

shaping  
tomorrow  
with you



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**FUJITSU**

## A CULTURE OF INNOVATION

Fujitsu culture embraces and values the concept of innovation to address our clients' requirements to improve the everyday lives of people around the world.

- 1935 - First 'step by step' automatic telephone switching system in Japan
- 1954 - Japan's first electronic computer
- 1968 - Fujitsu Laboratories established
- 1974 - First mainframe based on virtual machine architecture
- 1992 - World's first 21 inch full colour plasma display
- 1994 - First multiplayer game played over a network
- 2003 - World's first contactless Palm Vein Authentication
- 2007 - SPARC Enterprise UNIX server series jointly developed with Sun Microsystems
- 2009 - Europe's first enterprise-ready Infrastructure as a Service offering
- 2011 - World's first multi-node environments for running the SAP HANA certified by SAP

» FUJITSU'S PEOPLE HAVE A FOCUS ON THE CLIENT THAT'S DEEP IN THEIR CULTURE [...] WE HAVE INVESTED ON BOTH SIDES TO ENSURE WE HAVE BUILT A SOLID FOUNDATION FOR THIS RELATIONSHIP, AND SO IT CAN BECOME A LONG-TERM SUCCESS. «

MARCUS CLAEISSON,  
CTO AND HEAD OF IT OPERATIONS, ELECTROLUX

# Seize new opportunities

## Even when the going gets tough

As new technologies, legislation and economic pressures continue to evolve in India, the pace of change can appear daunting. At Fujitsu, we believe change is a positive force for an agile, flexible organisation. It brings the opportunity to reduce costs and complexity, enable growth and helps to build a sustainable business.

With over 172,000 Fujitsu professionals around the world, our goal is to help you address today's immediate challenges while creating the foundations for your future IT and communications strategy.

### A REPUTATION FOR DELIVERING BUSINESS OUTCOMES

Since the creation of Fujitsu over 75 years ago, we have combined a collaborative approach with the spirit of innovation. By developing long term relationships with our clients, we have helped them to shape their use of technology in a way that benefits them, the markets they serve and the society in which they operate.

Today, we apply innovation, in practical ways, with our clients to drive real benefits from their IT investments. It is an approach that is underpinned by our corporate commitment to service excellence, proven technology leadership, comprehensive range of IT solutions and understanding of the business practicalities of IT.

#### • Service excellence

It is in our culture to deliver excellence in everything we do. Fujitsu people are encouraged to go beyond the expected, to help open up new opportunities that create value for our clients.

#### • Technology leadership

Fujitsu is recognised globally for technology leadership, and on the ground as a Pragmatic IT partner with an understanding of business and economic realities that set the backdrop for IT delivery. We are committed to using an open, collaborative approach, to make the latest technology work in the best possible way for our clients – whether that is within your existing IT infrastructure, through managed services, outsourcing or through the new cloud-based approaches.

#### • End-to-end Capabilities

Our wide portfolio of products and IT services ranges from consultancy-based services, through applications and systems integration, to managed services and product solutions. Supported by global expertise and experience, it is a combination that enables us to address even the most demanding client requirements.

**This unique combination of service excellence, technology leadership and end-to-end capability enables Fujitsu to help you achieve your goals sooner.**



## What makes Fujitsu a leader in shaping tomorrow

- We have been shaping the future of IT for over 75 years
- We are one of the three largest IT systems, services and products providers
- We employ over 172,000 experts across the globe
- Our end-to-end portfolio is constantly evolving to meet market drivers, and to address clients' present and future needs
- We deliver locally, on a global scale
- Our continuing investment in R&D and dedication to innovation ensures we explore every avenue for better client result

# A commitment to delivering results

Achieve your goals, knowing you can count on your IT partner

Innovation and service delivery expertise are important criteria when selecting an IT partner. We also believe it is essential that you select a partner who is prepared to work with you in a spirit of collaboration around shared objectives and outcomes.

## AN APPROACH BASED ON YOUR OUTCOMES

At Fujitsu, we are committed to establishing long term relationships with our clients. We work closely with our Indian clients to understand how best to achieve the desired outcomes, listening carefully, discussing options and maintaining a flexible approach to managing the relationship over time. Once we have fully understood the objectives, we are fully committed to delivering the required results, combining the extensive knowledge we have from previous projects with a tailored approach that addresses each client's specific needs.

## GLOBAL AND LOCAL BENEFITS

With more than 172,000 Fujitsu professionals across the world, we are able to draw upon a wealth of support expertise. Our onshore, nearshore and offshore resources, complemented by a global network of delivery centres, provide extensive capability and geographic reach. These resources allow our clients to benefit from synergies and best practice on a global scale, while also exploiting local knowledge and responsiveness.

## LEAN APPROACH

We are proud of our Japanese heritage. This heritage has been fundamental in enabling us to adapt Lean techniques, originally applied in a manufacturing environment, to a service-led environment. The 'Sense and Respond' approach is our interpretation of Lean, applied in a service-led environment.



## Case studies

- A leading stainless steel producer leveraged Fujitsu expertise to implement SAP with IS-Mill, to ensure nimbler business processes, enhance process visibility and simplify legal compliance procedures
- The cement division of an Indian multinational conglomerate seamlessly unified three disparate ERP systems, as Fujitsu customized SAP with its tailor-made SCM solutions, ensuring successful business transformation for client
- A North American packaged foods company leveraged business intelligence (BI) systems powered by Fujitsu to improve customer service and achieve optimum inventory level
- One of the world's leading German reinsurers assures 24x7 services for customers, with Fujitsu as the single vendor for providing SLA driven, cost optimized and end-to-end infrastructure support

- Oracle 2010 Industry Partner of the Year – Global Award
- Dow Jones Sustainability Index – Fujitsu selected as member 10 years in a row

» FUJITSU PROVED THEIR DEEP DOMAIN EXPERTISE BY PROVIDING THE BEST BLUEPRINT TO STREAMLINE KEY ORGANIZATIONAL PROCESSES. THE SAP ERP SOLUTION IMPLEMENTED BY FUJITSU ENABLED US TO EVALUATE AND MONITOR KEY PARAMETERS EFFICIENTLY DOWN TO INDIVIDUAL MACHINE LEVEL. «

MR. V.J. RAO,  
PRESIDENT - IT & CIO, VIRAJ PROFILES - THE WORLD LEADER IN STAINLESS STEEL LONG PRODUCTS

# A complete roadmap for tomorrow

Bring it all together, deliver better outcomes for your business

From consultancy through to applications to end user devices, networks and servers, Fujitsu is able to deliver a full range of IT services and solutions to our Indian clients.



## BUSINESS SERVICES

Fujitsu helps you respond to the challenge of planning, delivering and operating your IT systems in a complex, ever-changing business environment. Drawing on the extensive experience of its consultants globally, Fujitsu helps clients move from issue to outcome, with pace, certainty, and strategic agility.

## INFRASTRUCTURE MANAGEMENT SERVICES

Fujitsu provides Managed Infrastructure Services to cut costs and boost efficiency through technological innovation and a focus on high-quality service design. All along the way, these services follow lean principals, green environmental best practices and industrialized approach to technical design.

## APPLICATION SERVICES

At Fujitsu, we continuously improve and transform our client's applications to ensure they are optimized for today and adaptable for the business needs of tomorrow. We understand that business applications must be deployed or upgraded quickly, securely, efficiently and at the lowest possible cost. We also understand the need to better control and reduce expenses in running application portfolios.

## SOFTWARE

Fujitsu offers a wide range of software, which includes some of our own intellectual property and also as a value added reseller of standard packages. Our software portfolio includes business applications, middleware and tools and niche software products designed and developed for specific industrial purpose.

<b>Business Services</b>	Business Strategy   IT Strategy   Benefits Realization   Change Management
<b>Infrastructure Management Services</b>	Datacenter Consulting   Implementation and Support Services   Remote Infrastructure Management IT Infrastructure Consolidation Services
	Enterprise Systems Support Services   BCP and DR Consulting and Implementation Services System Integration Services   End-user Services
<b>Application Services</b>	<b>Enterprise Management</b> ERP   CRM   SCM   Duet   Mobility   Knowledge Management   XBRL Consulting   Business Analytics
	<b>Application Management</b> Custom Application Development   Legacy Modernization Application Maintenance and Support   Independent Verification and Validation
	<b>Business Process Management</b> APD   i-BPM
<b>Software</b>	<b>Packaged Applications</b> Prones   XBRL   Glovia   Totalizer   GlobalSTORE   Value Added Reseller

# Innovation with a purpose

## Harness innovation, create opportunities for growth

### Investing in industry expertise

Fujitsu invests in building domain expertise. Our strong industry focus and a comprehensive go-to-market approach address the following major Indian markets.



#### GOVERNMENT

Including each and every citizen in the growth process and providing necessities has always been the priority of the government. We have helped governments by combining software and systems, with a vision of creating human centric intelligent society, through e-Governance portals and PalmSecure, a biometric authentication solution offering optimum levels of security.

#### ENERGY & UTILITIES

Fujitsu helps the Oil and Gas companies by discovering new ways of operational excellence, streamlining business processes, optimizing resources and utilizing information for better business outcomes.

#### RETAIL

Fujitsu helps retailers ensure continued business success through effective demand forecasting, enhanced process visibility, integrating business operations, and empowering human capital to create a skilled and knowledgeable workforce.

#### LOGISTICS

Our services and solutions enable Logistics companies to establish high serviceability benchmarks and optimize business processes. Clients experience enhanced process visibility and efficient supply chain, through systems and process integration.

#### FINANCIAL SERVICES

Fujitsu offers competitive and focused XBRL conversion services for its accounting firm partners. Our service offering supports Indian Taxonomies for ICAI, MCA, RBI, and Mutual Funds.

#### HEALTHCARE AND LIFE SCIENCES

Clients across life sciences and healthcare industry leverage our expertise in application management systems and infrastructure management to improve their information management capabilities and ensure 24x7 serviceability to the end users.

#### INFRASTRUCTURE

We have enabled clients across Ports, Cement and Steel industries ensure nimbler supply chains, streamline business operations, and enhance client serviceability, with the Fujitsu expertise in ERP systems and industry template solutions.

#### CPG

Clients across Food & Beverage, Consumer Electronics, Home and Personal Care industries enhance operational efficiencies, improve supply chain visibility and establish end-to-end traceability with Fujitsu. Our expertise in ERP systems, business analytics and tailor-made industry solutions helps them leverage IT investment for staying profitable in dynamic market environments.

### INNOVATIVE INDUSTRY SOLUTIONS

#### Truck Yard Management

Clients ensure efficient truck yard management and timely material dispatch to the end-client, using this solution.

#### Commodities Trade Management Solution

Best-practice business scenarios and integration of the logistics and financial sides of business, ensures that clients in the commodity trading industry build strong foundation for risk management.

#### Catch Weight Management

Food and Beverage industry solution helps to reduce inventory, processing costs and improve business visibility by seamlessly integrating with Inventory Management and Accounting system.

#### Vessels Tracking System

Port Authorities can create multiple ports, define vessels, tariff types and tariff rates using multiple parameters. The solution helps management of Port Tariff billing.

#### Cement Solution

Cement companies gain the advantage of 137 built-in key scenarios, spread along the cement industry value chain, with the Fujitsu Cement Solution. This solution is built on and certified by SAP. The built-in dashboard captures crucial metrics, and presents information efficiently, reducing time required for decision making.

## WHY FUJITSU

- Our Japanese heritage and a culture of applying lean thinking to understand the client's problem and respond in a flexible, reliable way.
- Measurable business benefit: every change we make is focused on the value it adds to the business.
- Close collaboration: we quickly determine your business' critical applications requirements, then apply the insights and expertise that have made us a market leader in IT Infrastructure provision.
- We can take your applications to the cloud: we deliver application solutions into the Enterprise Cloud underpinned by IaaS; our secure, reliable, high-performance cloud computing service.
- Our global reach enables us to deliver IT services around the world and is underpinned by one of the largest global IT infrastructures.
- Global Delivery Centers support our clients in more than 20 languages and with a local presence in 70 countries.
- Our pedigree and global partnerships ensure that we retain leading edge innovative services to support your organization's unique and complex IT challenges.

» FUJITSU AND MICROSOFT HAVE WORKED TOGETHER TO DELIVER A COMPREHENSIVE SET OF ENTERPRISE SOLUTIONS DESIGNED TO HELP COMPANIES OPTIMIZE THEIR INFRASTRUCTURE AND ACHIEVE NEW LEVELS OF BUSINESS PERFORMANCE AND AGILITY. «

STEVE BALLMER,  
CEO, MICROSOFT CORPORATION

## ABOUT FUJITSU

Fujitsu is a leading provider of information and communication technology (ICT)-based business solutions for the global marketplace. With approximately 170,000 employees supporting customers in over 100 countries, Fujitsu combines a worldwide corps of systems and services experts with highly reliable computing and communications products and advanced microelectronics to deliver added value to customers. Headquartered in Tokyo, Fujitsu Limited (TSE:6702) reported consolidated revenues of 4.5 trillion yen (US\$55 billion) for the fiscal year ended March 31, 2011. For more information, please see: [www.fujitsu.com](http://www.fujitsu.com)

Fujitsu in India, through its subsidiary Fujitsu Consulting India Pvt Ltd., addresses the IT Services and Software market in India and also operates Fujitsu's largest Global Delivery Center in the world from India. Fujitsu is enabling its customers to realize their growth objectives by leveraging information technology through its integrated services and software portfolio. This includes Business Services, Infrastructure Management Services, Application Services and Software in industry verticals such as Energy & Utilities, Retail, Logistics, Consumer Packaged Goods, Infrastructure, Life Sciences & Healthcare, Agriculture & Allied, Government, Automotive and Financial Services. For more information, please see: <http://www.fujitsu.com/in/>

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