

A **DESKTOP SERVICE**
designed around the
needs of your
customers



Ever ask yourself where your **TIME AND BUDGET** is going?

For many organisations, managing today's desktop estate is proving increasingly costly, complex and onerous. It's also undoubtedly just one of many demands you need to contend with. So what if managing your desktop estate simply wasn't an issue? What if you could free your time and budget to focus on strategically enabling and aligning IT with your business needs?

Desktop matters

The desktop PC is one of the most visible faces of IT within your business.

Everyday your staff depends on it to do their job and to effectively service the needs of your customers. They use it to communicate, to collaborate, to analyse and produce. Without it, where would your business be?

However, every desktop also brings with it a cost, an obligation and a management burden.

It needs a Service Desk to support it, constant patches and upgrades to keep it secure and engineers ready if things go wrong. It also demands an eye on the future to ensure that your end-users have the tools available to keep your business moving forward.

At Fujitsu, we know how much your desktop environment matters to your business. We currently manage desktops for over 150,000 users across Australia and New Zealand. Our Desktop Managed Service is designed around the needs of your business and delivers a cost-effective, high performance service you can depend on.

Whether you are managing your desktop estate in-house or have already outsourced its management, moving to Fujitsu is a small change that can make a big difference.

The desktop cause and effect

The way you manage your desktop environment affects:

- Your end-user productivity (if it's not working, they're not).
- The quality and consistency of service on offer to your customers.
- Your ability to empower your business with new capabilities and services.
- How much of your IT budget is left to invest in more strategic projects.
- The security of your company data.
- The size of your organisation's carbon footprint.
- Whether your business thinks IT is doing a good job.

Introducing Fujitsu's desktop managed service: deliver a **BETTER EXPERIENCE** for less

We provide a highly flexible managed service designed to relieve the burden on your IT team and give your end-users the right tools and services to help them deliver a high quality, consistent customer experience.

It's a principle that guides the service throughout its design, build and operation: quite simply, if we're not enabling your end-users to effectively service your customers, we're not doing our job.

We take responsibility for the management of your desktop computing environment across the full lifecycle – to improve its efficiency, productivity and reliability. From the procurement of new desktops to asset management, from desktop application management to the provision of a multi-lingual service desk, we take care of your end-users and deliver a service in tune with your changing business needs.

What can Fujitsu's desktop managed service do for your business?

Reduced cost:

Through re-use, standardisation and automation we can reduce your desktop management costs by up to 20%.

Increased productivity

Through improved reliability of your operating environment end-users will experience fewer distractions allowing them to focus on higher-value tasks.

Predictable costs and scalability:

Forecasting IT cost implications of any changes becomes much easier. We make it easier for your business to grow, directly improving your Time-to-Market and putting you in the best position to maximise your market share.

Fujitsu's Desktop Managed Service brings you all the benefits of a high quality, reliable desktop service at a single low cost per desktop, per month.



MANAGED SERVICES DESKTOP MANAGED SERVICES

Improved decision-making capability:

Accurate service and asset reporting provides you with the ability to understand usage trends in your systems, and where changes need to be made to improve the effectiveness of your IT infrastructure.

Improved security and compliance:

Through active security monitoring systems and methodologies we will provide significant improvement in security of end-user IT operations.

Enhanced standardisation and consistency:

Through ITIL-aligned service management processes, which are ISO/IEC 20000 certified, you will receive consistency in approach and improved service levels.

Improved equipment utilisation:

With regular and accurate electronic reporting of the desktop assets you can better realise the effective life of your assets.

Reduced requirement for in-house support:

By removing complexity through standardisation and the provision of a single-point of contact for remote support, we can assist you to re-focus your operational IT staff on tasks of higher importance.

Improved end-user satisfaction:

By delivering a managed desktop that has been proven and pre-stressed we can provide a reliable and secure desktop which your business can depend on to perform their business function.

Reduced environmental impact:

Through assessment of your estate we can apply optimal power conservation policies to your desktops and deliver the benefits of our shared services framework to minimise your environmental footprint and save you money.

Fujitsu's Desktop Managed Service is a modular offering comprising the following core services:

- Service Management including Service Desk
- Procurement
- Client Management
- Applications Management
- Asset Management
- Security Management
- Service Delivery Management

In addition, Fujitsu can offer further service enhancements with a number of service options:

- Mobile Device Management
- Data Encryption Services
- Client Data Backup Services
- Enhanced Security Services
- Managed Print Services
- Virtualisation Solutions
- Thin Client Solutions

The Difference is Fujitsu

Fujitsu's Desktop Managed Service provides levels of reliability and productivity at a reduced cost. So how do we do it?

The difference lies in two areas: firstly, how we've designed and built the service; and secondly, how we operate the service. On the following pages, we explore these differences in more detail.

HIGH PERFORMANCE and LOW COST.

How do we do it?

Your business is unique. But chances are your desktop requirements aren't. In fact, you'll find too many service providers queuing up to sell you a completely bespoke service, that's slow to implement, will cost you more and could prove unreliable.

At Fujitsu, we believe in doing things differently. We achieve this through our industrialised approach to the design, build and operation of our Desktop Managed Service.

It enables us to identify common customer requirements and then build user-centric services based on standardised preconfigured, proven templates – all the time incorporating industry best practices.

Delivering a standardised managed service – with a twist

But it's standardisation with a difference, not one-size-fits-all. We recognise that a completely standardised service just isn't right for many organisations, that's why we can customise the service according to your specific business needs.

As such, Fujitsu customers benefit from the best of both worlds. You can reap all the benefits of a Desktop Managed Service that's been standardised to deliver a cost-effective, high performance service based on the ITIL framework. What's more, you can do so without compromising your ability to tailor the service to deliver most value to your own customers and end-users.

How do you know that Fujitsu desktop managed service can deliver value to your business?

Fujitsu has a unique methodology to measure the value that your IT investments can bring to your business. This is our Enterprise Value Management (EVM) approach, which can be used to align your IT spend to your business strategy and ensure your business outcomes are realised.

Fujitsu can apply this approach, not only to your desktop management strategy, but across your entire IT investment portfolio so you can make sound decisions on what investments will deliver the greatest value to your business.



Wouldn't you like a service that **STAYS IN TUNE** with your business?

Once up and running, Fujitsu's unique Sense and Respond approach ensures our Desktop Managed Service stays in tune with your business.

There's a lot of pressure on IT to be more aligned with the needs of the business.

However, whilst staying up to speed with new strategic imperatives is one thing, actually delivering at an operational level is unfortunately, often easier said than done.

However, Fujitsu has a trick up its sleeve - Sense and Respond. It's our proven way of ensuring the Desktop Managed Service we provide never loses sight of your business requirements.

It's how you deal with a problem that makes the difference

Take a conventional Service Desk that focuses on answering calls as quickly as possible, so that as many calls as possible can be managed every day.

It makes sense doesn't it? Efficient it may be, but effective? We think not.

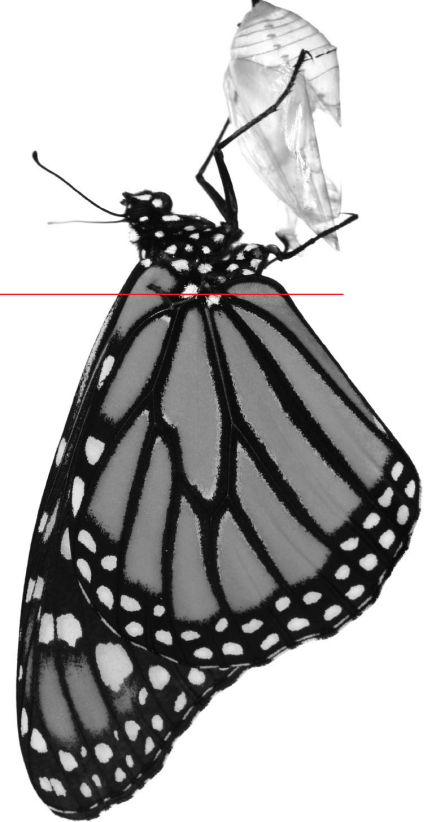
Fujitsu's Sense and Respond approach is underpinned by our philosophy of thinking and acting lean. We build intelligence into our service to eliminate waste, stay in touch with what really matters to your business and continuously improve the service on offer in response. For example, with Sense and Respond, a Fujitsu Service Desk agent is empowered with the ability to stop and think. So rather than simply identifying the problem and fixing it for it to reoccur again and again, we identify and fix the root cause of the problem. Overall, it results in fewer calls to the Service Desk and more productive (and happy) end-users. Importantly, it reduces the reoccurrence of problems that impact on your ability to service your customer needs effectively.

It also enables us to sense changes in how your business operates and respond with appropriate amendments to our service delivery.

The bottom line? Sense and Respond enables us to not only better align our Desktop Managed Service with your business, but keep it aligned.



An **EASY TRANSITION** wherever you're starting from



Whether you've recently refreshed your desktop estate – or find yourself shackled with an ageing, increasingly restrictive desktop environment, you can reap the benefits of Fujitsu's Desktop Managed Service.

We can seamlessly transition your business to our service with minimal disruption – and apply our expertise and experience to transform the service provided to your end-users. This is a two-stage process.

Stage 1: Service Transition

You can take advantage of Fujitsu's Desktop Managed Service on your existing IT estate, enabling you to quickly switch with less disruption to your business. You'll enjoy better service and systems availability as well as significant cost savings. Our Sense and Respond Service Desk doesn't require new equipment either – so you can plan for happier, more productive people right now, and leave your refresh until its normal scheduled time.

Stage 2: Transformation

To realise the full benefits of Fujitsu's Desktop Managed Service and lower costs, Fujitsu will further transform your operating environment to a standardised, pre-stressed desktop build reducing operating complexity and enhancing reliability.

Many large organisations have a mix of old and new desktop systems across their enterprise – and Fujitsu's Desktop Managed Service has been designed to help you leverage your legacy investment to best effect. If part of your estate is up for renewal, Fujitsu can cost-effectively and efficiently manage the refresh. At the same time, we recognise there may be no good reason to refresh recently upgraded systems; in these cases we will gradually deploy standard images to existing hardware.

If all of your desktop estate is ready for renewal, Fujitsu is well positioned to help you seamlessly refresh your environment, regardless of how large or complex it is.

Making it easy

We're committed to making it as easy as possible for you to engage Fujitsu – and reap all the benefits of our Desktop Managed Service. This includes:

- **Cost transparency:** giving you predictable pricing – based on a low cost per desktop, per month – to help you better manage your budget.
- **Flexibility through open governance:** offering straightforward contracts featuring flexible commercials that are responsive to the way your business changes.
- **Focus on business outcomes:** a governance model that aligns our services with your business imperatives.
- **Seamless transition of staff:** enabling current employees, where appropriate, to be easily transferred across to Fujitsu using our extensive experience in commercial staff transfer.

Be prepared for the **FUTURE**



The face of desktop computing continues to change. As organisations grow ever more mobile, and as new devices and high speed access proliferate, it's difficult to determine what the future will genuinely hold. But how can you ensure your business is prepared?

Acting responsibly

Fujitsu's commitment to the future extends to reducing its own environmental impact. We have programmes in place to reduce our energy usage, to cut the volume of waste sent to landfill and to reduce greenhouse gas emissions by cutting road and air miles.

At Fujitsu, we provide services to over 150,000 end user devices across Australia and New Zealand, coupled with our strategic relationships with leading technology vendors, puts us in a stronger position than most to see what's around the corner.

As part of our desktop managed service, we're committed to sharing these insights with clients to ensure you can maximise the opportunities new developments present. We do so in a way that focuses on helping you derive more value for your end-users – and ultimately, your customers, while mitigating the risks and costs.

As such, you can be assured that a desktop managed service from Fujitsu will never leave your organisation standing still, but keep you more than a step ahead of your peers.

Client computing futures:

The Fujitsu perspective

Bandwidth will become more widely available – and cost less, enabling the delivery of high quality services to users.

Users are becoming increasingly mobile and demand an always on service through secure and convenient connectivity options.

The continual move to reduce costs through consolidated infrastructure which will extend to desktops through virtualisation and thin client solutions.

The move to integrated voice and data networks will accelerate enabling the provision of new unified communications applications to empower users, improve collaboration and lower costs.

Manufacturers of client devices will come under even greater pressure to reduce their carbon footprint, reducing further their use of harmful materials, and ensuring greater recycling and safe disposal.

ABOUT FUJITSU Fujitsu Australia and New Zealand is a leading service provider of business, information technology and communications solutions. As the third largest ICT Company in the Australian and New Zealand marketplace, we partner with our customers to consult, design, build, operate and support business solutions. From strategic consulting to application and infrastructure solutions and services, Fujitsu Australia and New Zealand have earned a reputation as the single supplier of choice for leading corporate and government organisations. Fujitsu Australia Limited and Fujitsu New Zealand Limited are wholly owned subsidiaries of Fujitsu Limited (TSE: 6702). AU.FUJITSU.COM NZ.FUJITSU.COM

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