

FUJITSU

Money follows data

Build your data-driven enterprise with Fujitsu



shaping tomorrow with you

Data is the new business currency



More enterprises than ever are assessing the opportunities hidden in their treasure troves of data to supercharge their business, and leverage AI and data science to take the lead in their field. To stay competitive, it's vital to use all the digital data that you have available, not just to be more efficient, but also – crucially – to identify and explore new business opportunities.

Because money follows data.

The stakes are high. If you get it right, you're among the digital winners. But getting it wrong means you've given ground to competitors, who can take away a substantial chunk of your business. Of course, you want to get it right first time. Building a data-driven enterprise sets the strategic direction for years to come – so it makes sense to choose a partner who can stay the course: one who can guide you expertly through the process of turning data into money.

Monetizing data: the challenge

Ideally, it would be easy to monetize data, and generate new revenue opportunities from the oceans of information you acquire as you become a digital organization. But without a systematic framework, your data is little more than a morass of unconnected information. The challenge

is to make sense of it: value cannot be leveraged without first streamlining and integrating data across your organization and its entire value chain. If you want data science and AI to work their magic, you need a flexible, agile and efficient foundation.

Digital transformation: state of play

Your organization has most likely already begun its digital transformation journey – which involves collecting and using data.

Digital transformation is underway in:

Data is fluid, autonomous and distributed across edge, core, cloud – with variants of private, public and hybrid cloud



47%

of organizations in financial services

32%

of organizations in healthcare

31%

of organizations in transportation

45%

of organizations in government

35%

of organizations in manufacturing

Become data-driven with Fujitsu

Even with Fujitsu, there is no magic bullet to revenue through data. Nonetheless, our process from data to money is systematic, with each layer critical to success. By progressing through each of the stages of your data-driven transformation journey with Fujitsu, your organization creates a roadmap to expand your customer base, generate new revenue streams, optimize resource deployment and expand your ecosystem of partners and suppliers. With impressive capabilities in digital transformation, Fujitsu helps you steer a clear path on a challenging journey to becoming a data-driven organization. It's all down to Fujitsu's unique process, which takes you through meticulously crafted stages of exploring your scenario, designing and building services, and delivering business value. It all starts with you: your processes, aspirations, the data you already have access to, as well as new data you can or should make available, and culminates in a practicable roadmap that enables you to derive business value from your data – and makes you a digital winner.

*Source: Fujitsu Digital transformation Survey, 2019

What's holding you back?

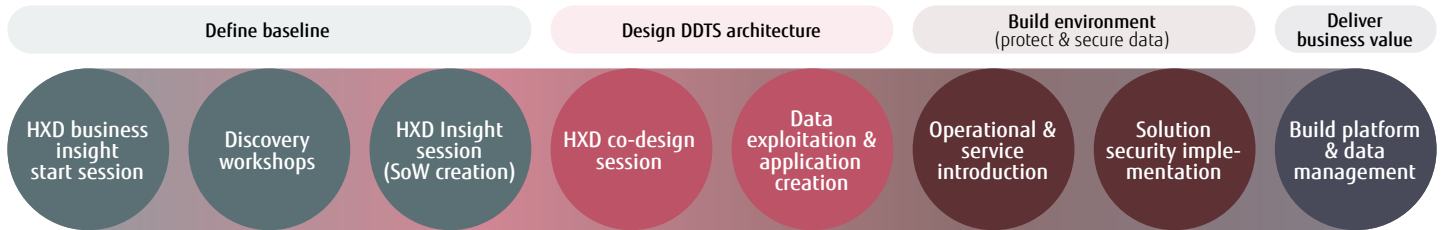
Common barriers to starting the journey to becoming a data-driven enterprise:

- Struggle to identify connections between data
- No way to manage information across all locations and distributed across edge, core and cloud
- Need to protect valuable data and ensure cyber security – but how?
- Lack of expertise to choose and use AI and data science to derive business insights
- Lack of visibility into what exactly is generating ROI

Your data-driven transformation journey (DDTS) with Fujitsu.

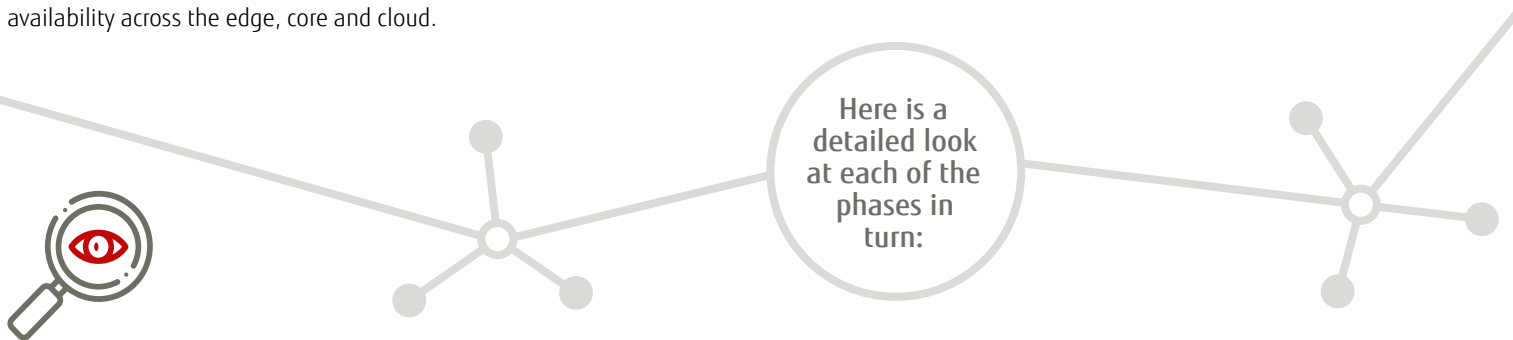
Data-driven transformation with Fujitsu is a four-stage process, in which we deploy a range of techniques, including our unique co-creation approach, Fujitsu Human Centric Experience Design, or Fujitsu HXD. Co-creation with Fujitsu HXD brings together your key decision makers for creative workshops, facilitated by Fujitsu's experienced

experts. Every organization is unique in its processes and complexities, which is why Fujitsu makes these workshops with your stakeholders the heart of the process. Everything else follows from there. More bench-breaking than bench-marking, the workshops break down silos and bring together people from different disciplines and departments.



The process begins with detailed discovery in phase 1 to understand your infrastructure and application landscapes, scope out the work required to deliver your desired business outcomes, and then, in phase 2, to design the data architecture that will ensure data integration and availability across the edge, core and cloud.

In phase 3, work progresses to building the architecture, and implementing security. The final phase involves making the system operational. Data can now be exploited using advanced analytics or AI to automate decision making and deliver faster time to market.



1 Create your data transformation baseline

The baseline stage creates the foundation to design and build the target data architecture, the data protection and security setup, and the right mix of data science and AI approaches. Fujitsu works with you to take stock of your current situation, figuring out what data is available, and what you could be using. With a mix of lean exploration services

and the Fujitsu Human Centric Experience Design (Fujitsu HXD), we lay the foundation for the entire project. Seeding the creativity to identify and explore new opportunities, the dynamic mix of knowledge with Fujitsu's unique design thinking helps to devise innovative concepts faster than would be possible if individuals all worked in isolation.

Fujitsu uses discovery tools to help you identify valuable data.

The benefits:

- Easier to explore what data is available and where
- Scanning of all enterprise data sources
- Automated categorization to detect the right data for specified business objectives

Edge	Core	Cloud
Sensors	Application landscape	Files
Machines	Databases	Social media
Virtual environment	Storage	Web log

SUCCESS STORIES Transforming the baseline



Banking company

Cost savings of **US\$16.5mn** and ROI of **446%** with data architecture optimization gained through data assessment



Food retailer

Cost-efficient optimization of SAP Infrastructure to obtain competitive advantage



2 Create target data architecture

No single solution provider can deliver a distributed data architecture straight out of the box. It takes extensive integration of both hardware and software, as well as cooperation with cloud providers, to make things happen. That is what this phase is all about. The challenge is to build an architecture that enables full access and control of data across edge, core and cloud, and – importantly – delivers all-round protection

for backup and recovery. The target: a data architecture to power your move to becoming a data-driven enterprise.

Supported by technologies from various partners, Fujitsu defines the ideal target architecture to manage your data in a hybrid IT environment.

Options for unified data access in multi-cloud and hybrid IT

For data-heavy scenarios, e.g. unstructured data

Software-defined storage, with one logical storage pool across edge, core and cloud

When you plan to scale compute and storage capacities in tandem

Virtualized infrastructure with software-defined compute & storage, but non-dedicated storage functionality

For micro-services and DevOps, or for portability across locations

Containers with orchestration for automating distribution, restart & updates across locations

If end users should be able to request IT services on their own

Service catalog management (with self-service portal), for a unified view of data and application resources, irrespective where they reside

SUCCESS STORIES Creating hybrid data architectures



Swedish property company

Generated **50%** cost savings and reduced energy cost by **SEK 400,000** in one year with hybrid IT enabled private cloud infrastructure



Global insurance company

Reduced provisioning from 20 days to hours, increased response time by 30%, accelerated reports by up to 13x, reduced cost by 24%, without outage using hybrid IT enabled private cloud for its SAP landscape



3 Protect and secure data

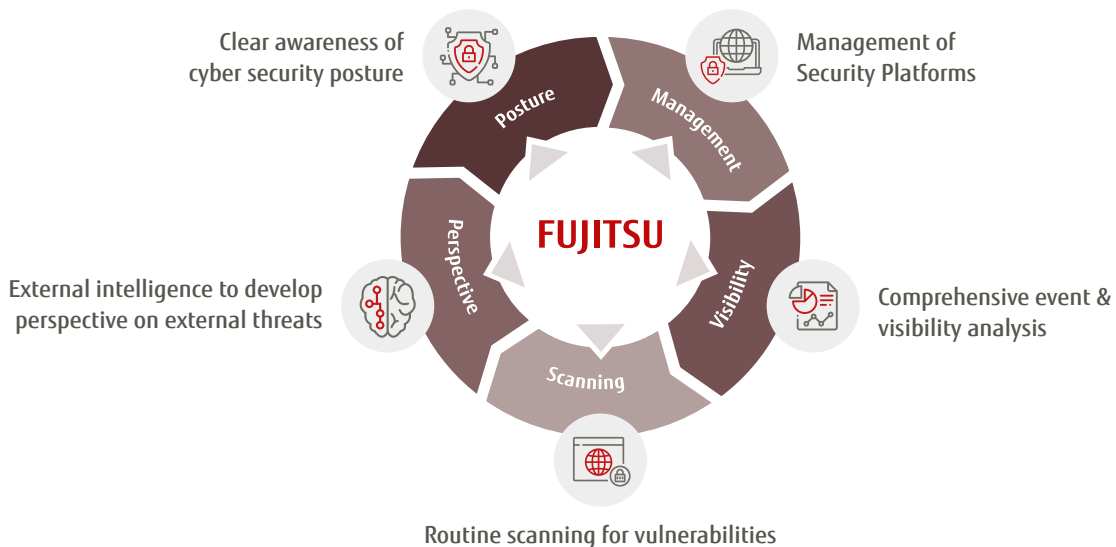
Phase 3 involves building the architecture, and implementing security across the layers of the solution. A highly distributed IT landscape, with smart edge devices, IoT, private and public clouds and data centers, might make your business more agile and responsive – but it also raises the bar for data protection and exposes you to new cyber threats. Beyond just backups, keeping your data safe means considering how to safeguard its integrity, and ensure it is available to your business when you need it. What’s more, you also need to consider long-term storage and archives on data collection platforms

to create usable information sources for analytics and AI.

At Fujitsu, we believe new threats call for new ideas and ways of thinking. Cyber security is not a one-off problem to resolve and then forget. New threats emerge all the time – so we work with you to plan data protection and security as a continuous life cycle. Fujitsu’s intelligence-led security approach equips you to protect your data against emerging threats.

Life cycle to protecting and securing data

Distributed and Hybrid IT has a higher exposure to data loss and cyber crime



SUCCESS STORIES Protecting and securing data



Government

A single data protection solution supporting both mainframe and open system environments, which is **over 60% less expensive** for efficient taxation of every citizen and business in Portugal



European online pre-payment firm

Detects fraud (money laundering and other unusual activities) with **real-time data analysis**



4 Deliver business value

The challenges to deriving value from data lie in the sheer volume and variety of data you have to sift through, and the speed of response. To be a digital winner, you need to move beyond traditional approaches, and collect data from multiple sources not just as a way to analyze the past (as with traditional Business Intelligence and data warehouses), but more to predict outcomes, automate and drive decision-making for the future of your business.

Fujitsu provides you with platforms and solutions that combine the best of everything our ecosystem can offer, enabling you to unlock previously hidden insights from data that you already possess (and whose storage you already pay for).

We work with you to define data science, artificial intelligence (AI) and machine learning methods that cost-effectively support dynamic data models and data of all types and volumes, while also enabling real-time analytics of data at rest and in motion.



Fujitsu's AI credentials

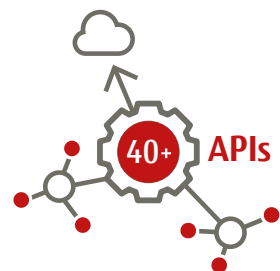
Fujitsu prides itself on being among the leaders driving human-centric AI innovation and digital transformation:



30+ years
of research knowledge



4,300+
AI patents



40+ APIs
derived from Fujitsu engagements
with over 300 organizations

SUCCESS STORIES Money follows data



**Portuguese Social Security Agency:
Instituto de Informatica**
Saving €200M of taxpayers' money with Data Analytics



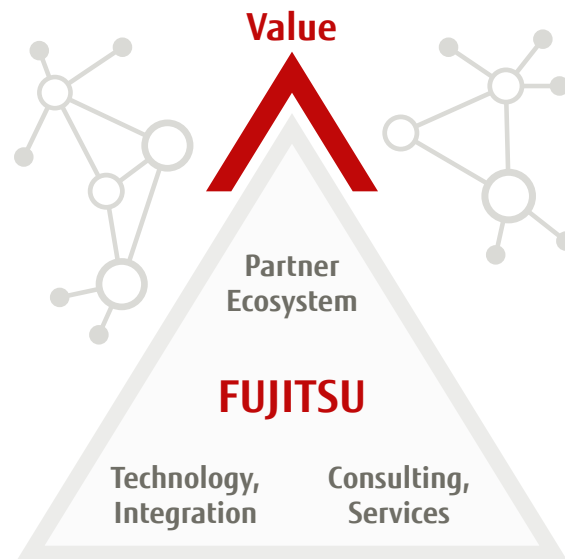
Genomic cancer diagnosis
Reduced from **2 weeks to 1 day** by using AI to generate
database of knowledge about gene mutation and drugs

It's all about you: the Fujitsu ecosystem for your transformation

Your roadmap to becoming a data-driven enterprise is unique – and so is your solution. Our mission is to provide you with the solution that works best for you – rather than forcing your business needs around an off-the-shelf solution that doesn't truly fit.

But given the complexity of digital transformation, no single IT organization or tech company can be an expert in every discipline. Data-driven transformation needs an ecosystem, with multiple specialist organizations collaborating effectively.

As a technology and service provider with decades of experience, Fujitsu can call on an extensive ecosystem of partners in technologies, cloud and specialized services to leverage a range of different capabilities for your benefit, and deliver exactly the right technologies and skills for your project across every phase – from exploration, solution-building and security through to actual operation in your data-driven enterprise.



Why choose Fujitsu?

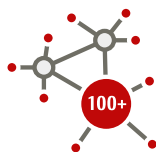
Fujitsu has the co-creation process at the heart of its human-centric innovation. To enable this, Fujitsu operates Digital Transformation Centers in all its regions, conducting on average 250 workshops every 18 months.



Technologies

Complete portfolio of hardware, software and services

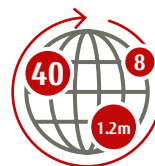
US\$1.6 billion invested annually in R&D, track record in integrating technologies to complete solutions



Ecosystem of partners

We connect expertise from numerous partners to help you create new opportunities.

100+ technology and service providers
30,000+ channel partners



Services for data transformation

Fujitsu is one of the world's largest IT service providers

8 global delivery centers speaking **40 languages** serving over **1.2 million** end users **24/7**



In-house expertise

Testing and implementing to be stronger for you.

160 data centers worldwide
50 internal DX projects underway

To find out more, visit:

www.fujitsu.com/data-transformation

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