

Media Backgrounder

Fujitsu SELECT Partner Program

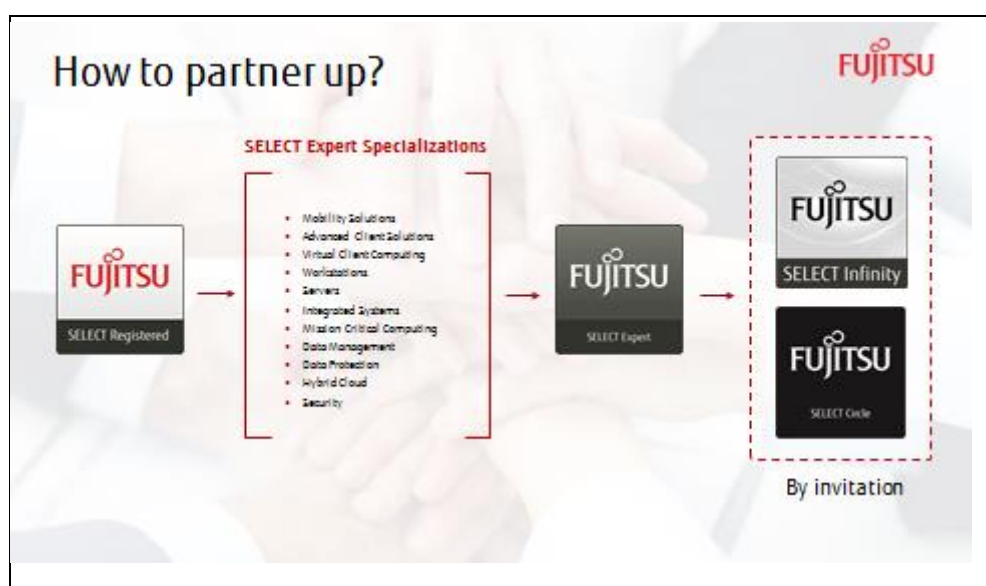
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The shift towards a hyperconnected world is having a huge impact on companies in every industry as they embrace digital transformation. In particular, this increasing digitalization will continue to have a profound impact on the channel, as businesses increasingly look for partners who can act as trusted advisors, guiding them through the journey of technology change.

To seize this opportunity, channel partners must also transform, and move away from the so-called 'box shifting' business model. Solutions are becoming more important than devices, and channel partners must be prepared to move from selling hardware to become partners in co-creation, finding new ways to collaborate with customers. Moving up the value chain to deploy technologies that address business challenges also requires a new sales approach, additional technical skills and different financial models.

Fujitsu's belief is that in order to be successful, its channel partners must also be successful. Consequently, Fujitsu constantly listens to partners and regularly adapts its SELECT program to address partners' changing requirements. This strategy of close collaboration has led to Fujitsu being [recognized as the as the strongest vendor in the channel in the Canalys Candefero EMEA Vendor Benchmark Ranking](#) (August 2019).

Fujitsu's SELECT Partner Program



The Fujitsu SELECT partner program structure is straightforward, with partners able to sign up as SELECT Registered partners to immediately start working with Fujitsu, with the opportunity to build expertise and gain SELECT Expert accreditation for customer-centric solutions including integrated systems, workstations, data protection, virtual client computing and hybrid cloud deployments.

The successful SELECT Circle program, which addresses the need of value-added channel partners, was recently enhanced with new communities focused on key technology areas such as artificial Intelligence (AI), the Internet of Things (IoT), Digital Infrastructures, and the Future Workplace, in addition to a dedicated community for service providers. Fujitsu also has a new SELECT Infinity program to meet the needs of major corporate resellers.

To help channel partners to transition into becoming co-creation partners, Fujitsu offers extensive training, provided via the SELECT Academy, supporting each technology area. Training includes not only pre-sales and technical instruction but also solution selling techniques and comprises the same content that Fujitsu uses for its own employees.

The SELECT Partner Program updated in April 2018, is based around the pillars of simplicity, enhanced engagement and innovation.

Simplicity:

- The SELECT Partner Program offers partners free access to its extensive training programs. To simplify accreditation, there is no requirement for points to achieve SELECT Expert level. Fully personalized training is offered for SELECT Circle / SELECT Infinity partners, to ensure it is aligned with their business plans.
- Last year, [Fujitsu invested a further EUR 1m to develop partner tools](#) including a revamped channel partner portal and a new mobile app. The company continues to invest in this area to streamline processes for partners and offers a range of tools, including the SELECT Connect platform for deal registration, special price requests and easy handling of leads.

Innovation:

To enable partners to create new revenue streams by supporting their customers' digital transformation, Fujitsu constantly expands its channel portfolio, and recently added solutions in the fields of AI and IoT. Priorities are Future Workplace solutions (including workstations and ultramobile premium mobile devices) and Digital Infrastructures (including Hybrid IT, Data Protection and Integrated Systems).

Enhanced Engagement:

The SELECT Partner program structure includes a series of communities dedicated to key groups and enables partners to easily tailor options to engage more closely with Fujitsu:

- A SELECT Infinity track allows leading EMEA corporate resellers to benefit from unlimited opportunities for solutions from notebooks to AI with a boundary-less approach to international projects.
- SELECT Circle communities are designed for value-added channel partners and service providers in the key fields of AI, IoT, Digital Infrastructure and Future Workplace. Partners are supported to become trusted advisors, able to address their customers' digital transformation challenges.

Fujitsu's approach to helping business digitalize is called Human Centric Innovation. This focuses on delivering business and social value by creating solutions and services that align people, information and infrastructure. Channel partners play a crucial role in extending Human Centric Innovation to customers – this valuable contribution is recognized at the annual Innovation Awards, held each November at Fujitsu Forum Munich. The awards celebrate channel partners who embody the spirit of co-creation, bringing the Fujitsu vision of Human Centric Innovation to life in their work with customers.

Notes:

¹ [Fujitsu the Clear Winner in Canalys Candefero EMEA Vendor Benchmark Ranking](#) (2019)

[Fujitsu Enables Channel Partners to Develop Powerful Artificial Intelligence-based Services](#) (2018)

Online resources

- Read about the SELECT Partner Program: <http://www.fujitsu.com/global/microsites/spp/>
- Read about the SELECT Innovation Award: www.fujitsu.com/select-innovation
- Read about the SELECT Innovation Awards' success stories: <https://www.fujitsu.com/global/microsite/innovation-award/process/index.html>
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- For regular news updates, bookmark the Fujitsu newsroom: <http://ts.fujitsu.com/ps2/nr/index.aspx>

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