

Delivering Greater Value to Our Customers and to Society

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Transformation of Fujitsu

Developments in information technology (IT) today are transforming business, our personal lifestyles, and even society itself. We are already at the stage where society could not function without IT. Within this context, the roles and responsibilities of the Fujitsu Group as a supplier of IT solutions are expanding faster than ever. To fulfill these roles and meet these responsibilities, we are transforming our approach to business in three ways: we are focusing on our customers' customers; we are adopting a global perspective; and we are reinforcing our commitment to environmental sustainability.

Focus on customer's customer: making customer's businesses our starting point

To contribute even more to the success of our customer's business, we must satisfy not only their IT needs, but widen our perspective to also address the people and processes that drive their business. We always aim to develop a deeper understanding of our customers and their business.

Based on this thinking, we have developed 'Field Innovation' as a new methodology for making continuous improvements for ourselves and our customers. Using this methodology, we make the relationship between people, processes and IT visible by taking advantage of people's unlimited knowledge.

Our customer-centric management approach also emphasizes the use of our own experiences as a customer of IT as reference models. This enables us to speak from experience and to offer realistic solutions to our customers.

Global Perspective: Think Global, Act Local

Fujitsu is striving to become a truly global enterprise in order to continue to provide value to its customers at a time when the trend towards globalization is accelerating. What is more, in this age of diversifying IT, Fujitsu alone cannot satisfy all the needs of its customers. It is essential that we enhance Fujitsu's global presence, strengthen our collaborative alliances with our global partners, and build complementary relationships with them.

Since June 2008, we have transformed our global management by integrating separate regionally-based management teams into a single management structure for business outside of Japan. This simplified and efficient management structure will help to accelerate the transformation of our global business.

The expansion of our global businesses requires us to share common targets throughout our group of companies. We must also increase personnel exchanges and fa-

ilitate the sharing of know-how, while at the same time standardizing and unifying our products and services globally. These initiatives are all part of the 'Think Global' approach. In each country and region, we must then reinforce the 'Act Local' part of the equation to ensure that our customers are well-served locally.

In order to continue to provide value to our customers we must aim at becoming a company that can continuously provide value to customers based on this 'Think Global, Act Local' approach.

Sustainability: leveraging power of IT to protect environment

There is a growing global awareness of the key role that IT has to play in reducing society's burden on the environment and in preventing global warming, in particular.

To promote the innovations needed to realize this potential of IT, in December 2007 the Fujitsu Group announced a new initiative called 'Green Policy Innovation' which aims at reducing the environmental burden of our customers' business activities. The goal of Green Policy Innovation is to reduce CO₂ emissions by a total of at least 7 million tons in Japan during the four-year period from FY 2007 to the end of FY 2010.

Furthermore, in light of the declaration made at the G8 Toyako Summit held in July 2008 that by 2050 the world's total emission of greenhouse gases should be halved, we have instituted 'Green Policy 2020' as the Fujitsu Group's medium-term environmental vision. This vision adopts 'Creation,' 'Collaboration' and 'Change' as its keywords, and by creating environmental innovation at both corporate and societal levels, we are aiming at creating a prosperous, low-carbon society. The Fujitsu Group will continuously promote activities aimed at achieving this vision with the goal of reducing CO₂ emissions in Japan by about 30 million tons per year by 2020.

ITU Telecom 2009

The Fujitsu Group will exhibit its ICT solutions at the ITU Telecom World 2009 exhibition in Geneva. The theme of our exhibit is 'Meet the Networked World of Tomorrow...' and Mr. Chiaki Ito, Vice Chairman of Fujitsu Limited, will be one of panelists at the 'Open Summit: ICTs for economic growth' session of the Forum programme.

