure and cost justify your growing inventory of applications and supporting IT infrastructure. We apply a comprehensive lifecycle-management approach that encompasses all application types, from legacy custom applications to newer web-based applications. We help your organization administer, secure and control applications internally or if it makes more sense, to outsource those functions so you can focus your resources on revenue-generating activities.

Specifically, we'll help you:

- Design, develop, test and implement new software applications, integrating them directly into your business operations
- Retire, replace and archive obsolete applications no longer required by your business
- Analyze the cost to build, maintain and replace applications
- Assess the quality, reliability and useful service life of your applications to determine their true business value

Enterprise ERP and CRM Design, Development, Implementation, and Delivery

Fujitsu partners with the top enterprise resources planning (ERP) and customer relationship management (CRM) companies to bring global value to enterprises that run these systems and are looking to bring them into the digital world. We have created solutions and services specifically for businesses running SAP®, Oracle®, Microsoft® and Salesforce®.

We will help you move these run-the-business applications into the digital world. You will then be positioned to drive innovation across all areas of financial and operational performance in these environments – from cloud services to solutions and services for on-premise deployments.

Application Modernization

We will help you bridge the old with the new, modernizing your application portfolio, figuring out which legacy applications need to work in the digital world and determining what equipment to keep and what to refresh.

We will help you through:

- Balancing near-term costs with longer-term payoff
- Identifying the best user experiences
- Optimizing existing apps to control transformation costs
- Aligning your budgets for the future
- Rationalizing your apps portfolio for the future
- Assessing whether apps should be hosted on-premises or in the cloud

Achieve digital transformation with Fujitsu

Fujitsu knows that your journey to digitization is more than just about technology. It requires adjusting your governance model to embrace change management. And it means doing what works best for users and customers, not necessarily what's easiest for IT.

Partnering with Fujitsu will get you there. We offer a one-stop shop, with end-to-end consulting, products, services and delivery. We manage your digital transformation with respect for your goals and processes. We focus on business outcomes, not just cost savings. We have a lifecycle process for modernization that protects as much of your existing investment as possible. We use our intellectual property to help you automate your business processes. And when you get there, you'll deploy new services faster, enter new markets and enjoy all-new revenue opportunities.

Success story

Welch Foods, Inc. (Welch's) had a massive amount of data requiring robust business analytics. Welch's IT put the tools in place and they have helped Welch's optimize its product portfolio, reduce out-of-stock inventory and improve promotional effectiveness. In 2006, Welch's invited Fujitsu to join that collaboration with the implementation of Oracle 11i E-Business Suite. Following the successful go-live of that project, Fujitsu began to deliver Application Managed Services and, in 2012, Welch's expanded the scope of Fujitsu services to include the complete business and applications services suite. Fujitsu is now the primary vendor delivering Oracle services to Welch's. With help from Fujitsu, Welch has improved the company's speed to market, quality of deliverables and overall testing process. Through the Fujitsu Center of Excellence, Welch's also has access to additional expertise and guidance to ensure the company produces the best and most innovative solutions.

Let us help

To learn more about partnering with Fujitsu for successful digital transformation and to find further resources visit <http://enterpriseapplicationservices.fai.fujitsu.com/>

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