TMW
Business

Fujitsu & Microsoft Partnership

Value proposition and messaging development

October 2024

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Brief recap and background information

What we've been tasked with...

We were asked to help Fujitsu with the development of their go-to-market messaging around the partnership with Microsoft.

The main task is to clearly **define the value** that Fujitsu brings and **differentiate** from other Microsoft partners so that we…

GET enterprise and public sector organizations

TO choose Fujitsu and Microsoft as their technology partners on a sustainability transformation journey

BY showcasing the ideal blend of innovative solutions, strategic services, technical expertise and purpose-driven values.

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But developing a clear value proposition is just the tip of the iceberg
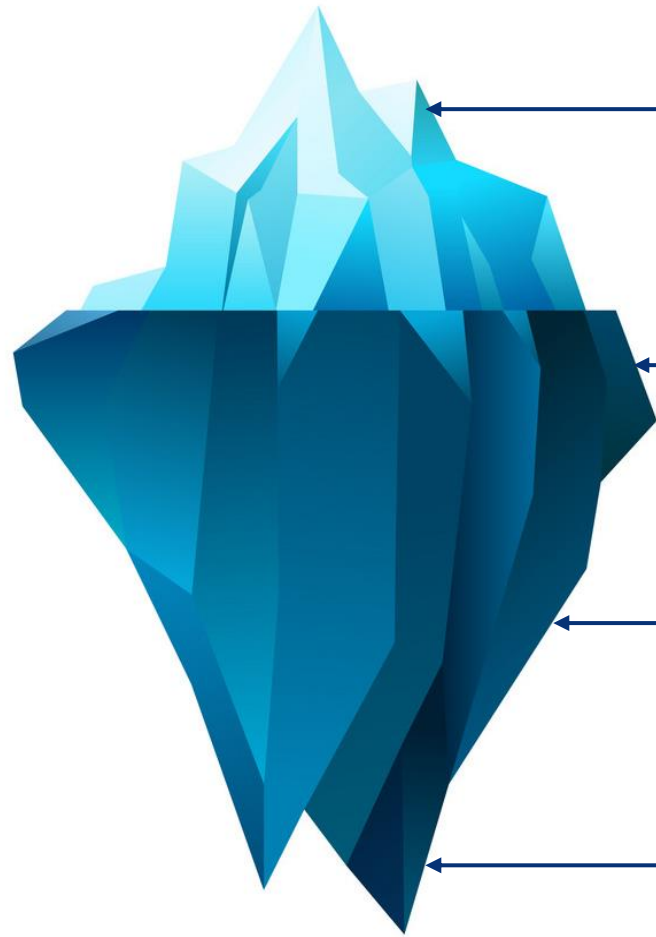
We need to be able to clearly articulate our value proposition and messaging.

The broader its reach, the greater the utilization across all touchpoints and industries.
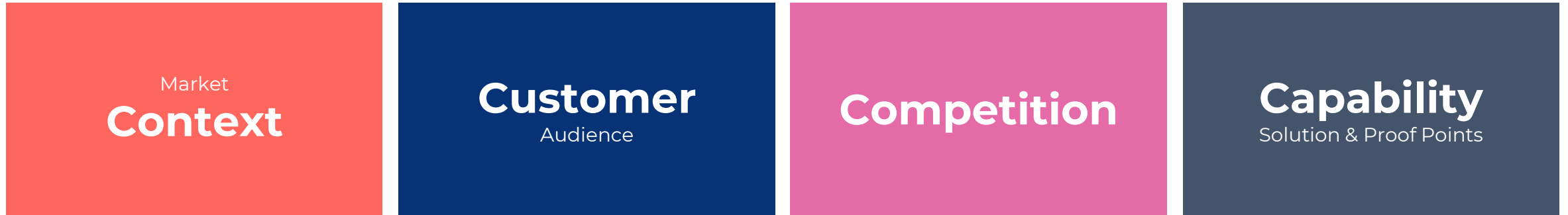
The more rigorous it is, the more it holds up to scrutiny. Communicating it will be easier.

The deeper it is rooted – the more longevity it will have and the more success it will have as it will help with all messaging going forward.

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Our approach: 4Cs framework

TMWB approach

Our approach to research focuses across four key lenses – **the 4Cs:**

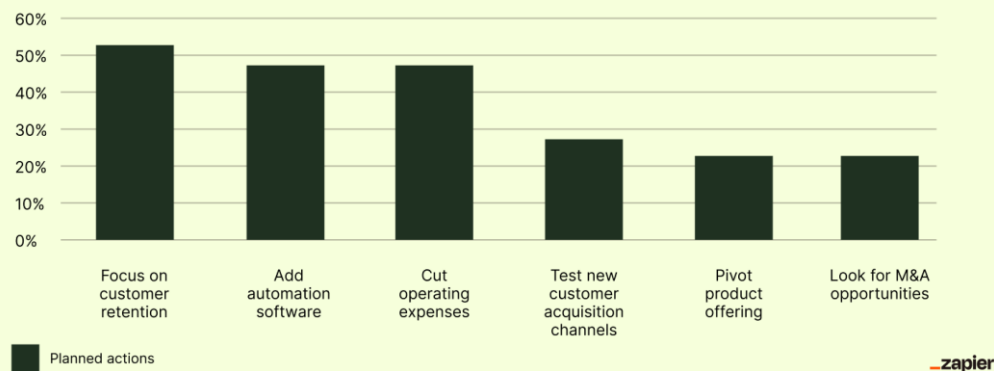| Market **Context** | **Customer** Audience | **Competition** | **Capability** Solution & Proof Points |

The current economic climate encourages businesses to reconsider budgets and implement necessary cost reductions

Cost of living crisis 'a bigger threat to firms than pandemic'

Top actions tech companies plan to take to survive a recession

(Bar chart — "Planned actions", source: _zapier)
- Focus on customer retention: ~53%
- Add automation software: ~47%
- Cut operating expenses: ~47%
- Test new customer acquisition channels: ~27%
- Pivot product offering: ~23%
- Look for M&A opportunities: ~23%

UK recession risk grows as higher interest rates weigh on firms

Japan unexpectedly slips into a recession

Germany on track for recession as business morale falls

Rampant budget cuts anticipated amid recession fears

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Sustainability is interpreted differently across industries...

Forbes
Is Sustainability Sustainable in Retail?

RETAIL DIVE
How retailers are grappling with sustainability
In an industry that inevitably generates waste, the path to a more environmentally friendly future is littered with difficult choices.

Deloitte.
Sustainability in the manufacturing sector
From vision to action

bnp
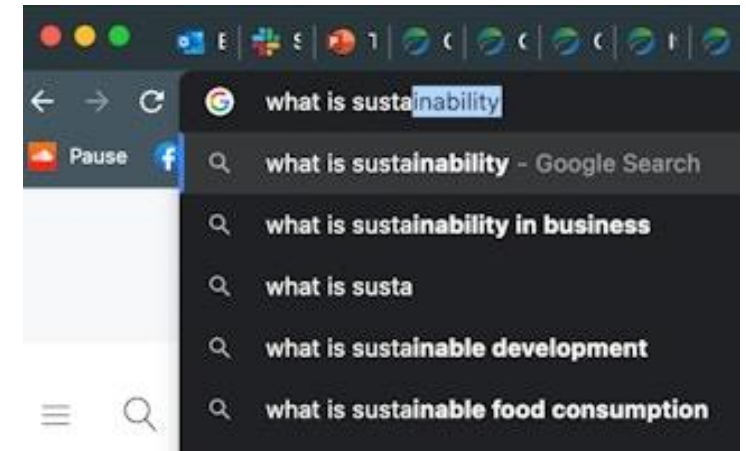The Rise of Green Hospitals: A Revolution in Healthcare Sustainability

The Guardian
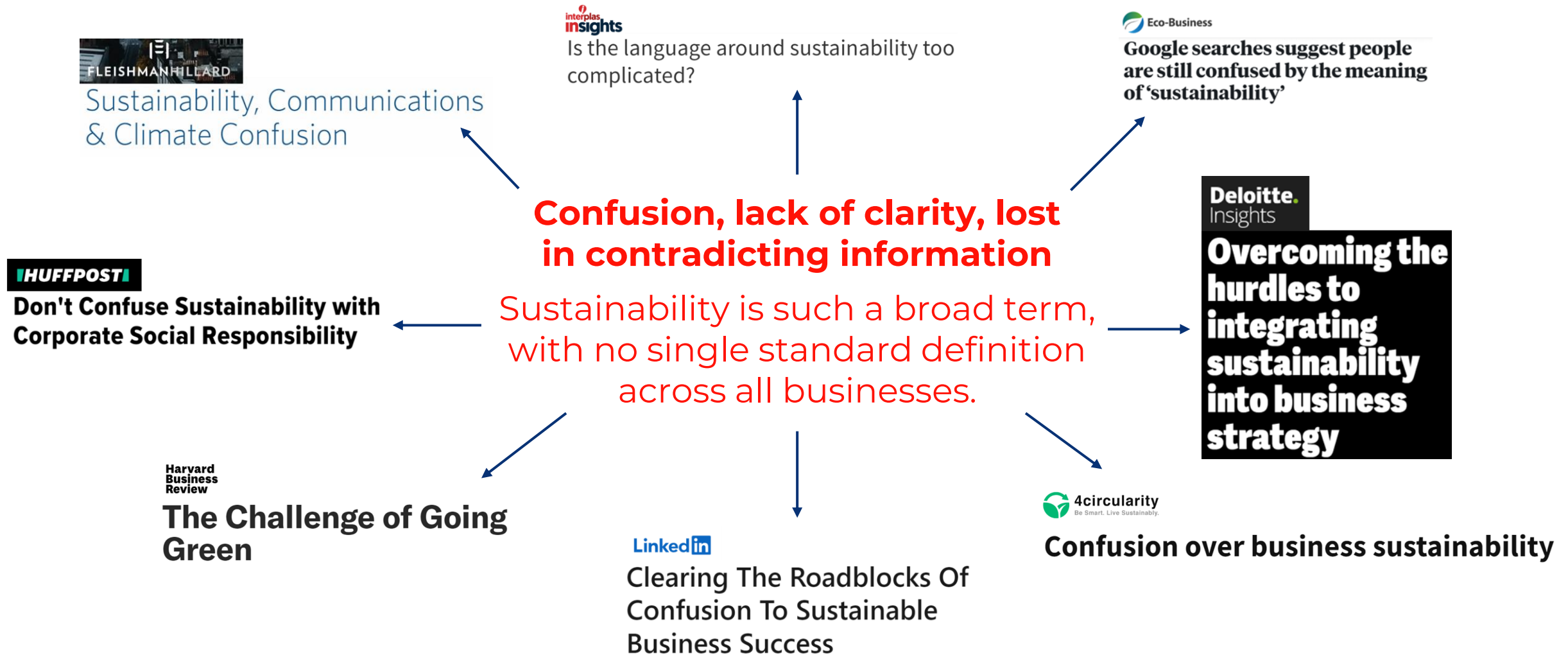Sustainability in healthcare: the impact of the health sector on the environment

LGC LOCAL GOVERNMENT CHRONICLE
Nina Johansson: Public sector sustainability reporting needs a significant step up

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…but there's one theme in common

Sustainability, Communications & Climate Confusion

Is the language around sustainability too complicated?

Google searches suggest people are still confused by the meaning of 'sustainability'

Confusion, lack of clarity, lost in contradicting information

Sustainability is such a broad term, with no single standard definition across all businesses.

Don't Confuse Sustainability with Corporate Social Responsibility

Overcoming the hurdles to integrating sustainability into business strategy

Harvard Business Review

The Challenge of Going Green

Clearing The Roadblocks Of Confusion To Sustainable Business Success

4circularity
Be Smart. Live Sustainably.

Confusion over business sustainability

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Innovation has turned into a buzzword that leaves many unsure of how to fully embrace it

**Share of organizations taking innovation actions, by economic performance,** % (n = 1,083)

Top decile
All others

Created a dedicated innovation group
Increased R&D spending
Acquired new intellectual property

Source: McKinsey Global Survey on digital strategy, Jan 2021, of 1,140 business leaders

McKinsey & Company

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Sources: Deloitte, McKinsey, LinkedIn, Faster Capital, Creative Dock

Which results in 70% of innovation and digital transformation efforts failing

Lack of clear leadership & direction
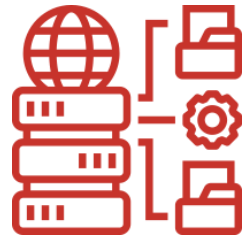
Complexity of implementation

Lack of clarity about 'where we're headed and why'

Budget constraints

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Everyone has a challenge in keeping up

Enterprises and public sector organizations, regardless of their technological foundations, must innovate to meet changing consumer demands. They're exploring new technologies to streamline operations, reduce costs, and make data-driven decisions.

Gen AI explosion	Workplace transformation	Cloud
Businesses have been trying to determine how to leverage AI technology potential to their advantage and need a guiding hand to be able to fully embrace it. **Top concerns:** • Accuracy and accountability • Skills gap • Legal risks • Costs **Overarching business problem:** How might we deploy these cognitive tools in ways that provide real business impact?	Workplace technology is undergoing a significant transformation. Businesses rely more on it for daily operations, staff connectivity, and fostering growth and innovation. **Top concerns:** • Harnessing advanced technology • Modernization of infrastructure and operations • Employee retention and recruitment • AI reshaping work **Overarching business problem:** How might we ensure that workplace technology investments meet the needs of all users?	Cloud computing trends have now shifted from migration to rapid adoption of new services. Nearly half of leaders want to embrace the latest features as soon as they're released, while 42% wait for established best practices. **Top concerns:** • Lack of a comprehensive cloud and cloud skill development strategy • Ad hoc tactical plans replacing long-term strategy • Cloud security policies **Overarching business problem:** How might we leverage our existing cloud technology to create value, while effectively managing the complexity of our investments?

Key challenge:
How will I survive in this very competitive environment?

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Sources: Forbes 2023, Databricks 2023, Gartner 2024, Splunk 2024, CCS Insight, CB Insights 2023, CIO.com
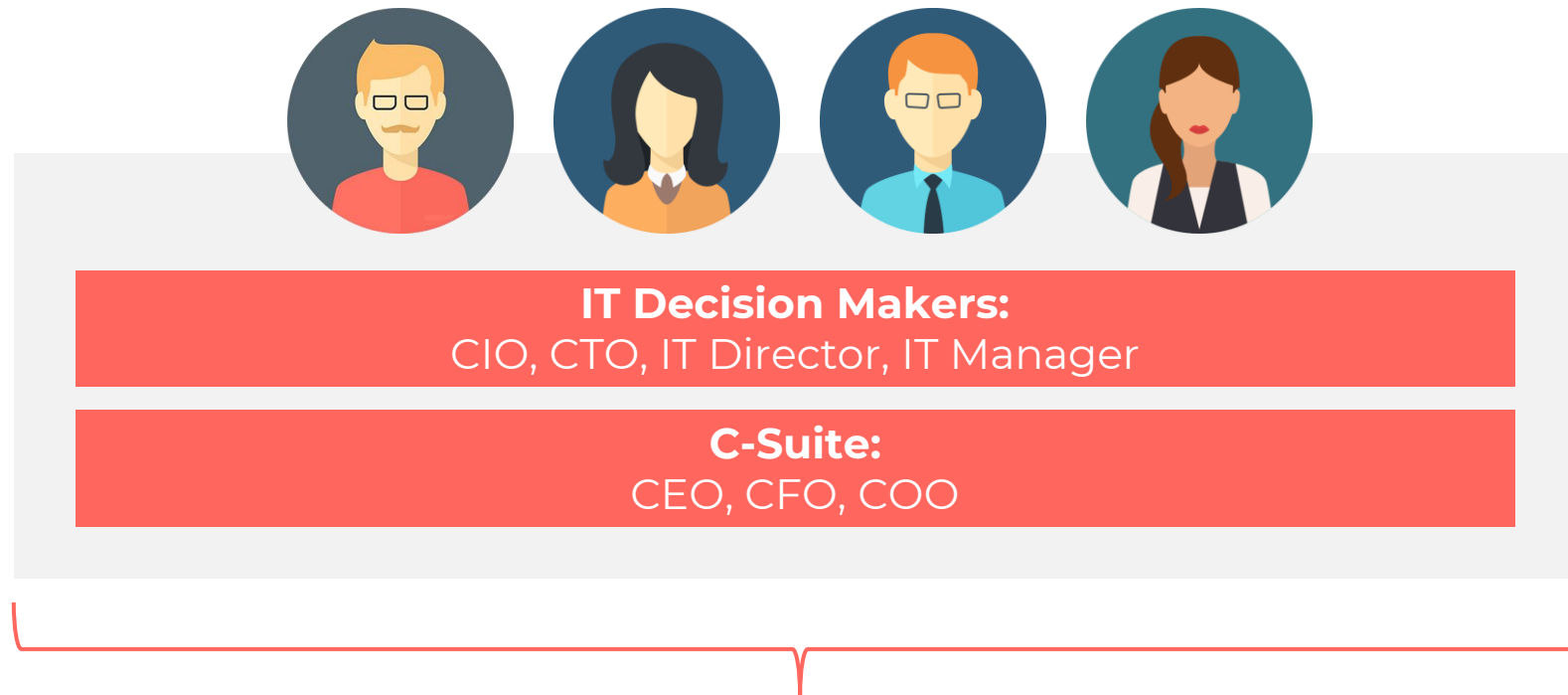
Relating this back to Fujitsu

- **Cost savings** remain a top priority for business leaders.

- **Sustainability** is a major disruptor, challenging traditional business practices.

- **Innovation** initiatives are diverse and industry-specific, presenting unique challenges.

- **Technology** will be the primary focus of investment in 2024, driving strategic decisions for businesses.

→

- Businesses seek **clearer evidence of value** from their investments.

- **Clarity is needed** on sustainability and how Fujitsu and Microsoft can help businesses achieve their green goals.

- We must demonstrate that successful **innovation strategies share common features**, ready for adoption.

- **Consistent support is essential** for customers in their digital and sustainability transformations.

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Customer

We need to engage with two distinct groups of key decision makers across four diverse industries

IT Decision Makers:
CIO, CTO, IT Director, IT Manager

C-Suite:
CEO, CFO, COO

Retail, manufacturing, healthcare and public sector.

Customer
Audience Personality
Profiling

Human
Understanding
Lab

Target audience personality analysis

OCEAN social profile analysis of IT Decision Makers and C-suite individuals

C-suite

Personality:

<u>Assertive</u> and tend to speak up and take charge of situations,

Comfortable leading groups.

Adventurous and are <u>eager to experience new things</u>.

41%
Neurotic

75%

50%

47%
Agreeable

56%
Open

58%
Extraverted
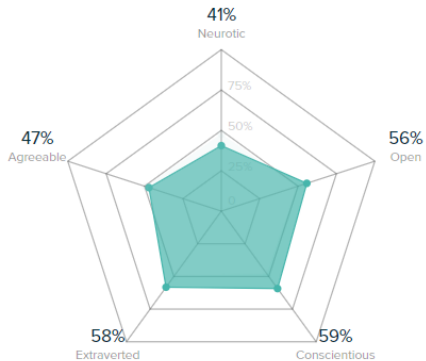
59%
Conscientious

Values:

Independence and helping others guides a large part of what they do.

Like setting their own goals to decide how to best achieve them.

They value the importance of taking care of the people around them.

Needs:

Their choices are driven by a desire for organization.

IT Decision-makers

Personality:

<u>Open to and intrigued by new ideas and love to explore them</u>.

They are authority-challenging, want to help bring about positive change.

46%
Neurotic

75%

50%

41%
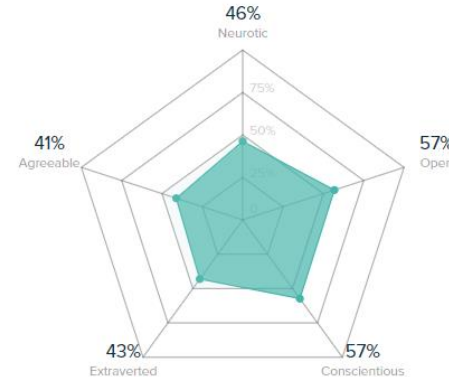Agreeable

57%
Open

43%
Extraverted

57%
Conscientious

Values:

Independence and achieving success guides a large part of what they do.

They will seek out opportunities to improve themselves and demonstrate their capabilities.

Needs:

Their choices are driven by a desire for efficiency.

Their respective needs speak to key elements of transformational journeys

C-suite:
CEO, CFO, COO

*"It starts with establishing **a clear set of agreed upon initiatives and outcomes for the organization**. We have to make sure everyone understands what they are doing, why they are doing it, and — most importantly — how success will be measured."*

Overarching concerns:
Structure / Practicality / Stability / Reliability

Overarching need:
Their choices are driven by a desire for organization.

IT Decision Makers:
CIO, CTO, IT Director, IT Manager

*"We must ensure that our projects are the right ones, and that they are improving business performance and driving efficiency. **I think it's safe to say the speed at which we need to move continues to increase**."*

Overarching concerns:
Practicality / Efficiency / Ease / Flexibility

Overarching need:
Their choices are driven by a desire for efficiency.

Sources: CIO Magazine

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The analysis can help inform how to engage with and influence them

HOW TO INFLUENCE

IT Decision Makers:

- Frame offer in positive terms.
- Give evidence supported by credible authorities.

C-suite:

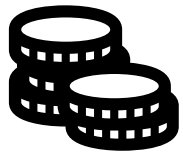- Provide inspiration but trust they will put the thought in.

HOW TO ENGAGE

IT Decision Makers:
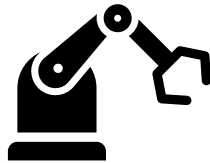
- Have a strong utilitarian argument.

C-suite:

- Be stimulating and make them think.
- Be interesting and intellectual.

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Private sector's decision makers worry about the rate of change and impact

Budget

Budgetary constraints limit longer term strategies and require bigger justification of every investment made.

Automation

Navigating automation challenges, including safe and secure implementation.

Talent

With the increasing demand for many skilled IT professionals, talent management has become a critical challenge for IT leaders.

Security

Security threats that exist not just through attacks, but also through employees who need training for new ways of working.

New Tech

Making the most of Gen AI and Cloud in a way that is financially viable, piece by piece, without falling behind the adoption curve.

Workplace

The challenges around the ever-increasing need for remote working and the need to provide agile solutions to accommodate a changing work landscape.

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While for the public sector, concerns are focused on outdated practices and slow adoption of new tech

Legacy	Procurement	Skills gap	Data	AI
Many organizations run heavily on legacy systems. There's slow progress in tackling poor data structures and inefficiencies across government and it's estimated to cost the public sector £2.3bn each year.	A reform on these processes is needed to act with speed and keep up with technology. In a recent study it was found that public sector leaders identified support for agile processes as the top priority for achieving digital transformation.	An IDC study recently surveyed 250 health, government & education leaders worldwide with 63% stating that a lack of skills and experience is the main barrier for them taking on any more projects.	With challenging legacy infrastructures and skillsets, many public sector organizations simply do not have the visibility required to utilize data effectively. There are also many concerns around sensitivity and security.	The public sector is increasingly looking to adopt AI in a bid to streamline their own operations and improve services, but investing in such technologies carries risks and requires additional policies and regulations.

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And everyone has to face up to their responsibilities on sustainability

Many leaders focus on sustainability but struggle to translate intentions into actions.

Over the next five years, sustainability emerges as the top priority for 70% of surveyed C-suite executives.

However, **confidence in reaching sustainability targets has declined from 70% in 2022 to 66% in 2023.**

Change Makers are experiencing enhanced business performance alongside sustainability benefits, with a 5% revenue growth over the last 12 months compared to the 1% reported by the rest of the sample.

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However, what may be of utmost concern to all audiences is the disparity between their **desired returns** and the actual **value derived from their investments**…

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So it's vital we effectively tackle their concerns regarding their Microsoft investments

Demonstrating the value of the Microsoft investment to upper management

Lack of strategic direction: need for a clear roadmap, achievable goals & defined resource requirements

Lack of dedicated IT skills in some areas

Maximizing the full potential of technology & licenses

Slow return on investment

Lack of economic clarity on a wide scale paired with instability in the tech market

Transformation is becoming more and more business as usual. **Companies need a helping hand with unlocking and maximizing the value** of their Microsoft technology investments. Reassurance and clarity is needed.

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Competition

What kind of partnerships are there?
Fujitsu and Microsoft have a long-standing partnership, but what is the value of that?

Accenture	IBM	DXC Technology	Wipro	NTT Data
Accenture positions its partnership with Microsoft **as the largest global Microsoft practice**. They leverage **cutting-edge Microsoft technologies** to deliver **innovative strategies and implementations**, empowering organizations in their **digital journeys**. From cloud migrations and AI-driven insights to seamless digital experiences, Accenture assists its clients with sustainable business solutions, Azure migration, digital workplace transformation, data-driven business reinvention, and cloud-first solutions.	IBM describes its partnership with Microsoft as a **strategic collaboration** aimed at **leveraging their expertise in cloud computing, AI, and hybrid solutions** to accelerate **digital transformation across industries**. They offer tailored services to modernize, migrate, and manage workloads on Microsoft Cloud, positioning themselves as trusted advisors committed to delivering innovative solutions that drive business value for clients.	DXC Technology, in collaboration with Microsoft, empowers organizations to **navigate digital disruption and achieve their strategic goals**. Through a combination of Microsoft's powerful cloud technologies and DXC's industry-leading services, businesses can modernize their IT infrastructure, enhance agility, and drive innovation at scale. Together, DXC and Microsoft enable enterprises to embrace the future with confidence and resilience.	Wipro highlights their **extensive partnership with Microsoft**, spanning over two decades, positioning themselves as **industry leaders** in facilitating digital transformation on Microsoft cloud services. Leveraging deep domain expertise alongside Microsoft's offerings, they accelerate innovation, aiding organizations in modernizing their operations. Through strategic collaboration and co-investment, Wipro aims to drive substantial business transformation, solidifying their status as top partners for Microsoft.	NTT Data also emphasizes their **long-standing partnership with Microsoft**, highlighting their role in **enabling digital transformation through integrated technology solutions**. They position themselves as a **trusted Microsoft partner**, showcasing their expertise in cloud services, security, and industry-specific platforms. By driving collaboration and innovation with Microsoft, NTT Data aims to accelerate their clients' digital journeys and deliver unrivaled customer experiences.
Keywords: Avanade, global, deliver, empower, help, drive, transform	**Keywords:** Cloud, AI, hybrid, accelerate, modernize, build, empower, transform	**Keywords:** Modernize, solutions, connect, deliver, empower, achieve	**Keywords:** Transformation, cloud, accelerate, drive, hold, help, transform	**Keywords:** Cloud, transformation, solutions, enable, drive, choose, form, realize
https://www.accenture.com/gb-en/services/microsoft-index	https://www.ibm.com/consulting/microsoft	https://dxc.com/us/en/about-us/partner-ecosystem/microsoft	https://www.wipro.com/partner-ecosystem/microsoft/	https://services.global.ntt/en-us/about-us/our-partners/microsoft
SCALE	**STRATEGIC**	**COLLABORATIVE**	**EXTENSIVE**	**LONG-STANDING**

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What is the partnership delivering?

accenture	IBM	DXC TECHNOLOGY	wipro	NTT DATA
Partnership synopsis:	**Partnership synopsis:**	**Partnership synopsis:**	**Partnership synopsis:**	**Partnership synopsis:**
Bringing combined service capabilities, global scale and joint solution development to help clients overcome disruption and lead transformation in their industries.	*Accelerate adoption of generative AI with IBM and Microsoft.*	*Modernize and deliver tangible results with cloud, workplace and applications.*	*Driving digital transformation on Microsoft cloud services.*	*NTT's Microsoft partnership helps our clients realize value from their investments in integrated technology platforms across Cloud, Networking and Security by delivering holistic solutions as their preferred and trusted Microsoft partner.*
Unique Selling Point	**Unique Selling Point**	**Unique Selling Point**	**Unique Selling Point**	**Unique Selling Point**
It lies in Accenture's **extensive experience**, being recognized as **the largest global Microsoft practice** and the **18-time Microsoft Global Alliance SI Partner** of the Year, showcasing their unmatched expertise and ability to deliver innovative solutions at scale.	**Proven Innovation and Industry Firsts:** IBM and Microsoft highlight a track record of delivering meaningful innovation and industry firsts, indicating that they offer a unique blend of experience, innovation, and reliability in the realm of hybrid cloud and AI solutions.	DXC has received numerous awards and recognitions, including being named a **Finalist for Microsoft Partner of the Year for Migration to Microsoft Azure** and being recognized as a leader in the ISG Microsoft Cloud Ecosystem report.	It lies in driving business transformation for leading enterprises through their joint **Innovation Centres with Microsoft**. They highlight their ability to combine innovation and domain expertise to deliver tangible value to their customers.	Their USP lies in their ability to deliver holistic solutions across Cloud, Networking, and Security, tailored to the specific needs of industries.

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Category conventions

Longstanding Microsoft partnership

Digital transformation dominates messaging

"*leveraging* **Wipro's** *deep domain expertise blended with Microsoft's futuristic enterprise-class offerings*"

"**IBM** *Consulting brings trusted expertise built from 30-years as a Microsoft partner.*"

"**DXC** *is proud to be recognized for the expertise, experience and innovation we bring to our customers*"

"**NTT DATA** *leverages its expertise in Microsoft Teams and Azure Communication to seamlessly integrate cloud and hybrid communications into customer assets.*"

Expertise emerges as the leading advantage

The majority of services lack distinctiveness

Human Understanding Lab

How the competitors position themselves

FUJITSU	accenture	IBM	DXC TECHNOLOGY	wipro	NTT DaTa
@fujitsu	@accenture	@ibm	@dxctechnology	@wipro	@ntt-data-europe
Engagement Rate*: **5.6%**	Engagement Rate*: **6.6%**	Engagement Rate*: **3.4%**	Engagement Rate*: **0.9%**	Engagement Rate*: **5%**	Engagement Rate*: **2.3%**
Top hashtags: #sustainability #ai #digitaltransformation #uvance #technology #cloud #innovation	**Top hashtags:** #generativeai #lettherebechange #ai #operations #metaverse #builtforchange #security	**Top hashtags:** #ai #genai #think2023 #ibmpartners #sap	**Top hashtags:** #drivingdigitaltransformation #modernworksplace #ai #employeeexperience #data #metaverse	**Top hashtags:** #ambitionrealized #cloud #ai #cybersecurity #digitaltransformation #sustainability	**Top hashtags:** #nttdata #agility #agilitystudy #ai
LinkedIn content types: Action-oriented: Focused on the services provided	**LinkedIn content types:** Aspirational: Focused on customers and solutions	**LinkedIn content types:** Internally focused: Promoting the brand and events	**LinkedIn content types:** Objective-led: Focused on customers' objectives and needs	**LinkedIn content types:** Tech focused: Specific technological goals	**LinkedIn content types:** Brand focused: Promoting branded reports and studies

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*The Engagement Rate is based on available Post data from these Profiles.
NB: This slide is overall brand profile data pulled from LinkedIn (not Microsoft partnership specific).

Human-centricity and sustainability is what sets Fujitsu apart

✓ Your competitors tend to rely heavily on a rational approach to their messaging, often overlooking the crucial human and emotional elements.

✓ Many value propositions center solely on the products and technical specifications, failing to distinguish themselves by highlighting the true added value they offer.

✓ Sustainability is also the aspect that not many competitors mention and truly lead with, which can be a big differentiator for Fujitsu's partnership with Microsoft.

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Brand positioning and messaging

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Brand Archetypes Overview

Brand archetypes can inform how we think about tone of voice and what we choose to highlight in the messaging, and the content that will result from it.

They provide useful competitor context, and to see how Fujitsu can position itself and its partnership with Microsoft.

Caregiver Service	**Innocent** Safety
Creator Innovation	**Explorer** Freedom
Ruler Control	Provide structure / Yearn for paradise	**Sage** Knowledge
Jester Pleasure	Connect to others / Leave a mark	**Outlaw** Liberation
Everyman Belonging	**Magician** Power
Partner Intimacy	**Hero** Mastery

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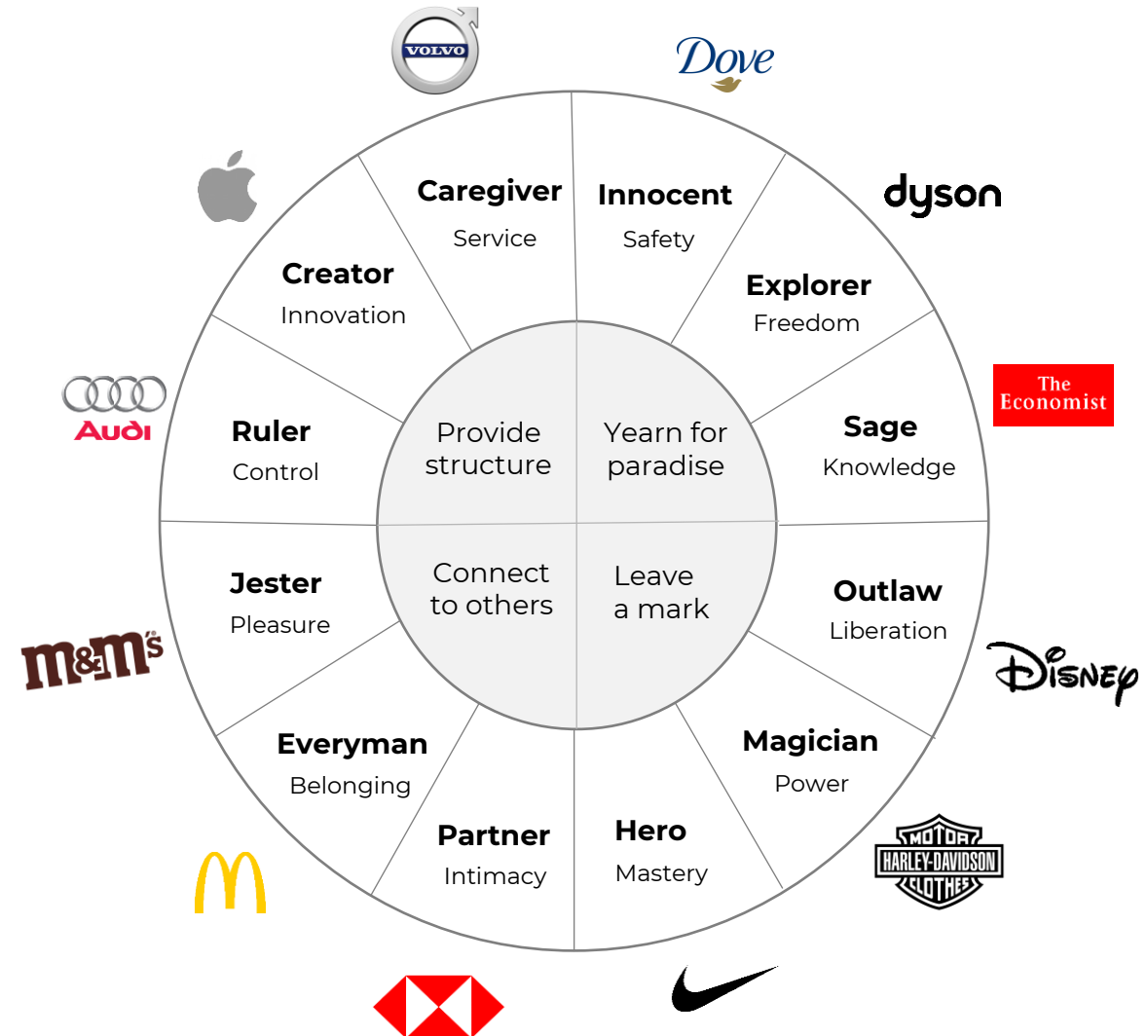
Brand Archetypes Competitors

Using textual analysis of brand copy, we position IT service brands within the top left quadrant – they focus on providing structure.

OPPORTUNITY: To create distinctiveness, we look to opposing archetypes. Here, the HERO archetype could inform elements of the messaging.
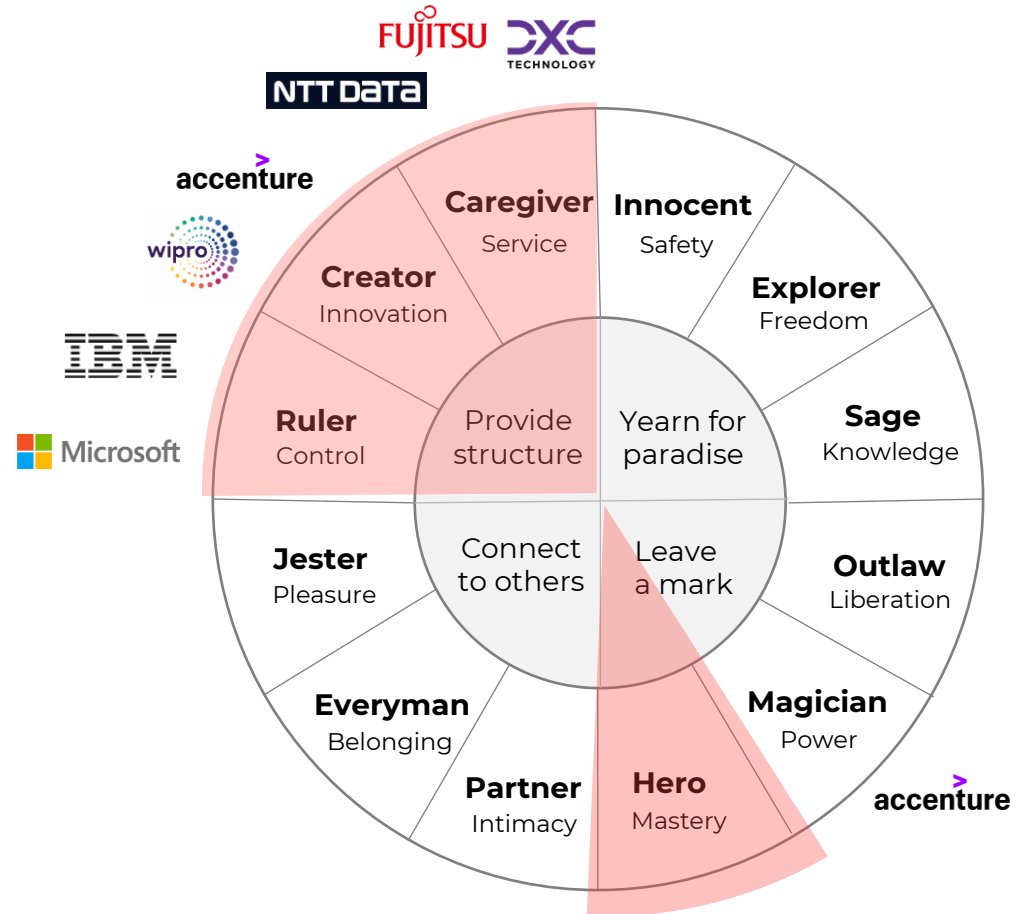
Brand Archetypes & Messaging

THE HERO

The HERO's role: Motivate and help people through a challenging journey.

- Looks to **make a difference** and seeks to overcome problems.
- **Overcomes great odds** in service to successfully completing extraordinary acts of strength, courage and goodness.
- **Continuous learner** who seeks to understand all aspects and face shifting challenges.

Applying it to messaging:

Hero-izing stakeholders: e.g. the beneficiaries of sustainability transformation – the employee, the citizen, the customer, or society. Ensure they are front and center of messaging.

Demonstrate mastery: ensure that partner expertise is clear, and that combined strengths ladder up to a superpower.

Motivate and encourage: use an empathetic and human-first approach to technology transformation.

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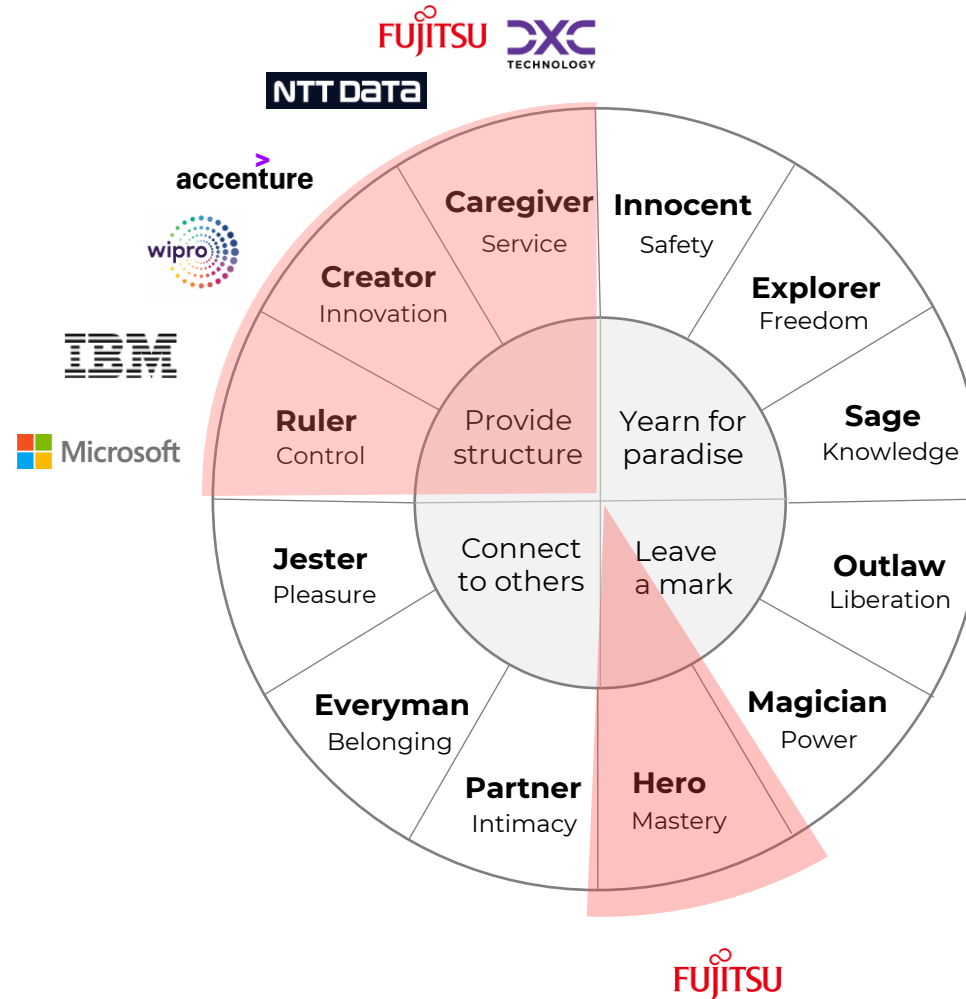
Capability

It's a great partnership that is driven by a shared goals

Shared Vision: Driving sustainability transformation together to address societal needs and unlock new business growth opportunities.

FUJITSU

Microsoft

SUSTAINABILTY-FOCUSED:

Fujitsu's purpose focuses on **making the world more sustainable** by building trust in society through innovation.

VALUE-LED:

Microsoft's mission is to **empower every person and every organization** on the planet to achieve more.

Human-centric approach

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What are the partnership's strengths?

Key benefits and differentiators

Expertise across various industries

Strong sustainability credentials

End-to-end solution provider

Over 40 years of partnership & experience

Accelerating AI and Cloud Innovation

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And we've already got some great proof points

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Fujitsu Uvance

Uvance represents the concept of advancing all things universally towards sustainability, reflecting Fujitsu's commitment to building a more sustainable world by connecting people, technology, and ideas. It aims to offer value to customers while contributing to societal trust through innovation.

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The three Ps

Fujitsu Uvance is committed to accelerating business and generating cross-industry solutions to address global societal challenges. The goal is to achieve a sustainable world by focusing on the following areas.

Planet:

Solving global environmental issues (>)

Creating a future where people and nature can thrive.

Prosperity:

Developing a digital society (>)

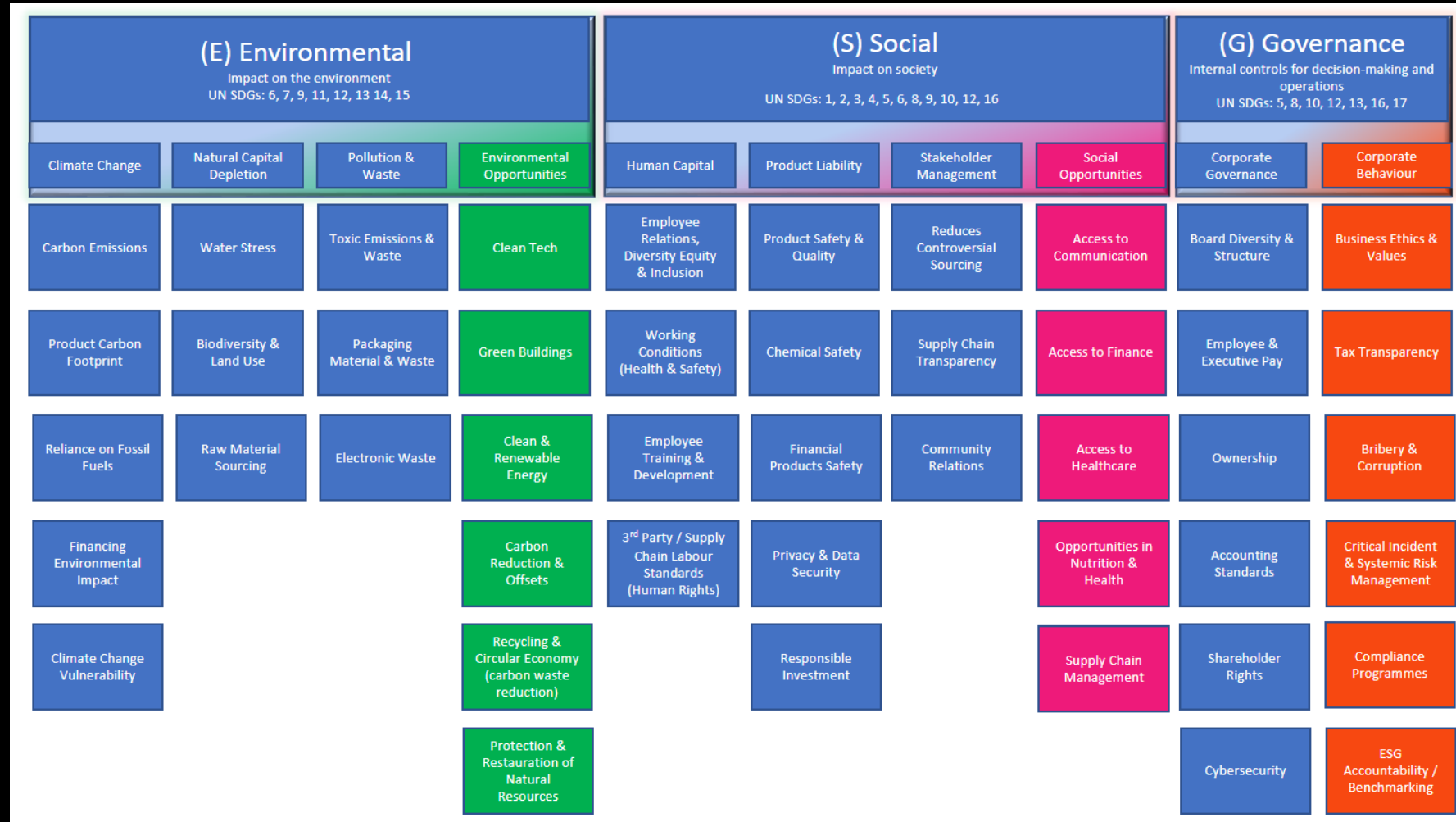Harnessing digital technology for a more resilient society.

People:

Improving people's well-being (>)

Enhancing quality of life and opportunities across society.

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ESG Measures

Fujitsu aims to help all organizations improve their ESG metrics from reducing greenhouse gas emissions and conserving energy to providing equitable access to services and ensuring ethical business practices.

(E) Environmental
Impact on the environment
UN SDGs: 6, 7, 9, 11, 12, 13 14, 15

(S) Social
Impact on society
UN SDGs: 1, 2, 3, 4, 5, 6, 8, 9, 10, 12, 16

(G) Governance
Internal controls for decision-making and operations
UN SDGs: 5, 8, 10, 12, 13, 16, 17

Climate Change	Natural Capital Depletion	Pollution & Waste	Environmental Opportunities	Human Capital	Product Liability	Stakeholder Management	Social Opportunities	Corporate Governance	Corporate Behaviour
Carbon Emissions	Water Stress	Toxic Emissions & Waste	Clean Tech	Employee Relations, Diversity Equity & Inclusion	Product Safety & Quality	Reduces Controversial Sourcing	Access to Communication	Board Diversity & Structure	Business Ethics & Values
Product Carbon Footprint	Biodiversity & Land Use	Packaging Material & Waste	Green Buildings	Working Conditions (Health & Safety)	Chemical Safety	Supply Chain Transparency	Access to Finance	Employee & Executive Pay	Tax Transparency
Reliance on Fossil Fuels	Raw Material Sourcing	Electronic Waste	Clean & Renewable Energy	Employee Training & Development	Financial Products Safety	Community Relations	Access to Healthcare	Ownership	Bribery & Corruption
Financing Environmental Impact			Carbon Reduction & Offsets	3rd Party / Supply Chain Labour Standards (Human Rights)	Privacy & Data Security		Opportunities in Nutrition & Health	Accounting Standards	Critical Incident & Systemic Risk Management
Climate Change Vulnerability			Recycling & Circular Economy (carbon waste reduction)		Responsible Investment		Supply Chain Management	Shareholder Rights	Compliance Programmes
			Protection & Restauration of Natural Resources					Cybersecurity	ESG Accountability / Benchmarking

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Fujitsu Technology & Service Vision

Fujitsu Technology and Service Vision (FT&SV) is an evolving story that focuses on exploring how Fujitsu can create the future with their customers and partners and how they can use technology in the best way to enable this vision.

Three big ideas for this year:

1.

Sustainability can bring business opportunities: sustainable energy consumption, reduced waste, disaster prevention

2.

Five technology megatrends to watch: Automation, Experience, Innovation, Resilience and Trust

3.

Business transformation in action: digital-led sustainability initiatives
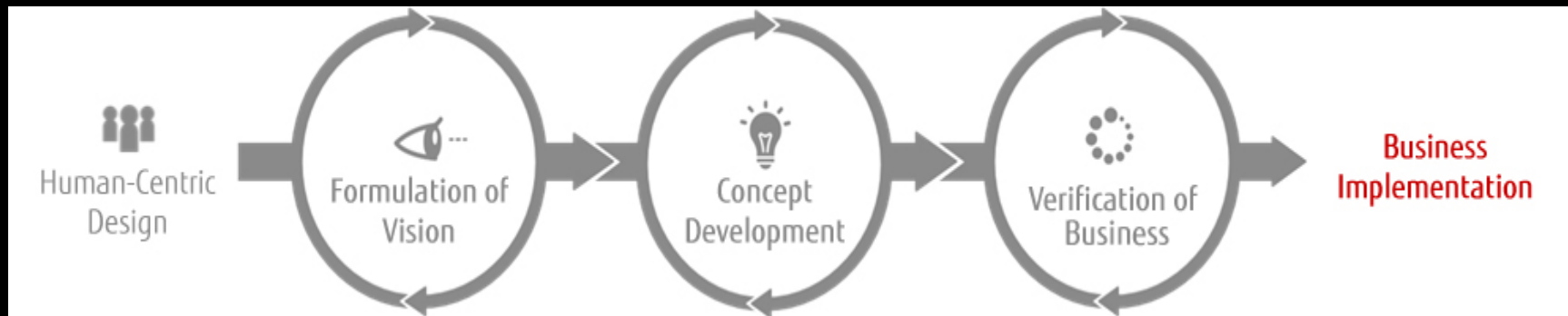
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Human-centric innovation

Fujitsu advocates Human Centric Innovation as the cornerstone for unlocking significant business and social value through digital transformation. They emphasize that while digital technology is vital, its true potential can only be realized when it is designed around people.

- **Human Empowerment:** Empowering people with digital technology
- **Creative Intelligence:** Using intelligence derived from analyzing data and employing algorithms
- **Connected Infrastructure:** Connecting things and the infrastructure of business and society

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Human-Centric Experience Design (HXD) Methodology

Fujitsu's unique approach to co-creation and Design Thinking:

Fujitsu aims to foster sustainability and trust in society by collaborating with customers to co-design their digital transformation. Through innovation, they strive for stable long-term growth, contributing to a more sustainable world.

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Sources: Fujitsu.com

Fujitsu Kozuchi – world-class AI solutions for immediate business results

- Connecting users to the right AI solution for their business challenges
- Contributing to faster development and implementation of advanced AI solutions
- Unique generative AI and trust technologies
- Fusing world-class AI × computing technologies
- 7,000+ AI delivery cases
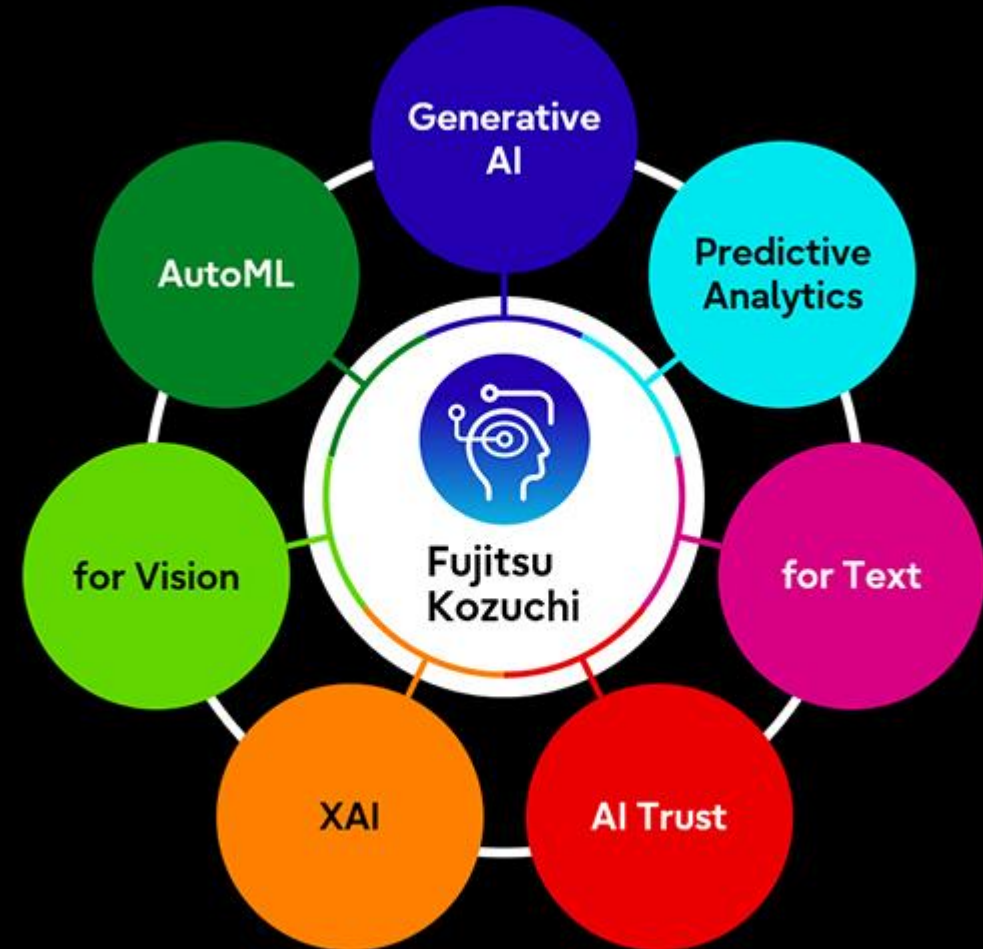
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Uvance's role in driving new business for Fujitsu expands opportunities for Microsoft partnerships

How does it translate into actionable solutions for customers?

Dual forces of the partnership:

Helping customers unlock value from Microsoft investments

Delivering value to customers through Fujitsu-designed, Microsoft-powered solutions

4Cs summary

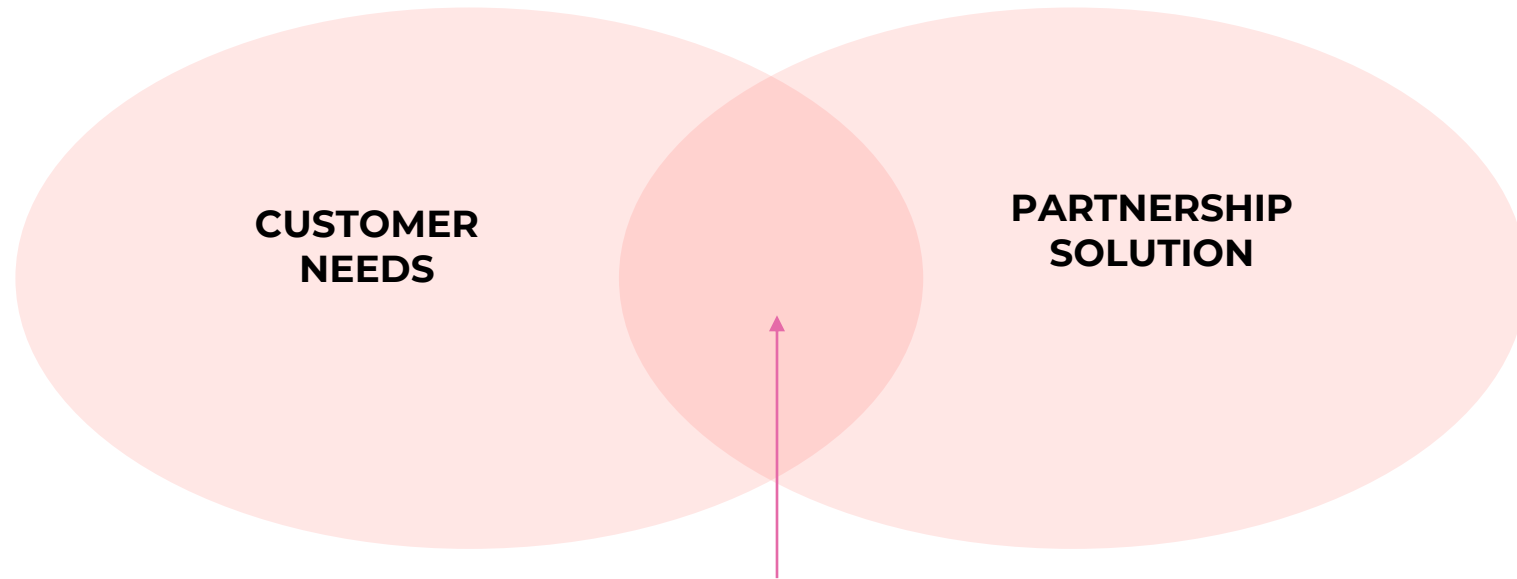| Market **Context**	**Customer** Audience	**Competition**	**Capability** Solution & Proof Points
Economic pressures: Reconsidering budgets, efficient solutions are needed. **Sustainability confusion:** Lack of universal definition and easy way to measure success leaves businesses in need for clarity. **Innovation adaptation:** Needs to be fully embraced to adapt to changing consumer demands and to stay afloat.	**Desired vs. actual ROI gap:** Major concern for all stakeholders - addressing primary concerns on Microsoft investments is crucial. **Digital transformation:** Support needed to unlock and maximize Microsoft tech value. Reassurance and clarity essential.	**Longstanding partnership and expertise:** Competitors use this as key benefits of the partnership. **Rational approach to services offered:** Lack of distinctiveness – prioritization of technical specs over added value.	**Value added services:** Focus on the journey; prioritize customer-and human-centric solutions. **Differentiation and unique approach:** Fujitsu's innovation, co-creation, and sustainability solutions.

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Value Proposition
& Messaging House

The value proposition challenge

The question:
"Why should I hire you?"

CUSTOMER
NEEDS

PARTNERSHIP
SOLUTION

The answer:
What we solve, and how we solve it
better than anyone else.

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Customer needs

Who are we helping?	What problem are we solving?	What does being competitive really mean?
IT DMs and C-suite, whose heads are full of:	**How do I remain competitive?**	**Delivering better outcomes for people.**
AI Disruption Cost savings Transformation Sustainability Innovation Technology Efficiency Cloud migration	Professional / rational: *"how does my business remain competitive?"* Personal / emotional: *"how do I remain competitive in my field?"*	Experiences people want to use Organisations people want to work for. Operations that make both sustainable.

The partners already share that approach

It's not about the technology.

"Digital transformation is not a technology deployment or an IT exercise, it's a people exercise."

Cindy Rose, Microsoft UK CEO and Area Vice President, "Creating a culture of digital transformation."

Fujitsu believes Human Centric Innovation is the key approach to achieving real business and social value from digital transformation.

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How does the partnership deliver value?

Fujitsu

Cross-industry experience

+

Microsoft

Advanced cloud and artificial intelligence.

=

Experience, applied.

We bring the intelligence and experience from digital transformation projects across the global to help your people achieve more.

How does it do it better or differently?

Fujitsu

Human Centric Innovation creates business and social value by **empowering people with digital technology**

+

Microsoft

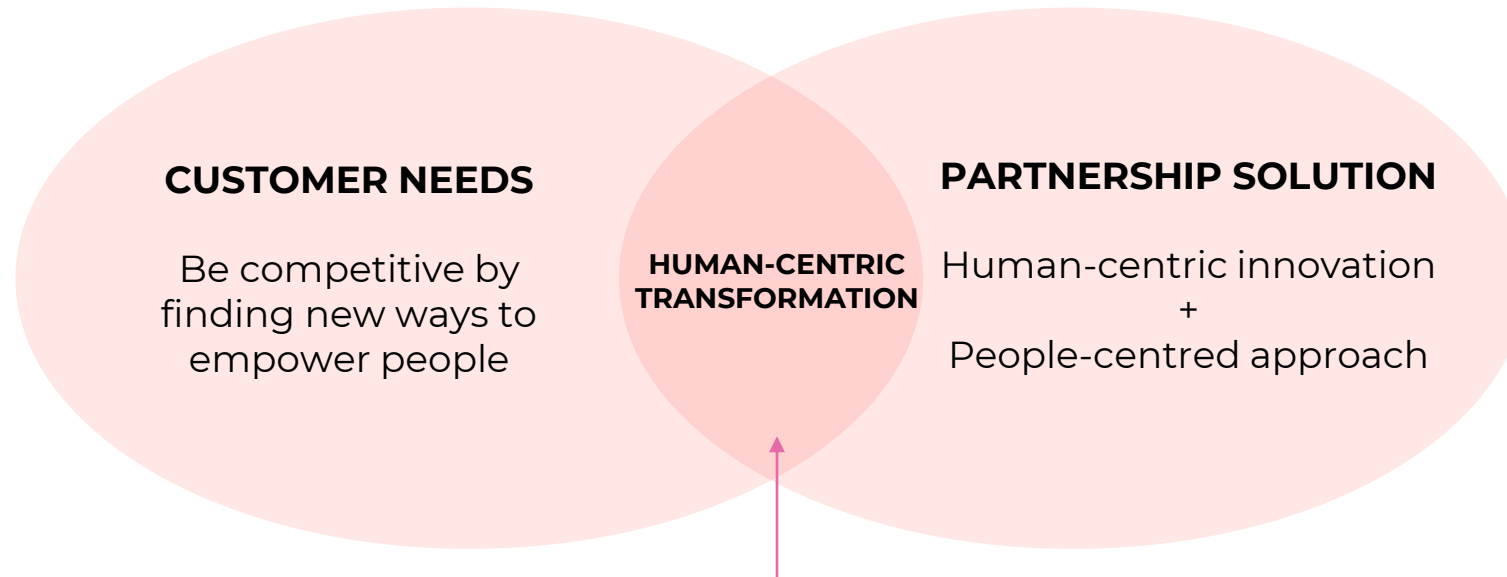Microsoft's mission is to **empower every person and every organization** on the planet to achieve more.

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Human-centric approach

A design and delivery process that connects people with new ideas and technology to build sustainable value

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The value proposition

The question:
"Why should I hire you?"

CUSTOMER NEEDS

Be competitive by finding new ways to empower people

HUMAN-CENTRIC TRANSFORMATION

PARTNERSHIP SOLUTION

Human-centric innovation
+
People-centred approach

The answer:
What we solve, and how we solve it better than anyone else.

How does it compare?

Everyone uses the same language

Partnerships can be condensed into key descriptors

SCALE — accenture

STRATEGIC — IBM

COLLABORATIVE — DXC TECHNOLOGY

EXTENSIVE — wipro

LONG-STANDING — NTT DATA

Fujitsu / MS approach focused on human-centric value provides a differentiated position

HUMAN-CENTRIC

FUJITSU

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Value proposition statement – one line

Fujitsu and Microsoft help clients deliver new and sustainable value

through human-centric digital transformation

Fujitsu and Microsoft help clients deliver new and sustainable value through human-centric digital transformation

Successful transformation is not just about adopting new technologies, it's about aligning these technologies with the needs of customers, employees, and partners. This is where Fujitsu and Microsoft come in.

<u>Delivering new value:</u> Emphasizing the message that Fujitsu and Microsoft help clients innovate and create fresh opportunities for growth, beyond just optimizing existing processes. Their approach enables clients to rethink their business models, customer experiences, and operational strategies.

<u>Sustainable value:</u> Signaling Fujitsu's and Microsoft's commitment to long-term, resilient solutions that consider economic, social, and environmental impacts. This assures clients that the transformation is future-proof and built to last.

<u>Human-centric:</u> Placing human experience at the core of digital transformation. A human-centric approach emphasizes the needs, behaviors, and expectations of end-users, making sure that the solutions we implement are not only functional but also intuitive, meaningful, and widely adopted.

<u>Digital transformation:</u> Framing digital transformation as a strategic lever for clients. Positioning Fujitsu and Microsoft as partners who not only help businesses adopt new technologies but also guide them in using these technologies strategically to achieve their goals.

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Value proposition statement – 25 words

We help clients deliver new and sustainable value

through human-centric digital transformation

built on cross-industry insight and experience

and advanced cloud and AI platforms.

(...)
built on cross-industry insight and experience and advanced cloud and AI platforms.

25-Word Value Proposition Strategic Rationale:

Cross-industry insight and experience: Leveraging broad industry experience, Fujitsu and Microsoft bring best practices and insights from multiple sectors. This enables us to tailor solutions that are not just innovative but adaptable and scalable across different industries, giving clients a competitive edge.

Advanced cloud and AI platforms: Cloud and AI are key enablers of digital transformation, driving efficiency, scalability, and innovation. We are emphasizing the message that by building solutions on these advanced platforms, Fujitsu and Microsoft ensure the clients are equipped with cutting-edge tools that enhance decision-making, automate processes, and accelerate growth.

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Value proposition statement – 50 words

We deliver new and sustainable value through human-centric digital transformation

For large organizations looking for a competitive edge in an increasingly AI-driven world, the Fujitsu and Microsoft partnership brings a human-centred approach to digital transformation, that combines cross-industry insight and experience with advanced cloud and AI to deliver sustainable value that helps people achieve more.

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Value Proposition Messaging - Structure

Overarching one-line value prop:
Deliver new and sustainable value through human-centric digital transformation

Long form value prop:
**We help clients deliver new and sustainable value
through human-centric digital transformation
built on cross-industry insight and experience
and advanced cloud and AI platforms.**

MESSAGE 1	MESSAGE 2	MESSAGE 3
Pain point	Pain point	Pain point
Benefit	Benefit	Benefit
Differentiator	Differentiator	Differentiator
Proof points	Proof points	Proof points

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Value Proposition Messaging – Key pain points

Overarching one-line value prop:
Deliver new and sustainable value through human-centric digital transformation

Long form value prop:
**We help clients deliver new and sustainable value
through human-centric digital transformation
built on cross-industry insight and experience
and advanced cloud and AI platforms.**

MESSAGE 1	MESSAGE 2	MESSAGE 3
KEY PAIN POINT:	**KEY PAIN POINT:**	**KEY PAIN POINT:**
Gap between desire for action and ability to innovate.	Inability to apply data and technology fast enough to enable a competitive advantage.	Uncertainty around how best to maximize the benefits globally.

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Value Proposition Messaging - Pillars

Overarching one-line value prop:
Deliver new and sustainable value through human-centric digital transformation

Long form value prop:
**We help clients deliver new and sustainable value
through human-centric digital transformation
built on cross-industry insight and experience
and advanced cloud and AI platforms.**

VISION	VELOCITY	VALUE
We help you envision your sustainable digital transformation with expert insights from across industries	We help you apply leading technologies at speed, to create a data-driven foundation for change	We help you achieve operational excellence, so benefits can be felt by every employee, customer, and citizen

KEY PAIN POINT:

Gap between desire for action and ability to innovate.

KEY PAIN POINT:

Inability to apply data and technology fast enough to enable a competitive advantage.

KEY PAIN POINT:

Uncertainty around how best to maximize the benefits globally.

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Value Proposition Messaging – Supporting messages

Overarching one-line value prop:
Deliver new and sustainable value through human-centric digital transformation

Long form value prop:
We help clients deliver new and sustainable value through human-centric digital transformation built on cross-industry insight and experience and advanced cloud and AI platforms.

VISION	VELOCITY	VALUE
We help you envision your sustainable digital transformation with expert insights from across industries	**We help you apply leading technologies at speed, to create a data-driven foundation for change**	**We help you achieve operational excellence, so benefits can be felt by every employee, customer, and citizen**

VISION

A people-first, holistic approach
It's vital to have a clear picture of what you want to achieve. Our holistic approach to transformation involves looking at every part of your organization to find solutions that enable more effective people, processes, tools, and systems.

Sustainability, built in
By integrating sustainability into the heart of business operations, we can drive the shift towards a regenerative society. Our approach embeds environmental responsibility and ESG measures into every solution for the sake of people, the planet, and prosperity.

Deep industry expertise
Our partnership brings together experts from a variety of industries, so you can benefit from best-practice insights and tap into a wealth of cross-industry experience.

VELOCITY

Keep pace with innovation
Technology moves fast. Our partnership with Microsoft helps you quickly and effectively bring today's technology to employees, customers, and citizens. Multi-cloud infrastructure and services enable automation, enhance customer services, and create better outcomes. All while mitigating risks with multi-layer security.

Rapid AI delivery
Deploy AI solutions as fast as possible. Our AI platform, Kozuchi, combines Fujitsu expertise with Microsoft technology to rapidly realize proof-of-concepts for different use cases that transform business operations.

Industry solutions, accelerated success
Designed by Fujitsu, powered by Microsoft, driven by your industry. We develop and deploy a range of digital services inspired by cross-industry challenges, so you can tackle specific issues and benefit from real-world best practice, faster.

VALUE

Ultimate integration
We can make sure any new technology works seamlessly within your existing IT landscape. This integration expertise is what sets us apart – and ensures you will quickly start seeing value from leading-edge technology.

Burden-free IT
Our managed services keep your technology running smoothly and securely. We can support your organization in fully exploiting investments, managing complexity, maintaining governance, and keeping up with best practice – removing the burden from your IT team.

Sustainable benefits you can measure
Sustainability can be difficult to measure, but our shared approach ensures you can understand, analyze, and take action – so you can reap real benefits.

Global viewpoint and capability
A successful transformation should touch every part of your organization. Our combined international resources mean we can ensure value is delivered everywhere, to everyone.

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Value Proposition Messaging – Proof points

Overarching one-line value prop:
Deliver new and sustainable value through human-centric digital transformation

Long form value prop:
We help clients deliver new and sustainable value through human-centric digital transformation built on cross-industry insight and experience and advanced cloud and AI platforms.

VISION	VELOCITY	VALUE
We help you envision your sustainable digital transformation with expert insights from across industries	We help you apply leading technologies at speed, to create a data-driven foundation for change	We help you achieve operational excellence, so benefits can be felt by every employee, customer, and citizen

PROOF POINTS:

Focused on sustainability, human-centred approach, co-creation

Human-centered approach: Approach based on Human-Centric Experience Design (HXD) Methodology that we apply to solve some of the most complex challenges facing businesses and society.

Co-creation: Co-development and deployment of cloud solutions

Strong ecosystems: Support from our extensive partner ecosystem (e.g. SAP, ServiceNow, VMware) helps us drive end-to-end transformation with Microsoft Cloud

PROOF POINTS:

Focused on technology leadership, innovation

AI: Fujitsu Artificial Intelligence Platform Kozuchi based on Microsoft Azure

AI: AI offerings and proof-of-concept services based on Microsoft AI Co-pilot or OpenAI

Cloud enablement: Unique value-adding IP for IaC-based cloud deployment and automated management (FCMS /Springboard™)

Microsoft Solutions Partner for: Azure Infrastructure, Azure Data & AI, Azure, Digital and App Innovation, Security, Modern Work

PROOF POINTS:

Focused on capability and value to business & society

Global: 7 Global Delivery Centers with approx. 22,000 employees

Verified: Analyst and auditor verified managed services – global, local, and blended delivery

Microsoft accreditations: Global System Integrator (GSI) Partner, Azure Expert Managed Service Provider, Managed Security Service Provider (MSSP), Azure Partner Advisory Council (PAC) Member

Experience of our own transformation

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Thematic Messaging Example

Overarching one-line value prop:
Deliver new and sustainable value through human-centric digital transformation

Long form value prop:
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VISION	VELOCITY	VALUE
We help you envision your sustainable digital transformation with expert insights from across industries	**We help you apply leading technologies at speed, to create a data-driven foundation for change**	**We help you achieve operational excellence, so benefits can be felt by every employee, customer, and citizen**

WORKPLACE

Driving better engagement
Shifts in priorities and technology mean new ways of working are needed to maintain employee engagement and business performance. We help you define a way of working that truly caters to people's whole-life needs, while enhancing business outcomes.

Work, their way
Offering flexibility and freedom can keep your people productive. We can help you empower workforces and optimize their productivity, by giving them the flexibility to work how, when, and where they want.

Create the future of work, faster
HX Workspace expedites the path to modern management. With automation-enabled, ready-to-use platforms and agile deployment techniques, we ensure a seamless transition to the future of work.

AI for productivity gains
We help apply the strategic use of Gen AI and customised Co-Pilot implementations to free your employees from lower value, time-consuming tasks.

Harness the power of existing investments
Our approach is built around getting the most out of widely-adopted technologies such as Microsoft 365 and Microsoft Viva.

Bring your people with you
Our expertise in adoption and change management ensures that every employee feels included and comfortable with new technology.

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Vertical Messaging Example

Long form value prop:
**We help clients deliver new and sustainable value
through human-centric digital transformation
built on cross-industry insight and experience
and advanced cloud and AI platforms.**

RETAIL

VISION
We help you envision your sustainable digital transformation with expert insights from across industries

VELOCITY
We help you apply leading technologies at speed, to create a data-driven foundation for change

VALUE
We help you achieve operational excellence, so benefits can be felt by every employee, customer, and citizen

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From products to experiences
Retail is, and always will be, about managing the customer journey. To optimize that journey, we help retailers rapidly shift their focus from 'managing products' to 'delivering experiences' across multiple touchpoints with increasingly data-driven operations.

Sustainable at every step
We help you build more sustainable practices into business models while enhancing customer experience and satisfying demand for sustainable options and product provenance information. Our experts can help you harness new technologies and processes to promote environmental benefits, eliminate unnecessary waste and costs, and deliver more sustainable outcomes – for the sake of people, the planet, and prosperity.

Adapt at speed
Keeping up with changes in technology and customer expectations means retailers need the ability to quickly adapt experiences. Our combined solutions are capable of supporting rapid, low-cost innovation.

Further, faster, together
Delivering real change begins with the right combined expertise. Together, Fujitsu, GK Software and Microsoft deliver scalable innovation at speed and operational efficiency at the right cost – end to end.

Global shared managed services
We offer a range of professional and shared managed services to de-risk implementation, run applications, and support business growth.

Omnichannel excellence
The need for omni-channel retailing dictates a cloud-based architecture. Fujitsu and Microsoft-powered GK Software provide the commerce platform, composable solutions and end-to-end services for seamless omnichannel retail.

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