

Media Backgrounder Fujitsu SELECT Partner Program

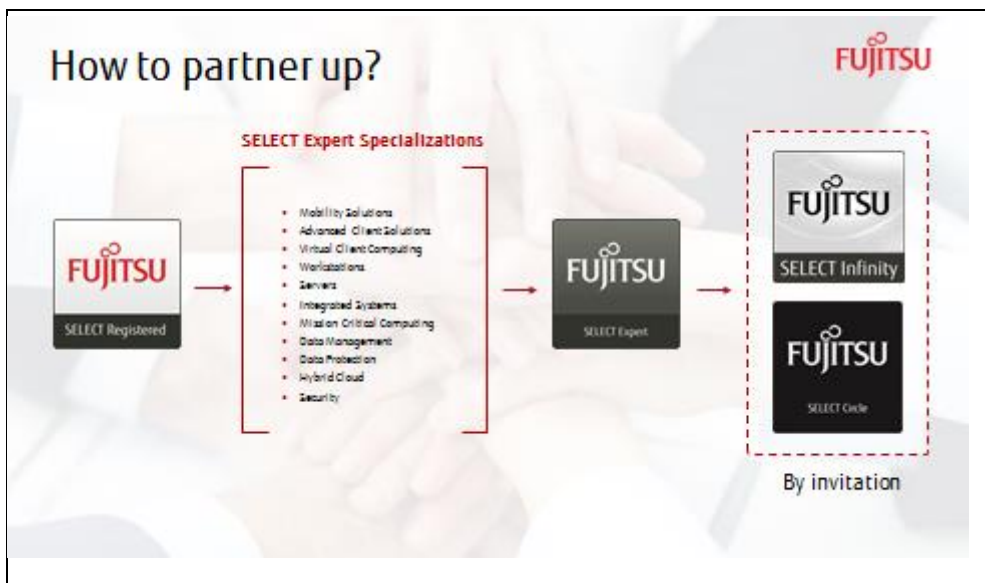
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The shift towards a hyperconnected world is having a huge impact on companies in every industry as they embrace digital transformation. This increasing digitalization will continue to have a profound impact on the channel as businesses increasingly look for channel partners who can guide them through technological change and act as trusted advisors.

To effectively seize this opportunity, channel partners also need to transform. Solutions will become more important than devices, and channel partners must be prepared to move from selling equipment to acting as partners in co-creation, addressing the new ways that customers want to collaborate. To do so, channel partners must move up the value chain to deploy technologies that address business challenges. This will require a new sales approach, additional technical skills and different financial models.

Fujitsu's firmly held belief is that in order to be successful, its channel partners must be successful. Consequently, Fujitsu constantly listens to partners and adapts the SELECT program to address their changing requirements. This strategy of working closely with partners and evolving its SELECT Partner Program has led to Fujitsu being recognized in the "Champions" category of the EMEA Channel Leadership Matrix published by leading channel analyst firm Canalys in February 2018¹.

Fujitsu's 2018 SELECT Partner Program



The structure of the program is straightforward, with partners able to join rapidly as SELECT Registered partners to start working with Fujitsu, with the opportunity to build expertise and gain SELECT Expert accreditation on customer-centric solutions including integrated systems, workstations, data protection, virtual client computing, hybrid cloud and many more.

The successful SELECT Circle program which addresses the need of value added channel partners has been enhanced with the introduction of new communities relating to key technology areas such as Artificial Intelligence, IoT, Digital Infrastructures, and Future Workplace and a dedicated community for service providers. In addition, a new SELECT Infinity program has been introduced to cater to the needs of major corporate resellers.

To help channel partners to transition into co-creation partners, Fujitsu offers extensive training, provided via the SELECT Academy, to support each technology area. Training includes not only pre-sales and technical instruction but also solution selling and comprises the same content as Fujitsu uses for its own employees.

The program, updated in April 2018, is based around the pillars of simplicity, enhanced engagement and innovation.

Simplicity:

- The SELECT Partner Program offers free access to its extensive training programs for partners. To simplify accreditation, there is no requirement for points to achieve the SELECT Expert level. Fully personalized training is offered for SELECT Circle / SELECT Infinity partners to help deliver against their business plans.
- In 2017, [Fujitsu invested one million Euro into partner tools](#) and will invest the same amount this year to streamline processes for partners. Tools available to support partners include the SELECT Connect platform for deal registration, special price requests and easy handling of leads. New functionality includes an easy-to-use e-procurement tool, access to real-time product information, stock availability and promotions. Partners also gain access to an online chat function to help them quickly address commercial or technical questions.

Innovation:

To enable partners to create new revenue streams by supporting their customers' digital transformation, Fujitsu is constantly expanding its channel portfolio. The most recent addition is Fujitsu's extensive security portfolio which now enables partners to sell products and services in the areas of biometrics, identity as a service (IDaaS), cyber security protection and in supporting compliance with the General Data Protection Regulation (GDPR).

Fujitsu also plans to include solutions in the fields of artificial intelligence and IoT later in the year, whereas the focus on Future Workplace solutions (including workstations and ultramobile premium mobile devices) and Digital Infrastructures (including Hybrid IT, Data Protection and Integrated Systems) remain priority technologies.

Enhanced Engagement:

The 2018 SELECT Partner program has a new structure that includes communities dedicated to key groups and an initiative to give channel partners tailored options to engage more closely with Fujitsu:

- New partner track called SELECT Infinity – designed for leading EMEA corporate resellers who benefit from unlimited opportunities on solutions from notebooks to AI and a boundary-less approach to international projects.
- The SELECT Circle communities are designed for value added channel partners and service providers in the key fields of AI, IoT, Digital Infrastructure and Future Workplace. These partners are supported to become trusted advisors able to address the digital transformation challenges of their customers.

Fujitsu's approach to helping business digitalize is Human Centric Innovation- realizing business and social value by creating solutions and services that align people, information and infrastructure. Channel partners play a crucial role in extending Human Centric Innovation to customers – this valuable contribution is recognized at the annual Innovation Awards, held during the annual Fujitsu Forum Munich. The awards celebrate those channel partners who embody the spirit of co-creation and who bring the Fujitsu vision of Human Centric Innovation to life.

Notes:

¹ [Fujitsu's SELECT Partner Program was recently recognized in the Champions category in the EMEA Channel Leadership Matrix](#), published by leading channel analyst firm Canalys in February 2018
[2017 SELECT Innovation Awards](#)

[Fujitsu Creates New Business Opportunities for SELECT Channel Partners with Dedicated Security Portfolio](#)

Online resources

- SELECT Partner Program: <http://www.fujitsu.com/fts/microsites/spp/index.html>
- SELECT Global Innovation Award: <http://www.fujitsu.com/select-innovation>
- Read the Fujitsu blog: <http://blog.ts.fujitsu.com/>
- Follow Fujitsu on Twitter: http://www.twitter.com/Fujitsu_Global
- Follow us on LinkedIn: <http://www.linkedin.com/company/fujitsu>
- Find Fujitsu on Facebook: <http://www.facebook.com/FujitsuICT>
- 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 EMEIA

Fujitsu promotes a Human Centric Intelligent Society, in which innovation is driven by the integration of people, information and infrastructure. In the Europe, Middle East, India and Africa region (EMEIA), our 28,000-strong workforce is committed to Digital Co-creation, blending business expertise with digital technology and creating new value with ecosystem partners and customers. We enable our customers to digitally transform with connected technology services, focused on Artificial Intelligence, the Internet of Things, and Cloud - all underpinned by Security. For more information, please visit <http://www.fujitsu.com/fts/about/>

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