

Data Driven Transformation Strategy

Media Backgrounder

The Fujitsu Product business Data-Driven Transformation Strategy

Data Driven Transformation: An introduction

Organizations today can only be as successful as the data they can capture and integrate into enterprise operations to make disruptive business decisions. In today's enterprises, data is distributed across many locations, from edge to core to multiple clouds. Consequently, it is increasingly challenging for business to maintain control, protect and secure data while also maximizing business value.

With its innovation-rich environment and broad partner ecosystem, Fujitsu's Product business has created a proven methodology, Data-Driven Transformation Solutions (DDTS), which provides a four-step framework to digital transformation.

The four stages enable customers to explore, create, protect and monetize their data. Throughout the process, Fujitsu and the customer work side-by-side, from initial consultancy through to designing an architecture for transformation, then building and implementing the solution. As a trusted advisor, Fujitsu's proven co-creation methodology ensures solutions that create real customer value. The DDTS puts co-creation, and therefore the customer, at its core, at all four stages of the transformation journey:

1. Define the data transformation baseline
2. Create the target data architecture
3. Protect and secure data
4. Deliver business value

Why change? The industry context

We are finally at a point where enterprises have access to the vast amount of data, computer power and AI capabilities they need to not only better understand the current state of their businesses, but also predict the future. And some businesses, for example Airbnb and Uber, have used this unprecedented access to the insights delivered by the data to significantly disrupt industries with new data-driven business models.

But while most businesses have a great deal of data, most are not able to fully exploit it. Many organizations struggle to manage their sprawling IT estates, where data is spread across multiple private and public clouds and distributed from the core to the edge. At the same time, we are creating up to 10x more data per year, presenting businesses with new challenges in continuing to store, manage and protect the ever-growing data volume.

Businesses today can only be as successful as the data they can capture and integrate into their enterprise operations to make disruptive business decisions. These market drivers were the reason Fujitsu's decided to refocus its product business to follow a data-driven transformation strategy.

The data monetization imperative

Analytics is routinely thought of as the silver bullet to generate revenue from data. But once organizations dig deeper, they soon discover a range of more complex issues around their transformation projects. Despite knowing that information assets hold value just

waiting to be unlocked, most organizations initially struggle to identify connections or how to manage information across multiple locations (at the network edge, on-premises, and in the cloud).

Furthermore, working out how to protect valuable data against loss and with appropriate cyber security measures is a major headache – not to mention exploring the process of applying AI and data science to derive new insights. The challenge is daunting, especially for an organization that tries to go it alone. Fujitsu assists customers by guiding them systematically through the process of turning data into a business enabler.

The importance of data-driven business strategies

Today, organizations capture large volumes of mainly unstructured data – including word processing documents, video and audio files, email and images. Much of this content is generated at high speed by multiple sources, across many locations and under different ownership. Industry analysts predict that by 2022, more than 50% of enterprise-generated data will be created and processed outside the data center or cloud, with this figure rising to 75% by 2025.

With data at the heart of every digital transformation, organizations need to monetize their oceans of data to innovate and generate new business and revenue opportunities. However, without a systematic framework, data is little more than a morass of unconnected information. The challenge is to make sense of it: value cannot be leveraged without first streamlining and integrating data across the organization and its entire value chain. A flexible, agile and efficient foundation is essential for data science and AI to work their magic.

Fujitsu's Data Driven Transformation Strategy

As mentioned above, there are four key levels to the DDTS. To explore each in detail:

1. Define the data transformation baseline

Exploring what data is available, using intelligent software from partners combined with Fujitsu or partner assessment services. This is also when discovery workshops take place with customers, to analyze what data is available, how it is used, and what environments an organization operates in. This is also the time to identify the project's desired business outcomes. The result is a documented baseline, defining a future data architecture, measures to protect data (business continuity and cyber security) and suitable data science and AI technologies to extract business value. This serves as the foundation for the next steps.

2. Create the target data architecture

Building on the baseline, Fujitsu designs and builds the future data architecture for its customers. The challenge is to build an architecture that enables full access and control of data that is distributed across edge, core and cloud. No single solution can provide a distributed data architecture straight out of the box, which means extensive integration is required. At this stage, Fujitsu and the customer work together to define the target architecture, analyzing the hybrid landscape in terms of platforms, storage, workloads and data management. Future architectures tend to be software-defined, hyper-converged, container-based and hybrid. In all these areas, Fujitsu leverages long-standing alliances with technology partners and service providers.

3. Protect and secure data

Money follows data – which means data must be secured against loss and crime. Distributed data architectures are more complex to protect, since they involve external networks, and public clouds. Consequently, new backup technologies must be deployed, and a holistic security concept is crucial. Digital transformation sharpens the focus on data protection as well as on security requirements: Just backing up data is not enough. Instead, companies must focus on safeguarding data integrity and ensuring the availability of data when it is needed, in a continuous lifecycle. Finally, the preservation of data must be realized in data collection platforms, to create the information sources to be used with analytics and AI.

4. Deliver business value

Real-time analytics and artificial intelligence (AI) have become a key enabler to monetize data. IN this fourth stage, the focus is on defining data science and machine learning methods that cost-effectively support dynamic data models and data of all types and volumes, while also enabling real-time analytics of data at rest and in motion. This stage of the journey sets the scene for unlocking previously hidden insights from data that organizations already possess.

Partnering delivers a competitive differentiation

Today, there is increasing recognition of the value of partnerships. Fujitsu's data driven transformation approach recognizes that no single company can do it alone. Fujitsu brings together both ecosystem partner relationships and integration expertise across extraordinarily complex hybrid environments. By leveraging the strengths of its unrivalled ecosystem of partners, Fujitsu delivers capabilities that stretch far beyond that of any single provider.

Importantly, Fujitsu customers are not bound to a one-size-fits-all solution. Instead, customers enjoy a vast choice, with access to the most appropriate combinations of products and services from more than 100 technology and service providers, and 30,000-plus channel partners, as well as Fujitsu's own extensive portfolio. This technology-agnostic approach avoids customer technology lock-in, ensuring the technologies and solutions exactly right for the customer's needs.

Data-driven success stories

Fujitsu customers around the world are already recording successes because of engaging in data-driven transformation. Select examples include a European online pre-payment firm, which detects anti-money laundering activities with real-time data analysis for fraud and other irregular activities. A banking customer achieved savings of US\$16.5m and a return on investment of 446% by optimizing its data architecture. The Portuguese Social Security Agency saved EUR200m of taxpayers' money in preventing false claims, using data analytics for fraud detection. By using AI to generate database of knowledge about gene mutation and drugs, another customer reduced the diagnosis period for genomic cancer from two weeks to just one day.

Global Service Delivery capabilities

Customers who want to go one step further can rely on Fujitsu's global service delivery capabilities. As one of the world's largest IT service providers, Fujitsu provides complete outsourcing support, from eight global delivery centers that speak 40-plus languages, supporting 1.2 million end users, every day.

Media contacts

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