

# Our partner ecosystem rules



## Celebrate the ecosystem

A thriving partnership is a rewarding one on all fronts, from the little things to everyone involved in driving success. Amplify, advocate, recognize, and evangelize.

**Respect**  
**Empowerment**  
**Clarity**  
**Partners at center**  
**Commitment**  
**Trust**  
**Grow together**  
**Measure and**  
**Communicate**  
**Working with**  
**Fujitsu is easy**

# Our Partner Ecosystem Rules



## Trust

First comes **Trust**: Fujitsu's relationship with channel partners is based on trust, supported by clear rules of engagement. We will go the extra mile to build deep and long-lasting business relationships with our channel partners. Ultimately, our success as a business is based on our mutual success. We aim to earn and build on the trust that our partners and customers have placed in us with every interaction.

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# Our partner ecosystem rules



## Respect

Second is Respect for existing end-customer / channel partner relationships. Our clearly defined deal registration procedures avoid conflict and provide a disciplined approach to pursuing sales opportunities with our channel partners.

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Grow together

Trust

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Measure and

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Commitment

Empowerment

# Our partner ecosystem rules

## Empowerment

Partnering is complex and dynamic, and execution requires navigating ambiguity, determination, in addition to cross-functional mastery. With the increasingly frequent formation of partner-to-partner relationships to effectively address businesses' complex IT needs, empowerment is more important than ever. We aim to give power to our ecosystem by giving participants the appropriate tools and support they each need to be successful.

Respect

Clarity

Partners at center

Grow together

**Empowerment**

Trust

Measure and

Communicate

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Commitment

# Our partner ecosystem rules

## Clarity

Fourth comes Clarity on the role a partner will play in a project as part of the ecosystem. The power of the Fujitsu Partner Ecosystem lies in its ability to bring together participants of all sizes with different areas of expertise across diverse technology areas. We've extended our Ecosystem to include value added resellers, cloud service providers and distributors. What is more, each partner's role may change from project to project – so absolute clarity around responsibilities is crucial.

Respect

Empowerment

Partners at center

Grow together

**Clarity**

Trust

Measure and

Communicate

Working with

Fujitsu is easy

Commitment

# Our partner ecosystem rules

## Partners at center

Partners are at the center of co-creation: Fujitsu's Human Centric Experience Design (HXD) methodology places the complementary skills of an ecosystem in the context of an end-customer's challenge. This is a powerful tool that normally only the largest organizations are able to access, but that is made available for Fujitsu partners. By harnessing the power of collaboration, the proven HXD methodology supports innovation and, just like the Ecosystem itself, is designed to bring together complementary skills.

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Empowerment

Clarity

Grow together

**Partners at center**

Trust

Measure and

Communicate

Working with

Fujitsu is easy

Commitment

# Our partner ecosystem rules



## Grow together

Fujitsu's firm belief is that, in order to be successful, its channel partners need to be successful. By integrating the contributions of multiple organizations, large and small, and aggregating their capabilities into an ecosystem, Fujitsu partners are empowered to collaborate effectively, to realize new market opportunities and create business value. Collaboration has a force multiplier effect – as the ecosystem provides opportunities for participants of all sizes to collaborate to tackle larger projects, pitch for bigger contracts and extend into new geographic areas.

Respect

Empowerment

Clarity

Partners at center

**Grow together**

Trust

Measure and

Communicate

Working with

Fujitsu is easy

Commitment

# Our partner ecosystem rules



## Measure and Communicate

Healthy partnerships are characterized by honest dialogue and jointly tracked progress. We have clear governance models and regular syncs to take stock of the state of the business. Every partner is different, so we aim to offer each partner personalized business planning and individualized goal setting, taking into account not just their size but also vertical expertise. Tools including the Partner dashboard allow us to track progress towards strategic goals and deliver targeted support where required.

Respect

Empowerment

Clarity

Partners at center

## Measure and Communicate

Trust

Grow together

Working with

Fujitsu is easy

Commitment



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## Working with Fujitsu is easy

There are no barriers to entry to the Select Partner program and no restrictions on progression within it. It is simply focused on skills and competencies, giving all partners equal opportunities to advance to the highest levels. By providing market-leading tools, specialized processes, and information, we empower our channel partners to differentiate themselves.

Respect

Empowerment

Clarity

Partners at center

**Working with  
Fujitsu is easy**

Trust

Grow together

Measure and

Communicate

Commitment

# Our partner ecosystem rules



## Commitment

The greater the Channel Partner commitment, the more benefits we deliver. Once registered, new partners have access to features such as Fujitsu Academy training, extensive documentation, and rewards. Progress within the program triggers additional benefits such as rebates, co-marketing and co-selling funds right up to the essentially unlimited benefits achieved by Infinity Partners. And of course, the more effort that partners dedicate to collaboration within the Fujitsu Partner Ecosystem, the more opportunities that will open up for them.

Respect

Empowerment

Clarity

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Trust

Grow together

Measure and

Communicate

Working with

Fujitsu is easy