

# Information

## FUJITSU SELECT Partner Program



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The shift towards a hyper connected world is having a huge impact on companies in every industry, as they embrace digital transformation. Businesses of all sizes understand that every aspect of their environment is being disrupted and, according to a recent Fujitsu survey, 52 percent of decision makers expect their businesses to have changed beyond all recognition in just five years' time<sup>1</sup>.

Behind these transformations in business models lies a radical shift in how businesses are using technology. They are now able to leverage technology to gain more flexibility, support rapid growth, or innovate in how they deliver products or services. The challenge for many companies, however, is that they lack the skills or resources to dedicate to undertake these digital transformations. That's why two thirds (67%) of the C-suite surveyed believe that partnering with technology experts will be an essential element of co-creating their digital futures.

### How Channel Partners are changing:

This is where Fujitsu believes that the opportunity for channel partners lies – in supporting businesses' digital metamorphosis. But to effectively seize this chance, channel partners also need to transform. Just as their customers' businesses are changing in every way, channel partners need to evolve with them, to address the new ways that they want to collaborate.

Some aspects of the Channel's business functions that will transform include:

**Technical Consulting:** New skills are required by the channel, beyond the engineering and integration capabilities of many product-focused partners. This may require them to upskill around customer favorites like Big Data with Hadoop and SAP, develop support skills for virtualization in VMware, cloud solutions in Open Stack-based environments, or Microsoft cluster in a box solutions.

**Sales:** As customers digitalize, new opportunities emerge for them to move up the value chain and cross sell, or upsell to new products with high margins. The challenge is that the selling proposition is changing. For channel partners, it is no longer a case of selling hardware to IT managers. Now these customers are deploying technology more strategically to address specific business challenges. As a result, the sales process includes not only IT, but also business and financial leaders. From a channel perspective, this requires not only different sales skills but also a higher-level pitch that will resonate across the customer's business.

For the channel, the solution is to train sales teams, equipping them to have business-focused conversations with new stakeholders – backed by a solid understanding of the challenges customers face. Partners also need to be equipped with new knowledge – because being able to recite the product spec sheets is no longer enough. In fact, tomorrow's channel sales teams must be able to deliver market insights and technology proof points.

**Finance:** As customers move from making major upfront investments in technology towards a subscription model for "x-as-a-service" deployments, channel partners' balance sheets change too. The new cash flow needs to be considered, and bonuses need to be restructured. The great news is that many services offer extremely favorable margins – particularly when compared to traditional box sales. In future, the quality of customer 'experience' will help define customer retention. Therefore, sales people must be rewarded for increased contract value, plus customer adoption and usage and renewals, as much as they are for upfront sales.

**Human Resources:** This new way of doing business requires different skills. The human resources function will be more important than ever in terms of finding the right balance between recruiting new staff and training existing team members. With specialists in emerging technologies in short supply – home grown talent might be the answer for many.

**Specialization:** Digital transformation is complex and businesses want to co-create their own evolution with partners able to contribute specialist skills. Consequently, it is time for Channel partners to shape their own futures. As they evolve from product supplier/installer to take on trusted partner status with customers, so they will have the opportunity to develop specializations – either in terms of technology or in terms of the verticals they support.

**Reach:** Another opportunity for the Channel is to determine whether to continue to support just their home market(s), or to expand their area of expertise internationally. Partner-to-partner relationships are starting to flourish in this environment – with each partner contributing complementary strengths and deriving significant benefit from a more international approach.

### **Fujitsu is there every step of the way**

Fujitsu's firmly held belief is that in order to be successful, we need our channel partners to be successful. This motivates us to work with channel partners to help them ride the wave of digital transformation along with their customers, rather than be frustrated by it. If all digital stakeholders work together to navigate through this period of disruption, businesses will not be perplexed by digital; they will forge ahead, being empowered to innovate and prosper, to reap all the benefits the digital age offers.

One of the first areas we are addressing is in training channel sales teams to be able to grasp these new opportunities, through the [SELECT Academy](#). This goes well beyond just sharing information about the product portfolio. Instead, it is positioned as a new one-stop-shop for all Fujitsu channel-partner training, delivering a continuous learning experience that covers sales skills courses including new sales skills paths that enable partners to make the leap to digital.

### **Notes to editors**

<sup>1</sup> Conducted in September 2016 by Censuswide, surveying C-Suite executives within mid to large sized businesses across public sector, financial services, retail and manufacturing in nine countries: Australia, Finland, France, Germany, Italy, Spain, Sweden, UK and US.

### **Online resources**

- SELECT Partner Program: <http://www.fujitsu.com/fts/microsites/spp/index.html>
- Read the Fujitsu blog: <http://blog.ts.fujitsu.com>
- Follow Fujitsu on Twitter: [http://www.twitter.com/Fujitsu\\_Global](http://www.twitter.com/Fujitsu_Global)
- Follow us on LinkedIn: <http://www.linkedin.com/company/fujitsu>
- Find Fujitsu on Facebook: <http://www.facebook.com/FujitsuCT>
- Fujitsu pictures and media server: <http://mediaportal.ts.fujitsu.com/pages/portal.php>
- For regular news updates, bookmark the Fujitsu newsroom: <http://ts.fujitsu.com/ps2/nr/index.aspx>

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### **About Fujitsu**

Fujitsu is the leading Japanese information and communication technology (ICT) company, offering a full range of technology products, solutions, and services. Approximately 155,000 Fujitsu people support customers in more than 100 countries. We use our experience and the power of ICT to shape the future of society with our customers. Fujitsu Limited (TSE: 6702) reported consolidated revenues of 4.5 trillion yen (US \$40 billion) for the fiscal year ended March 31, 2017. For more information, please see <http://www.fujitsu.com>.

### **About Fujitsu EMEA**

Fujitsu enables customers to capitalize on digital opportunities with confidence, by helping them to balance robust ICT and digital innovation. Fujitsu's full portfolio of products, solutions and services gives its customers a competitive advantage in the era of digital transformation. In Europe, the Middle East, India and Africa (EMEA) the company employs more than 29,000 people. For more information, please see <http://www.fujitsu.com/fts/about/>  
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