

# FUJITSU European Platform Business

Who we are  
and what we do

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Chief Solution Evangelist  
Director Business



# We are Fujitsu



One of FORTUNE's **"World's Most Admired Companies"**



Recognized as one of **World's leading Socially Responsible Companies**  
by Dow Jones



Our purpose is to make the world more sustainable by building trust in society through innovation



We use technology to make happier lives

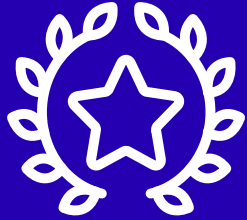


We build new possibilities by connecting people, technology and ideas



We put people first

# What our **customers** value about us



## Quality

- Very good quality products, performance and support
- Very good value for money



## Experience & Reliability

- Big organization with a lot of experience
- Stability, trust, competent contact persons



## Service & Support

- Technical expertise and “thinking along” of the consultants and contact persons
- Reliable, even short-term technician appointments possible.

# No. 1 IT Service Provider in Japan – in the top 10 worldwide<sup>1</sup>



Revenue<sup>2</sup>:  
**3,586.9** billion Yen

R&D spend<sup>2</sup>:  
**105.3** billion Yen



> **Formed in 1935**



> **180** countries



> **40** service languages



> **140** data centers worldwide



> **124.200** employees

<sup>1</sup> Source: Gartner, Market Share: IT Services, Worldwide, 2021, Neha Sethi, et al., 8 April 2022 (based on vendor revenue 2021)

<sup>2</sup> As of 31<sup>st</sup> March 2022 for FY21

# Technology Vision



# The society in a crisis

**Business targets and social responsibility targets are not aligned**



## **Climatic change**

Rise of the sea level by 1m expected by 2100



## **Urbanization**

68% of the world population will live in cities until 2050



## **Aging society**

1 of 4 persons will be older than 65 by 2050



## **Hunger**

Every 10<sup>th</sup> human suffers from chronic hunger



## **Disasters**

Most natural disasters are climate-related

## **How can Fujitsu help mastering these challenges?**



# Create a sustainable world



## Sustainable Manufacturing



## Consumer Experience



## Healthy Living



## Trusted Society



## Digital Shifts



## Business Applications



## Hybrid IT



# Still not convinced that Fujitsu is able to achieve this?

Have a look at our history  
and some achievements,  
which you may not be aware of





# Fujitsu's position in the world of AI



**~2 billion**

USD R&D

**10**

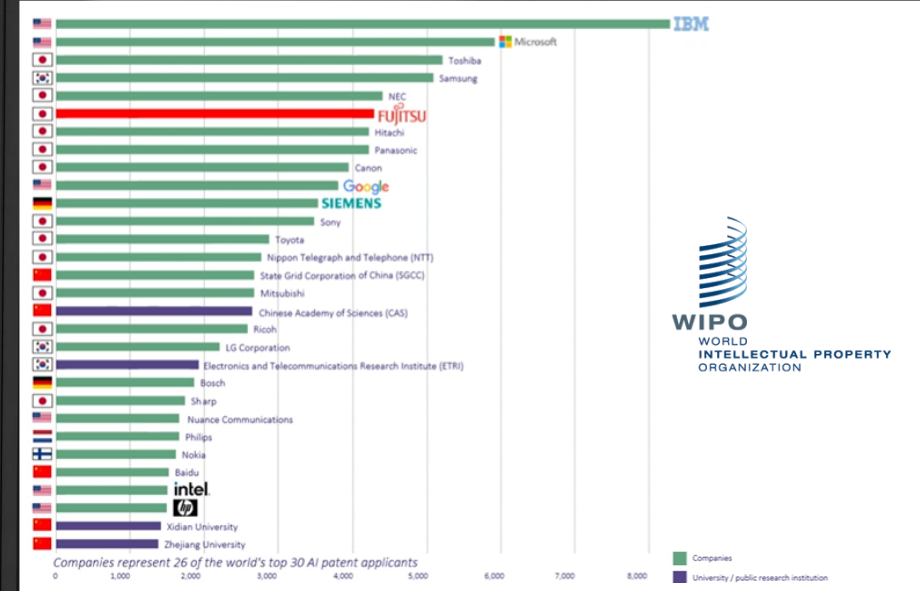
global R&D labs

**120,000**

patents

**Top 10 AI**

patents



# We always connected people

Fujitsu has delivered  
more than **2.500**  
**repeater** in **50 years**



Failure rate: **0%**

# Fugaku

The world's fastest  
**supercomputer**



- ✓ Mitigating disasters
- ✓ Simulating the impact of tsunamis
- ✓ Used in developing measures to address the Covid-19 pandemic

Our ground-breaking  
quantum-inspired  
computing techniques  
are slashing drug  
discovery lead times  
**from 15 months  
to just 7 weeks,**  
supporting healthy  
living for individuals  
and communities.



# What does this mean in practice?

Fujitsu customer projects







**Proventia Oy & Go-Ahead London**  
IoT/Virtual Platform

**Tex.tracer**  
Blockchain solution

## Customer Examples



**AB InBev**  
Blockchain Solution

**UK Environmental Agency**  
Custom System





# Delivering for our customers and society



## AB InBev



Beer production meets 21<sup>st</sup> century blockchain technology.

1 million beer packs printed with traceability QR codes for pilot project.

## AEON Retail



Enabling new shopping experiences with AI.

Based on a proof-of-concept solution, the system is now being deployed to 76 AEON and AEON STYLE stores across Japan.

## Institute of Medical Science, The University of Tokyo



Using AI to give doctors quicker access to research.

50% reduction in the time spent investigating treatment plans in cancer genomic medicine.

## City of Montreal



Smoothing traffic flows to reduce journey times with AI analysis.

2,500 traffic lights will be optimized using AI.

# Trusted globally by world class customers

FUJITSU

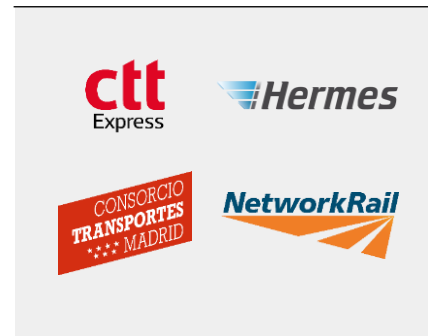
## Retail



## Financial Services



## Transport and Logistics



## Utilities



## Public Sector



## Manufacturing



## Communications



## Health



# The world continues to change ...

FUJITSU



# The world continues to change ...

## Old world

## New world

|                |        |                |
|----------------|--------|----------------|
| Office working | .....> | Hybrid working |
| Desktop        | .....> | Mobile         |
| Data           | .....> | Knowledge      |
| Datacenter     | .....> | Hybrid cloud   |
| CAPEX          | .....> | OPEX           |
| Disposable     | .....> | Sustainable    |
| Alone          | .....> | Together       |

# Can we address the market?

# ... Yes!



## Old world

## New world

## Fujitsu

|                |        |                |        |                |
|----------------|--------|----------------|--------|----------------|
| Office working | .....> | Hybrid working | .....> | Workplace      |
| Desktop        | .....> | Mobile         | .....> | Great Products |
| Data           | .....> | Knowledge      | .....> | DDTS & SAP     |
| Datacenter     | .....> | Hybrid cloud   | .....> | Hybrid IT      |
| CAPEX          | .....> | OPEX           | .....> | uSCALE         |
| Disposable     | .....> | Sustainable    | .....> | Sustainability |



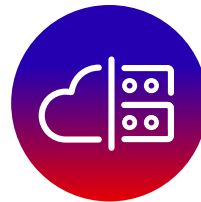
# Cloud trends in Europe

Hybrid and multi-cloud is a reality for nearly 8 in 10 European organizations, but it is not business as usual



Source: IDC' European Multicloud Survey (September 2022); European Enterprise Infrastructure Survey, May 2022

Modern hybrid cloud vision is focused on resilience and optimized operations



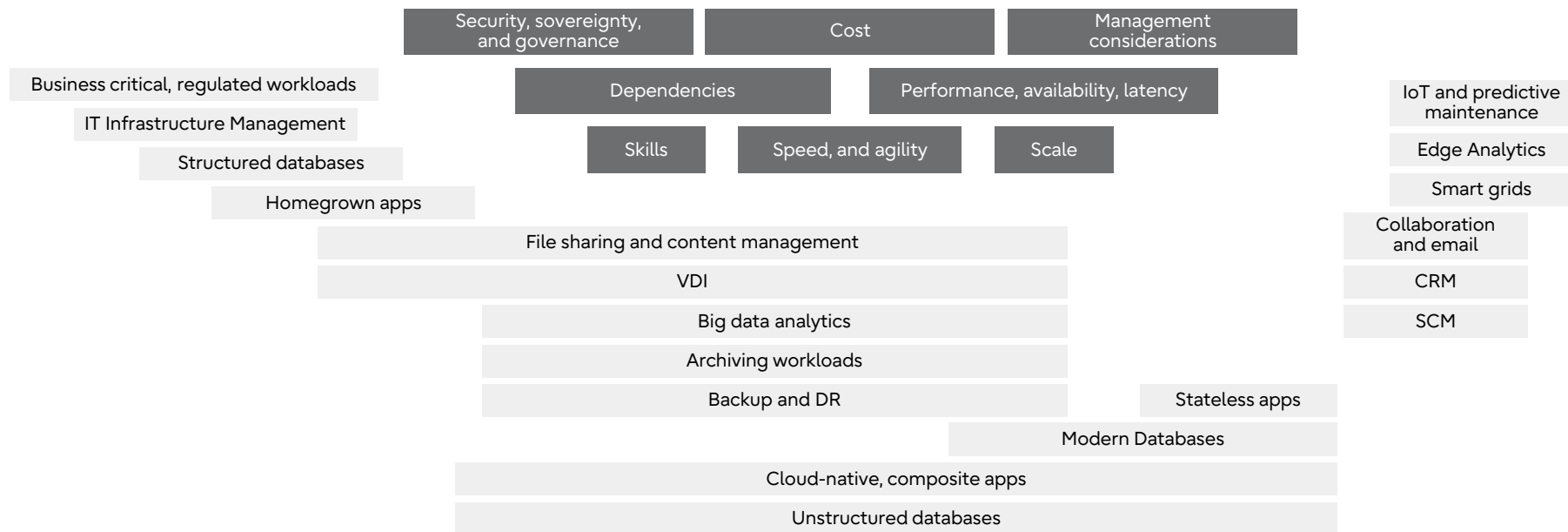
Given the application gravity and governance complexities, **core data-center remains the starting point for hybrid cloud** excellence as it still hosts key workloads.



# Right Cloud for the Right Workload



Factors determining workload placement across the infrastructure continuum



# What is driving the need for change?

## Notebook is king



Gartner estimates that in 2022, **80%** of enterprise PCs for traditional office workers will be notebooks, **up from 55%** in 2019

## Device as a Service



Gartner expects up to **35%** of enterprise market to be done via DaaS through 2025

## Security



**Untrusted environments** will be a daily routine responsibility

## User experience



We need to **feel part of the company** even if we are not physically there. Devices are the brand's footprint

## Analytics



**By 2023**, evolving analytics tools will adjust the lifecycles of machines, improving failure prediction and noting user performance problems

**Hybrid is here to stay. We cannot just opt out of it.**

# Ritter Sport

Implemented a comprehensive modern workplace concept for its new administration building, known as the “Chocolate Headquarters”.



The monitor arms from Fujitsu give us a technologically advanced solution for the workplace of the future.

**Monika Moltenbrei**

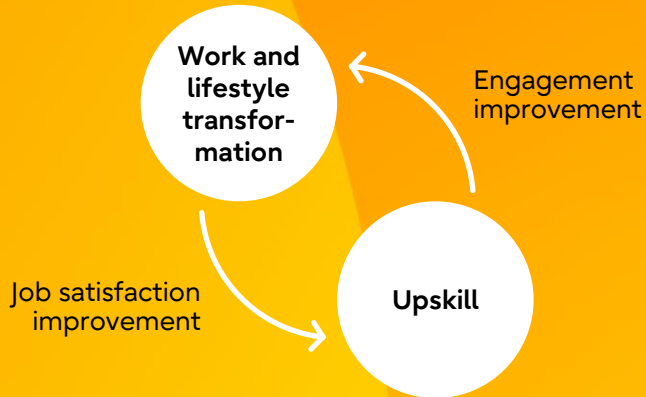
IT Service Team Leader,  
Alfred Ritter GmbH & Co. KG

# New Ways of Working



## Work Life Shift

Providing a flexible work environment to help employees work autonomously



# Customer statements



We thought we would have to rent a workstation to cover the hiatus in production but Fujitsu went out of its way to get us the kit we needed.

**Paul Godfrey**  
Commercial Consultant,  
Primenet



Fujitsu in a word? Outstanding. Because an outstanding school needs an outstanding partner.

**Glen Jensen**  
Senior Assistant Principal,  
Ron Dearing UTC



Our sophisticated new simulator needed a new platform. Because of its power, reliability, and graphics capabilities, Fujitsu ESPRIMO was the best solution.

**Roni Pekkala**  
Simulator Instructor and Developer,  
CAP-Group Oy



With Fujitsu as an expert consulting partner, we were able slash our rendering times from four hours to 40 minutes.

**Karsten Ehrlich**  
Director of IT, Harro Höfliger  
Verpackungsmaschinen GmbH



Fujitsu combines first-class support with top quality, without losing sight of sustainability.

**Andre Arnold**  
Head of school IT, Office of Digital  
Affairs and Data Processing

# Resolving SAP IT Infrastructure challenges



With Fujitsu Integrated Systems, we help you to optimize your entire SAP environment across heterogeneous databases to deliver flexibility and scalability for future growth.

Enabling real-time insights but also to speed-up transactional workloads at least in theory.



- ✓ Best way to make decisions is based on real, data-driven insights ...
- ✓ ... but complex SAP landscapes and widely distributed data can be a challenge
- ✓ SAP will end support for SAP ERP in 2027. The time is now to start the transition process to SAP S/4HANA

# Our Partner Ecosystem

**P2P collaboration for  
business value creation,  
Fujitsu as Contributor  
and Orchestrator –  
The MatchMaker**



**Innovators**

Influencers,  
start-ups,  
consultancies

**Software & IP**

ISVs, ASPs, Data  
aaS, developers

**Scalers**

VARs,  
distributors,  
marketplaces

**Service  
Champs**

MSPs,  
system/service  
integrators, hos-  
ters/colocators,  
implementation  
partners, vertical  
focused partners

**The Cloud**

AWS, Azure,  
Google

**The Silicon  
Team**

Our technology  
partners

# Current focus ecosystem partners

## Consulting Services



## Edge & AI, PLM, virtual reality



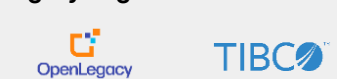
## HR-Consulting and Collaboration



## IoT



## App & Infra Discovery & Mgt, legacy migration



## Security & Forensics



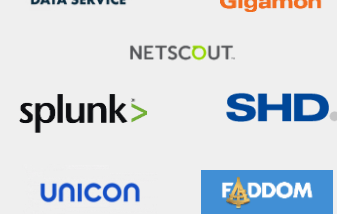
## VDI



## Compute/Storage/DP aaS, Disaggregated Storage



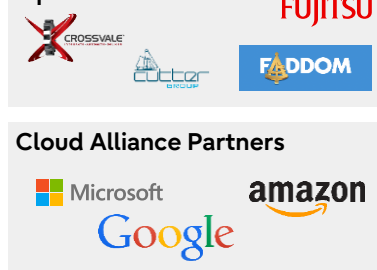
## Operational Services



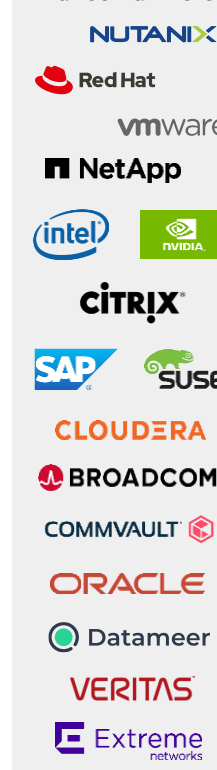
## Cloud Alliance Partners



## Cloud Alliance Partners



## Alliance Partners



# Co-design studios in Munich, London ...

Our **interactive studio** as a think tank  
for concrete **innovative solutions**



# Thank you

