



Fujitsu Alliance Program

It is time to act. Together.

Discover the Fujitsu Alliance Program

shaping tomorrow with you

FUJITSU

A partnership for tomorrow's world

Forming a partnership with Fujitsu opens up new avenues – and they all lead to success.

The Fujitsu Alliance Program is a global initiative that cultivates strong and long-lasting relationships by identifying synergies and value-adding products, services and solutions that benefit joint customers.

Fujitsu offers its partners opportunities to access new markets, increase market presence and to win joint customers, therefore raising the volume of mutually-profitable business. Fujitsu's overall goal is to create strong demand for best-in-class offerings, effective marketing strategies, and reliable services that delight customers.



Your benefits – Our offerings

Fujitsu is the leading Japanese information and communication technology (ICT) company, offering a full range of technology products, solutions and services – and for you there's even more....

Marketing Support

You benefit from cross alliance marketing activities by a combination of shared development and information as well as targeted marketing services and coordinated media campaigns. Your participation in our international event program (e.g. Fujitsu Forum, Fujitsu World Tour...) can help you to plan and generate additional market opportunities.

Business Solution Catalog

You can also profit from our online catalog as we promote your company via our Fujitsu Internet to the public but also internally to our global business owners and sales representatives. All you have to do is add your company's portfolio and offers.

Business Development

- Increase sales opportunities
 - Access Fujitsu's decision maker network worldwide
 - Cooperate at Fujitsu and partner events
 - Contribute to Fujitsu international sales push and marketing campaigns
- Generate joint use cases & customer references
- Review business, technology and portfolio development regularly
- Ease validation of solutions with Fujitsu resources
- Access new markets through Fujitsu sales and services

Our exclusive offers, Your key success factors

Global valuable Network

- Align with suitable contacts to access
 - Fujitsu's technology partner ecosystem
 - Fujitsu's global portfolio owners
 - Fujitsu's international communities
- Extend visibility of cooperation
 - Present common value proposition in the Fujitsu Business Solution Catalog on our global websites
 - Use the Fujitsu Alliance Partner logo for promoting our partnership on your media platforms



How to become a partner



Becoming an Alliance Partner is quite easy:

Register your details via
the Fujitsu homepage ([click here →](#))

After checking your request internally we will come back to you to discuss a potential partnership with you.

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