

Transform
for good

FUJITSU



Connect and empower your people
with holistic change



shaping tomorrow with you

Connect your people. Inspire their work.

The way we work changed last year. Remote working became the norm, almost overnight. And our reliance on digital technology to collaborate, operate and serve customers grew even more.

The shift has been dramatic. But the truth is, the pandemic simply accelerated transformational trends that were already happening. With digital technology at the heart of how we live and work, disruptive organizations were already creating frequent, sudden shifts in ways of doing business. With everyone else needing to respond fast to keep up.

The result? The job of transformation itself has changed. Rather than isolated technology projects, organizations need to take a holistic approach. This means looking across your whole organization to understand how people, tech, functions, and strategy work together. And then making decisions on what, when and how to change – in a way that adds the most value and causes the least disruption.

New normal. New ways of working.

One of the key areas to consider when taking a holistic look at transformation is how to connect and empower your people.

The shift from an office-based workforce to a distributed workforce – and hybrid ways of working – places new emphasis on your tech. It becomes the only way to connect, support and empower people. But finding the right technological base is not the only challenge. Organizations also need to make it easy for their people to adopt new technology and new ways of working.

It's not straightforward, but the rewards for getting it right are great. Give your people the ideal conditions and tools and they can be a force for transformation, not a barrier to change.



36m > 115m

Rise in active daily
Microsoft Teams
users, 2020*

*<https://www.microsoft.com/en-us/microsoft-365/blog/2020/10/28/microsoft-teams-reaches-115-million-dau-plus-a-new-daily-collaboration-minutes-metric-for-microsoft-365/>

Connecting and empowering your people with Fujitsu and Microsoft

So, how do you keep a more dispersed workforce in touch and in the know? An effective way is to adopt a flexible cloud platform, with the support of an expert provider.

In practice, this often calls for specialist partnerships – such as the one between Fujitsu and Microsoft. It gives you access to the technology, expertise and understanding of organizational change you need to transform the employee experience.

Microsoft Cloud is designed to address that need. It consists of Microsoft 365, Dynamics 365, and Microsoft Azure – brought together with the Power Platform – to help customers on their digital transformation with the intelligent tools that people need to work together and better.

This leads to two key benefits. From the organizational point of view, empowered employees are more productive employees. And from the employee point of view, staying connected and supported enhances the workplace experience.



Better connected. More productive.

Most of the tasks we complete in the workplace are done through teamwork. Which makes collaboration key to productivity. It's therefore crucial to have the tools to connect (Teams), collaborate (OneDrive, Whiteboard), plan (Microsoft Planner), or form communities (Yammer).

Microsoft 365 puts an array of apps and services at your disposal. But to make the most of this productivity cloud, you need to support how your people adopt it. At Fujitsu, for example, we use a business change and adoption framework called Change.Effect. It takes into account your sector, your aims, and your people (their work styles and patterns). By taking this holistic look, you can make sure your deployment of Microsoft 365 fits your needs.

Similarly, it's a good idea to deploy a transition methodology that avoids big bang changes, in favor of incremental change – through agile sprints. This is the approach we always recommend as a provider. A key part of our process is keeping lines of communication open with the whole workforce, throughout. This means employees can feed back and ask questions as well as receive updates. When we work with a customer, we always ensure that we make joint communications from the organization, us, and Microsoft. This approach increases understanding, trust, and anticipation. Which, in turn, increases adoption.

As well as connecting your people to each other, it's key to connect them to your data.

This can come in many forms across the Microsoft cloud suite. From AI suggesting relevant files in Outlook to configurations of Power BI or Dynamics 365 that serve the right information to the right people at the right time. Moving a step away from your full-time employees, it's possible to give fast, secure access to short-term workers or partners through Windows virtual desktops. As you can imagine, this translates into people across your organization being able to make better decisions and work faster.

Helping your people to adopt the right productivity suite helps you build a more effective organization. But on a more granular level, there are also cost-efficiencies you can make based on which version of an application certain people have access to. This is because Microsoft has different licenses for different users. It therefore makes sense to pay for full licenses for those people who need the full functionality of a product (like knowledge workers). And to buy more efficient licenses for those people who don't need to make use of every feature (like first line workers). This is one of the areas we often help customers with – to ensure they right-size their investment.

Enhanced experiences. Improved wellbeing.

An inevitable effect of the pandemic is that people have become more isolated. This, in turn, can threaten their sense of wellbeing. With a likely rise in remote working, it's important that organizations make it as simple as possible for people to do their work and feel connected. This will help to support morale and make people feel valued, while giving people choice over how they work could help them to feel more in control of their daily lives.



At Fujitsu, we've identified a number of ways to enhance the employee experience.

One method is to give your people the kind of service they're used to as consumers. An example of this is modern device management. It frees you to ship devices straight to end users. Your people just have to pass on the OEM number to IT, so they can register the device. Then, the device is configured when they turn it on. It gives your people an out-of-the-box experience. And it gets new starters (or replacement devices) up and running within minutes – with little-to-no interaction from IT.

All technology brings updates and new features. But a forward-thinking partner can help you offset the interruptions or irritation these can create. Through our evergreen services, we alert you in advance of any new functionality and its impact. We'll also recommend the action you need to take, in the least disruptive way, to stay up to date and secure.

A recent Microsoft survey on the future of work found organizations had detected more 'out of normal working hours' activity. But is this a good sign (that people are adopting flexible working practices) or a bad sign (that people can't get their work done in normal hours)? This is just the kind of warning sign that a Workplace Analytics solution can alert you to. It identifies working patterns and alerts people to them, along with helpful suggestions or action they could take. For example, taking a break or booking in time to complete work and prevent more meetings being scheduled.

The old dilemma of affording people flexibility while keeping them safe looms large in the new world. Between us, Fujitsu and Microsoft have multiple ways to keep you agile but also secure.

Through techniques like data loss protection and biometrics, we can help you combat the

rise in phishing and cyber attacks. Meanwhile, Microsoft technology is set up to protect data wherever it goes. This involves methods like classifying data and restricting actions, or encryption. It's easy to investigate data too – with features like knowledge graphs showing the entire life of a file. Microsoft 365 also extends security into all apps, services, and even third-party products. So, you can prevent data being shared in other SaaS products.

Transforming how your people work with each other – and with the right information – involves many moving parts. But with the right support and perspective it is achievable. It also represents a clear win for both organization and individual: increasing flexibility and reducing operational costs; while freeing employees to do their best work.



Practice what we are preaching

Here at Fujitsu, we moved 80,000 of our own workers in Japan to home-working in 5 days.

Talking transformation...



John Ellis

is our Global Cloud Lead, Microsoft Modern Workplace and Business Apps.



Andy Mears

is our Head of Workplace Services, Global Service Delivery Unit.

Below, they discuss how Fujitsu-Microsoft solutions can contribute to more motivated, more productive people.

Tools to connect and empower your people have always mattered.
But have they become even more important?

Andy: It's fair to say we saw some pretty dramatic changes in 2020. The reality for most organizations has become a distributed workforce with hybrid ways of working. So, it's even more important to make sure people have the right tools to connect and get work done – and done securely.

John: Yes, it's all put greater emphasis on products like Teams, SharePoint, and OneDrive, to work from anywhere on any device. But the right cloud platforms are just one part of it. Different people in an organization have different needs. So, we start with these personas and then develop the solutions to put in place. For example, the parameters for security teams have really shifted recently. So, we're talking to lots of organizations about how to use the native security controls in Microsoft cloud platforms to be compliant and protect people's identities, data and devices. This pattern repeats itself for other parts of the business. Ultimately, the Microsoft technology stack is ideal for drawing on the interconnected capabilities you need to transition to new ways of working.

There's the technological side to transforming how you work.
What are the cultural challenges of these changes?

Andy: The organization needs to adopt its new technology. That's a big part of what we do. Some organizations have rolled out Microsoft 365, for example, but found people don't use it as efficiently as possible. So, we help customers adopt it based on the needs of their people. Then, we analyze behavior through workplace analytics to see where people could work with the technology better. That might be something like doing more in Teams and less in email. It all supports the cultural and behavioral shift as well as a technological one.

Where might organizations go next, as they continue connected-yet-remote ways of working?

John: Some organizations have made major shifts fairly reactively so far. But they're now starting to realize that they have to make more proactive decisions about their future ways of working. You can't afford to wait for another crisis to happen. The question is, how can you protect your organization as much as possible? As ever, the answer lies in technology, processes, and people. The strength of a Fujitsu and Microsoft combination is we can help at every level to ensure a joined-up approach to sustainable change.

Andy: People are now looking at creating a truly modern workspace. They're asking who are our people? How do they work today? How do we need to support them in the future? It's key to look at things from a people point of view, first. To create a unified employee experience that works for individuals.

John: In fact, the answer may lie in an investment many have already made. Teams was adopted in order to maintain collaboration in the wake of the pandemic. But it has the potential to be much more. Aside from the way it encourages efficient interaction between colleagues, it's a space where low-code app development is possible. And it's a connection point for third-party apps. In tandem with Power BI, it can also become a source of insights. So, you can start to see how it could be a hub for being more agile.

What kind of impact could organizations see if they start to transform their workplaces in the ways you've outlined above?

Andy: Ideally, IT will start to move into the background. When you transform your internal services, you can start to replicate the experiences we're used to in our personal lives in our working lives. For example, a self-service approach, where you don't need to go back to IT and wait all the time. Choice and on-demand are built in, with controls. So, you can just get on and get stuff done.

John: And this experience has a ripple effect. It can help you operate more efficiently and serve customers better. Plus, it feeds into attracting talent (and their skills). The experience you can offer is key to recruiting and retaining the best.



*The Gartner Magic Quadrant for Managed Workplace Services, Europe, was published on February 25, 2020, and is authored by David Groombridge, Claudio Da Rold, Tobi Bet and Stephanie Stoudt-Hansen.

Empowering people: real-world examples

Increasing collaboration, reducing costs

centrica

Organization:

Centrica, a utilities company

Challenge:

Centrica needed to:

- upgrade its global users to Windows 10 and Office 365
- make 1200 applications work in the new environment
- merge three service desks into one

Solution:

Fujitsu created a single digital platform, based around Azure, Windows 10 and Office 365. It then migrated 48,000 users. Centrica's people can now call on a single service desk, including an Expert IT bar – for consumer-style support.

Results:

Employees can connect globally – to get more done and support customers better. A more flexible, efficient platform has led to £10m in savings.



Freeing employees to work flexibly with a virtual environment



Organization:

RBS, a major retail and commercial bank

Challenge:

RBS needed to extend its virtual desktop environment from 20,000 users to 90,000.

Solution:

Fujitsu created a robust, virtual environment – a simple and highly scalable platform. It included storage, networking and virtualization software, offering the latest version of Microsoft Windows with new tools such as Sharepoint, Teams, and Microsoft 365. All of which employees could easily access through an online self-service portal.

Results:

Employees are free to work flexibly from any device. This helps RBS reduce its physical footprint while increasing productivity and staff wellbeing. RBS can now respond to customers faster, delivering services within hours rather than months. Its central, virtual environment allows security issues to be addressed quickly. Plus, freeing up business property has meant millions of pounds' worth of cost savings.



Tracking emissions with the IoT



Organization:

Proventia, a manufacturer of exhaust after-treatment systems

Challenge:

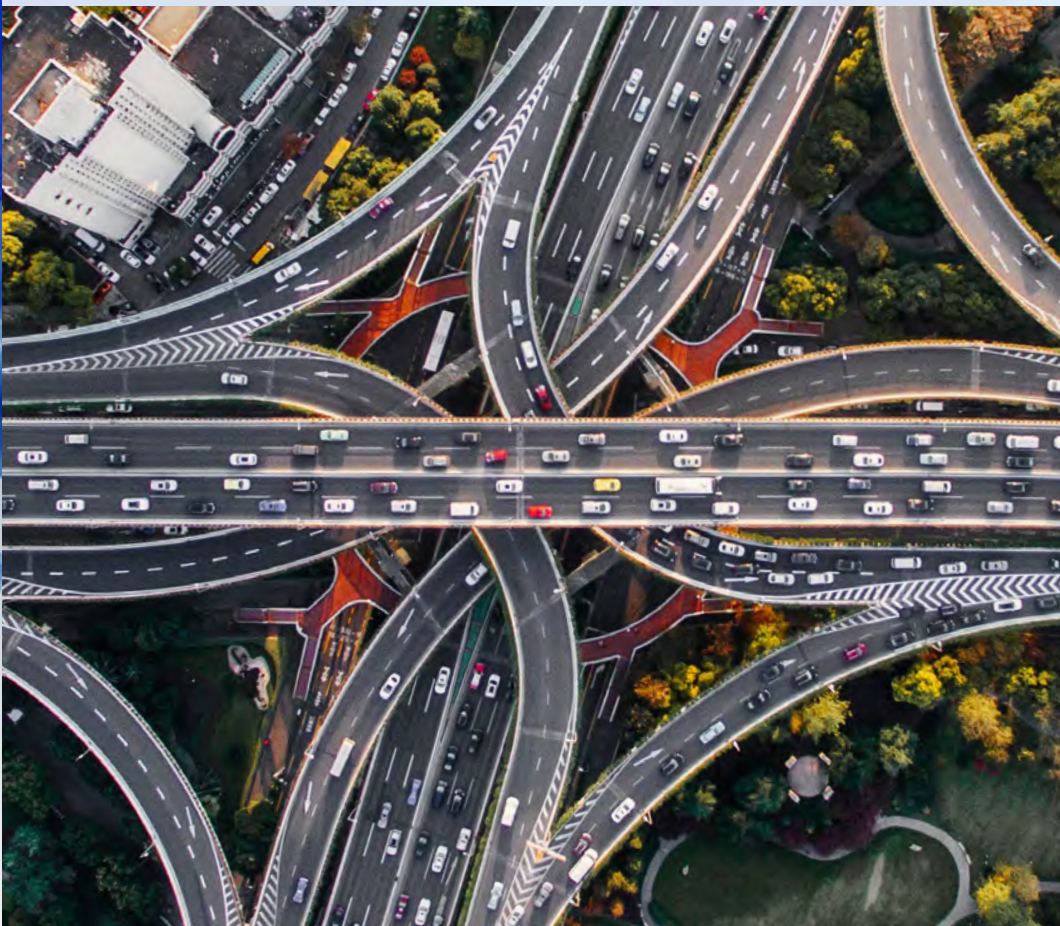
Proventia needed to provide customers with a monitoring and reporting system for tracking emissions from vehicles fitted with its products.

Solution:

We used the Fujitsu Event Processing IoT Platform (EPP) on Microsoft Azure to create a managed solution for capturing the data and visualizing it on a dashboard.

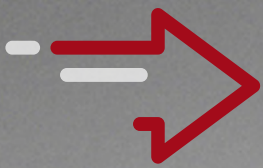
Results:

Proventia can now offer a real-time view of the impact of its technology to its customers.



A complete partnership

As a Microsoft Global System Integrator (GSI) partner, we know how to bring together the right technology and the right processes to create positive change in your organization.



Work together. Work better.

Put the collaboration and productivity tools of **Microsoft 365** to work for your organization. From Unified Communication based around Teams, to workplace analytics, we can help you connect and empower your people.

Your base for transformation

Microsoft Azure is your future-ready foundation. We can help you to build on it in a way that achieves your aims. Whether that's a transition to a cloud-first approach, a platform for digital transformation or a change in business model.

More dynamic decision-making

Improving processes?
Enhancing experiences?
We can show you how to apply intelligence to your key challenges with **Dynamics 365**.

Co-creating your cloud

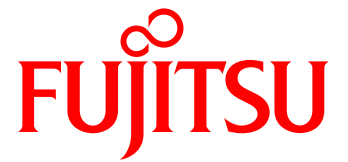
The most successful transformations come from co-creation. That's why we work closely with our customers and partners to create applications and solutions that deliver real business value, achieve objectives, and enhance experiences for employees and customers.

To learn more visit www.fujitsu.com/global/azure

Or get in touch at askfujitsu@ts.fujitsu.com

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**Windows Server 2019: The operating system
that bridges on-premises and cloud.**