

A data-driven  
intelligent  
enterprise  
for SAP®  
environments

intel®

SAP  
Global  
Partner

shaping tomorrow with you

FUJITSU

## Managing the new “digital normal” with resilience

Digitization is fundamentally changing the relationships between business enterprises and their customers. In today’s world, there are many more points of contact than in the past, along with more opportunities for purchasing products. The customer journey for online shoppers may only take 20 or 30 seconds, and this fact tends to raise customer demands for a complete transaction process that functions as smoothly and easily as the purchase itself. However, if there is any sense of dissonance after the purchase, attractive shopping alternatives for customers are just a few clicks away and within easy reach. Enterprises are aware of this and are thus placing an ever-sharper focus on the customer experience as a key element in strengthening customer retention. Even though large sums of money are being invested in generating data – which is available from an expanding number of sources – many business enterprises are having a hard time trying to keep

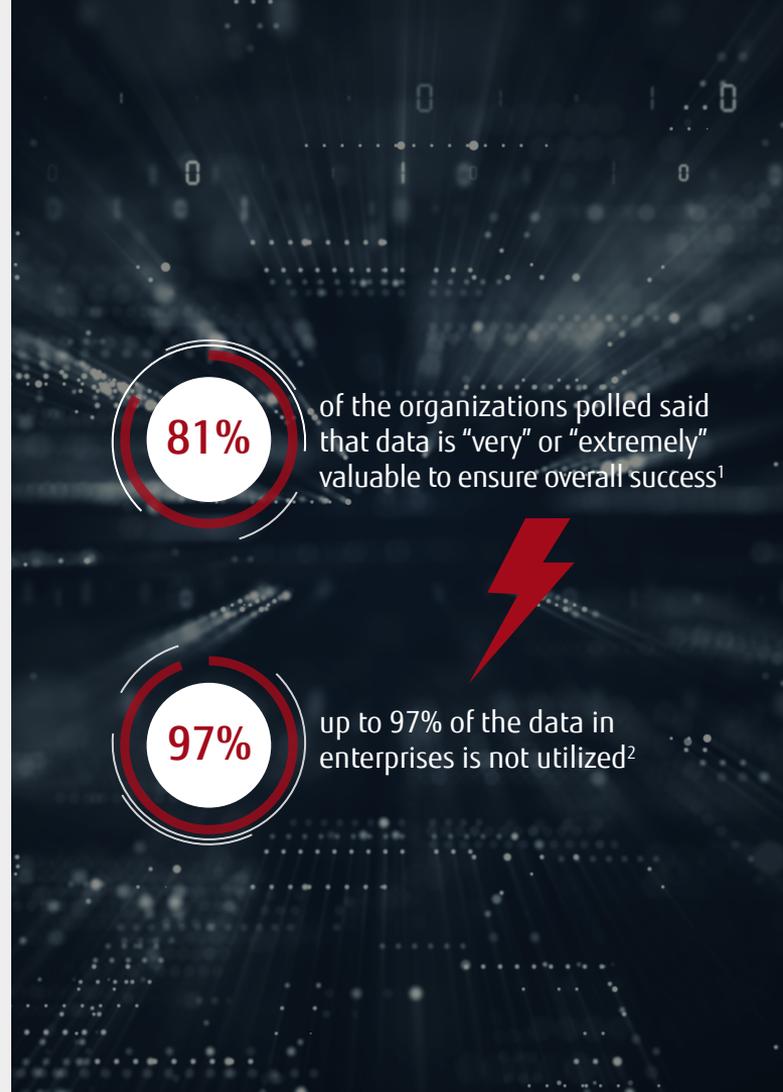
up with constantly changing demands from customers and partners. And herein lies the crux: Even though data is viewed as vital to business success, most of the data gathered remains unused in today’s enterprises. In order to leverage the potential inherent in this data, enterprises must be in a position to consequently integrate this data throughout entire business operations. This has always been a challenge, but in today’s volatile markets it is more decisive than ever when it comes to safeguarding the very existence of an enterprise. Fujitsu can fully support you in effectively utilizing data throughout your business in order to ensure real-time response, to automate processes, to benefit from recommendation engines, and to proactively offer services. All this will create a superior customer experience and help to bring new products and services to market much faster, while meeting individual customer requirements more precisely.



of the organizations polled said that data is “very” or “extremely” valuable to ensure overall success<sup>1</sup>

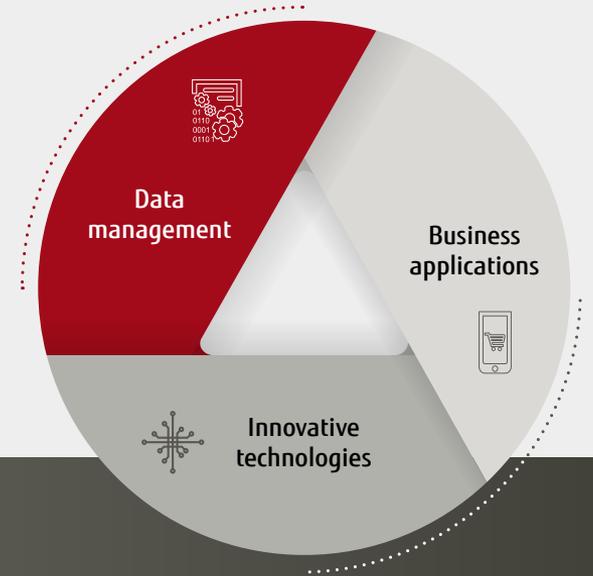


up to 97% of the data in enterprises is not utilized<sup>2</sup>



## A myriad of stumbling blocks across organizations

The experience of your customers, partners and employees suffers in many cases due to inadequate data management, insufficient integration of business applications, and ineffective adoption of technological innovations. In light of these challenges, it also leads to poor return on investment (RoI) when adopting cutting-edge technologies like AI, IoT, etc. because the result is only as good as the underlying data.



### The challenges facing organizations today:



#### Data management

- Poor visibility of key data
- Insufficient integration across the entire organization leads to inaccurate evaluations and unsatisfactory decisions
- Inefficient data integration causes delayed reaction to the needs of customers and partners



#### Business applications

- Cross-organizational application integration is a challenge
- The combination of legacy, customized and new-generation container applications results in enormous administration and maintenance costs
- Obsolete core technologies make application updates difficult, and vice versa



#### Innovative technologies

- The fragmented deployment of the latest technology delivers few benefits
- The adoption of the latest technologies for legacy applications poses a difficult challenge
- The RoI in key technologies such as AI is unsatisfactory due to a lack of appropriate data



## Data-driven transformation strategy for SAP® business environments

Real-time data is one of the central components of an intelligent enterprise, and data-driven applications represent the future of application development. At the same time, data landscapes are becoming more complex. Business enterprises must therefore always be in a position to cope with structured as well as unstructured data streams from diverse applications, files, databases, data warehouses and data pools. But how are they to know which strategic moves to make in order to accomplish this? That's where our data-driven transformation strategy for SAP business environments comes in – it provides you with a proven and holistic approach to create a data-driven “intelligent” enterprise. It starts with the definition of a data transformation baseline by understanding your data, IT, and application landscapes to identify the gaps vis a vis the expected

business outcomes and vision. Our approach focuses on further designing and building the data architectural foundation to ensure maximized benefits from the latest cutting-edge technologies – such as AI and IoT – to enhance the customer experience.

Our strategy will help you with the following:

- Evaluation of organizational landscapes across SAP and non-SAP environments – identifying gaps hindering real-time response and the customer experience.
- ROI analysis based on application utilization levels for required migrations of data and databases.
- Planning and execution of a smooth transition to SAP S/4 HANA and SAP C/4 HANA as part of the “future-ready” transformation project while mitigating the impact on the existing business.

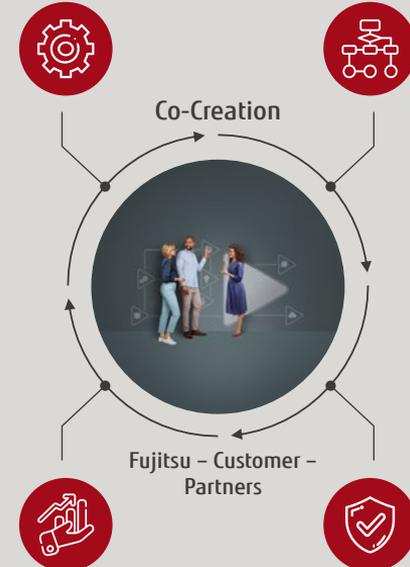


### Define the data transformation baseline

Explore data, SAP IT distribution, application & database diversity, gaps and desired business outcome

### Create the data architecture

Design an architecture to ensure efficient data management across edge, core and cloud



### Deliver business value

Leverage data science and AI as applicable to deliver value effectively

### Protect and secure data

Ensure data availability and secure data from crime



Intel® Xeon® processor.

## Building a data-driven intelligent enterprise with SAP running on Fujitsu systems

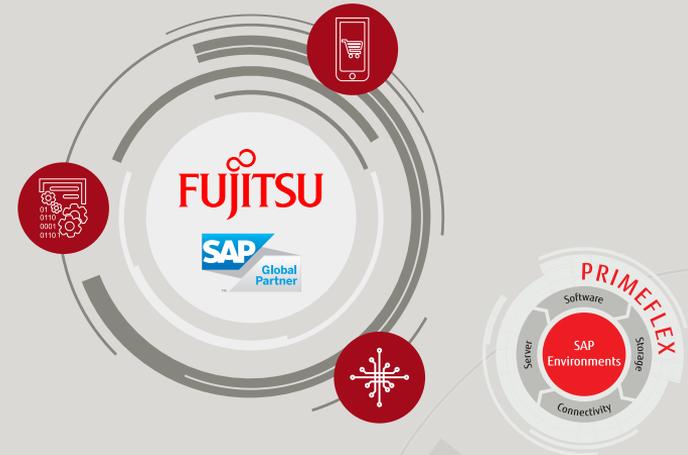
Based on the transformation strategy that is specifically defined for your business enterprise, we support you – in collaboration with members of our well-established and decades-proven partner ecosystem – in setting up your future solution. You will receive modern high-performance environments for your core business processes that are tested and certified for SAP S/4HANA, SAP C/4HANA, SAP Business One or SAP Leonardo. These environments feature end-to-end infrastructure solutions comprising the latest technologies. To enable you to offer excellent customer experiences in the future, we also seamlessly integrate AI, blockchain, IoT and other digital technologies for you.



The main focus of our co-creation approach is always on your particular needs and requirements. Co-creation in the transformation process basically functions as a think tank to

develop a shared understanding, a place where challenges can be analyzed from various perspectives. This is also where business and technological expertise can be combined for the development of new concepts and the joint definition of work plans. Our modular SAP services portfolio, which focuses on technical consulting and the entire transformation process, serves as the lever of this co-creation approach. The portfolio is strategically designed to deliver sustainable results which can be further developed during the course of the process. The individual service modules also ensure that results are achieved quickly. This step-by-step collaborative and results-oriented approach puts an agile transformation process in motion which immediately creates value for your business – the positive experiences will generate enthusiasm among all stakeholders for the transformation to a data-driven intelligent enterprise.

## Customer-centric transformation to a data-driven intelligent enterprise



### Fujitsu process automation for SAP operations

Hardware-agnostic Fujitsu SystemInspection Service for SAP solutions across the landscape	Migration, consulting and infrastructure services	Services for data-driven digital transformation
SAP and Non-SAP application	SAP HANA and Non-HANA database	HCI-ready and CI solution options certified on SAP HANA

## Proven experience in providing quantifiable value



### Insurance company

30% faster E2E response for customer relationship and 24% cost reduction



### Portuguese security agency

Saving €200M of taxpayer money with data analytics on HANA



### German retailer

Fujitsu SystemInspection Service leveraged to optimize SAP infrastructure and provide competitive cost-effectiveness

**50%** efficiency gains with reduced downtime and **24%** lower IT operational costs annually by transitioning to S/4 with Fujitsu

**½ day** reduced planned downtime per system and year

**87%** return on investment within 21 months

**60%** improved agility with faster provisioning of SAP systems with Fujitsu

Source: The Total Economic Impact™ Of Fujitsu PRIMEFLEX Solutions for SAP S/4HANA & Landscapes, a commissioned study conducted by Forrester Consulting, March 2020



## Begin your journey by exploring your digital potential

Achieving real-time insights and automation through the adoption of advanced analytics or AI is central to delivering business value as a data-driven enterprise. These insights help to keep unbridled complexity under control so that rapid responses are guaranteed to meet demands. However, the value obtained can only be as good as the underlying data, and hence managing IT environments with extraordinary reliability and efficiency in a hyper-connected hybrid world is critical to success. This involves integration and orchestration in a modern landscape to ensure that the deployment is effective and economical by design.

Every organization is unique and must carefully analyze its specific infrastructure environment and business vision before getting started.

**Fujitsu SystemInspection Service for SAP Solutions** was developed to help customers do this, and it is based on our 50 years of experience working on SAP environments. The solution is hardware agnostic and helps you assess the entire SAP landscape holistically, identifying any gaps which need to be filled before defining the next steps of the project and finding the right solution for implementation. Fujitsu offers a portfolio of solutions and services under PRIMEFLEX for SAP Environments which can be adopted based on your requirements.

This approach gives you an exact appraisal of the current situation rather quickly, enabling you to identify key points of departure for your transformation journey.

→ [Read more about FUJITSU Integrated System PRIMEFLEX for SAP Environments](#)



Explore your digital potential and collaborate with  
Fujitsu to build a data-driven intelligent enterprise.

Get in touch with us!

Email: [cic@ts.fujitsu.com](mailto:cic@ts.fujitsu.com)

Internet: [www.fujitsu.com/primeflex/sap](http://www.fujitsu.com/primeflex/sap)

<sup>1</sup> Source: <https://www.splunk.com/>

<sup>2</sup> Source: <https://books.google.ca/>

Published by

**Fujitsu Global**

[www.fujitsu.com/global](http://www.fujitsu.com/global)

Copyright © 2020 FUJITSU. All rights reserved. FUJITSU and FUJITSU logo are trademarks of Fujitsu Limited registered in many jurisdictions worldwide. Other product, service and company names mentioned herein may be trademarks of Fujitsu or other companies. This document is current as of the initial date of publication and subject to be changed by Fujitsu without notice. This material is provided for information purposes only and Fujitsu assumes no liability related to its use.