

Your guide for the future of anywhere operations



shaping tomorrow with you

FUJITSU

A new approach for a digital-first world

The world has been turned upside down. But for all its disruption, COVID-19 has opened many eyes to the possibilities of remote working and the benefits it can bring for all parties.

Traditional business models meant organizations created rigid divisions of labour and uncooperative departmental silos. Many took digital initiatives they had in the pipeline for several years and completed them in a few weeks. They are confident they can survive in times of crisis, even though they are aware there's still plenty of room for improvement.

Of course, you know that already. So, what's next? Join us to reset, think big and transform – opportunities await.



The everyday operations opportunity

A man with dark hair, wearing a white button-down shirt, is looking upwards and to the right with a thoughtful expression. He is standing in a warehouse or industrial setting, with blurred shelves and equipment in the background.

Is every task in your organization fit for purpose in the new world of work?

Lots about the way we work has changed. Organizations need to reset and look at how they can use the previous months as an opportunity to re-emerge in a way that the market needs to see them, as opposed to how they were. That means examining every aspect of your business to make sure you're ready for whatever tomorrow brings, by building on the resilience that's kept you going and redefining how you operate. It's about turning your everyday operations into world-class operations, driving effectiveness and efficiency throughout the business, supported by motivated employees using the right tools to deliver great customer experiences.

This e-book is one in a series of three guides to rapid response in the new world. This one is about **everyday operations**, but your growth strategy should also encompass **consumer experience** and **employee experience**.

In the following sections, and in the companion e-books, you'll find some simple tools and techniques for understanding where you are and where you need to go to meet your ambitions.


Redefining your everyday operations for success

As you strive to build business momentum, it's the perfect time to redefine how you operate. Transforming your everyday and anywhere operations will enable you to deliver a better employee experience in an ever-shifting environment and, as a result, create a stronger customer experience.

It's not so much about what you do, but the way you do it. Changing technology may increase your options – but to remain agile enough to keep up with the times, you need to make sure you change your culture, too. That means looking at your supply chain, finance, HR, your employees, and so on – to drive real change. Putting Human-Centric design at the core of every single one of your operations will make you perform better, deliver new products faster, and open the doors to a more exciting future.

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Secure your future

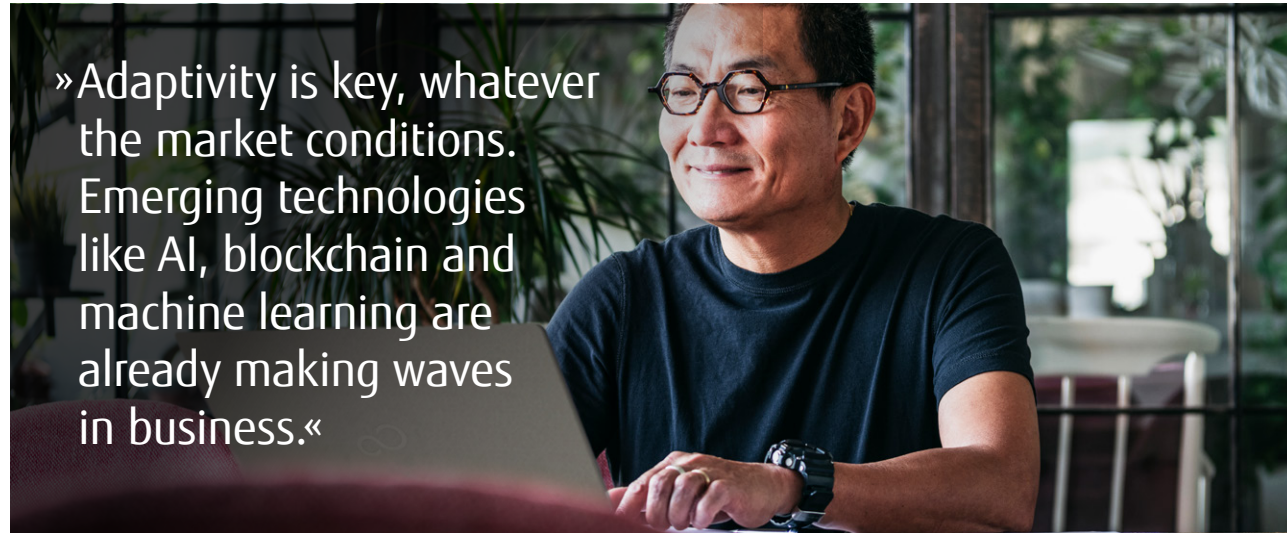
The more we rely on digital technology, the more we depend on cyber security. Systems and employees need to be ready to counter cyber threats.

A sustainable cyber security strategy supports the business. It aligns with the enterprise goals and ensures the right balance between mitigating risk and enabling business innovation. As such, cyber security is a prerequisite for successfully running a business – it's a competitive advantage. And those in charge of security must map everything onto business imperatives because the implications are far greater than IT operations.

This shift in thinking delivers benefits beyond security alone. It gives your people the confidence to work more productively, innovate faster, and implement projects at speed, on lower costs. At the same time, it satisfies those customers who trust you with their personal information. In short: it's a must for digital business.

Your security must reflect your new approach to business: adaptable, cost-effective, and intelligent. Using secure access management solutions and cloud agnostic security measures means customers and employees can access data securely, making a hacker's job much more difficult. And Artificial Intelligence (AI) and automation help build an unprecedented level of cyber resilience, allowing operations to continue with less manual intervention. While vulnerability management minimizes potential risks to ensure employees remain productive and empowered.

To stay ahead, stay agile



»Adaptivity is key, whatever the market conditions. Emerging technologies like AI, blockchain and machine learning are already making waves in business.«

Being agile means being able to adapt to changing circumstances with real purpose behind every action. How you use the cloud, the apps you have, your AI solutions. They all need thoughtful investment, so you use them as smartly as possible and adapt them at pace.

The new world is based on data, not instinct. So, the most forward-thinking organizations will use AI and automation to empower their people to achieve greater things. There is no longer time for the hierarchy to check and double-check everyone's thinking. These days, the evidence is readily available to quickly prove or disprove every proposal moving forward.

Adaptivity is key, whatever the market conditions. Emerging technologies like AI, blockchain, and machine learning are already making waves in business. All these technologies are enabled by two of the biggest game changers in enterprise innovation: cloud and data.

Adopt a flexible approach

The successful businesses of the future will be able to make an immediate step-change, without breaking stride, when demands on their supply chain or services dictate a fast response.

AI and automation will help improve how organizations operate, enabling them to present personalized experiences to increase the loyalty of employees and the satisfaction of customers.



These same tools will lower manual workloads for internal teams, cutting out the boring repetitive tasks and allowing staff to focus on adding even more value to customers and society.

A hybrid applications route, with a mix of on-premise and cloud-based applications and platforms, keeps your options open. Cloud-based systems can offer flexibility, agility, and the ability to implement systems that may otherwise be beyond your budget.

Data has the capability to drive down cost bases and enable businesses to be more agile. It helps businesses become more predictive and proactive.

Cloud technology is also fundamental to an adaptive enterprise. Not only does it make sense financially, shedding expensive on-premise infrastructure and the associated technical expertise costs, it also enables more efficient business applications.

Here's what your everyday operations could look like

Case study

Making augmented engineering a reality

An aerospace supplier and manufacturer wanted to automate its defect recognition process using AI to save time, improve consistency and increase data value.

We delivered an AI-enabled, augmented defect recognition (ADR) solution that takes minutes rather than hours and provides wider access to critical data for smarter decision-making.

As a result, throughput times are almost 50% faster, meaning more components can be produced at the same time. In addition, operators can take on a larger workload, and this ADR solution makes data more widely available, so operators will no longer be working in siloes. So, production lines are quicker and more accurate than ever before with the help of AI.

You can read more about it here >



A woman with long blonde hair, wearing a light blue button-down shirt, is looking down at a green towel she is holding. She is wearing a gold watch on her left wrist. The background is a blurred retail store with shelves and other items.

Case study

Accelerating digital retail with operational excellence

One of the UK's biggest high street retailers needed to upgrade network infrastructure and establish a secure, resilient platform for the new world of retail.

Over a five-year network managed service, including switches, firewalls, and Wi-Fi access points for corporate and public Wi-Fi – Fujitsu is helping this organization to accelerate its digital transformation.

By delivering this critical capability, we're working together to improve network availability, reducing the risk of operational downtime in stores, and freeing up staff for new projects. This is the kind of work that touches the lives of customers, to surprise and delight them in new ways of buying. But it also improves the lives of employees, who can rely on a modern network to deliver future success through operational excellence.

You can read more about it here



Where Fujitsu fits into your everyday operations

The adaptive enterprise

Your everyday processes and operations stretch the length of your business. So, our approach to a project does as well. At Fujitsu, we believe in continuous transformation that's always looking for what's next and that considers every area of your business. Our vision is to enable what we call the adaptive enterprise.

Here's what the adaptive enterprise looks like.

Protecting your foundations

Security is about more than just compliance – it builds customer trust, keeps operations running, and frees you to take informed risks. Of course, it takes everything and everyone working together – your people, processes, and technology – to create a secure foundation.

Fujitsu can help you strike a balance and give every component of your business the security it needs and the freedom it thrives on. Whether that's with zero trust protocols that enforce more regular identity validation, or with artificial intelligence that can spot patterns and catch unusual activity. A secure foundation is all about everything working together with a shared mindset. We can help you make security everyone's best interest.



Optimizing cost and agility

To grow resilience, it's crucial to control costs while remaining agile. Modern cloud platforms offer an ideal way to pay only for what you use - and scale or innovate quickly when you need to. The key is to create the right mix of clouds and to draw on the right expertise to manage and optimize them alongside your existing systems.

Building services faster

Technology adoption alone is not enough to transform and innovate at the pace you need. New ways of working - enhancing your people, culture and operating model - is essential. Embrace this mindset and make it real, by utilizing the best talent and building new digital skills.

Driving business insight

Meaningful insights enable better decisions, which allow organizations to move with precision as well as pace. Analyzing disparate data sources for business and customer insight is important - but trusting and empowering people to act on them at speed is critical.





Creating new, sustainable value

Adaptive organizations draw on their industry expertise and the latest technology to create lasting value - both for them and society. Calling on the likes of AI, blockchain or Quantum-inspired technology - through the lens of design-thinking - can bring positive disruption to sectors. Driving growth for business or improving outcomes for citizens.

Wherever your organization is on its everyday operations journey, we'll help you identify the best next steps. We do this by listening to you - your plans and ambitions for the short- and long-term - and responding to what the business needs. That might mean identifying areas where you might be able to transition to an opex or consumption model. Spotting opportunities to start using artificial intelligence or machine learning, or consolidating systems to give IT a clearer view of their numerous data feeds.

In short, it's about freeing you and your enterprise to adapt to whatever might happen next week, next month, next year - at every stage of operations.

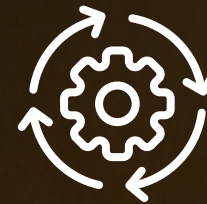
Efficient everyday operations

Fujitsu can help you become a better performing, more sustainable, and more resilient business in the new world, with greater productivity driven by the latest technologies.

We'll help you operate with more agile structures that make their all-important data accessible to a wider range of teams and individuals, wherever appropriate. This will enable your employees to make better-informed decisions and achieve better results.

Finding the sweet spot as everything comes together

Alongside everyday operations, consumer experience and employee experience are equally important. Each of these three areas has an impact on the other two. That helps explain why forward-thinking businesses consolidate them as part of a single cohesive strategy. See how much more you can benefit by reading our companion e-books.

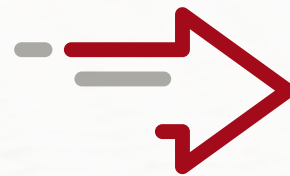




Let Fujitsu guide your journey to the digital-first world

Fujitsu is the perfect partner to accelerate your growth in your DX journey.

We have the expertise to help your organization become an adaptive enterprise. So you're able to pivot from risk, continuously add value, deliver new customer experiences, and improve operational effectiveness. We do this by helping you understand where you are, where you need to go and what you need to get there – so, you can truly adapt and transform in the new world.



Begin your journey today

To start your journey with us book a [virtual design thinking session](#) and use our unique approach to co-creation to reimagine the way your organization collaborates. Or [contact us](#) so our technology experts can talk you through how we can help you evolve.

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