

ChannelWorld
2012 18. april

Radisson BLU Scandinavia Hotel , Oslo

it BRANSJEN.no

FUJITSU

shaping tomorrow with you

Future of End-user IT

Glen Koskela
CTO Nordic

Getting Things Done

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Workplaces Change, Do People Really?

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The Essence of Survival: A Short Course



**Every morning in Africa,
a gazelle wakes up.
It knows it must run faster
than the fastest lion
or it will be killed.**

African Proverb

**Survival is more than absolute advantage. One must
focus on market conditions & build core competencies.**

Just How Much The World Has Changed



If you are not
paying for it,
you're not the
customer...

**You're the
product
being sold.**

A photograph of a building at night with a neon sign that reads "HOLD THAT THOUGHT". The sign is illuminated and the building's architecture is visible in the background.

HOLD THAT THOUGHT

Are you the hunter?
Or the hunted?

We Are Good At What We Rehearse



“NASA launched a man to the **moon**”



“We launch **birds** into pigs”

“Information processed never fully in context.
Engagement is spread too thinly.”
Oxford University neuroscientist Baroness Susan Greenfield

Growing Desire to Improve



GETTING
THINGS
DONE

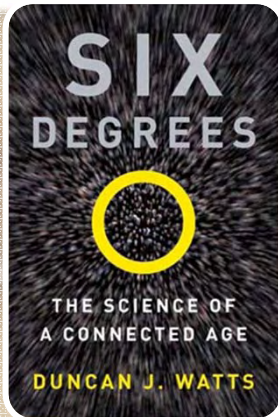
Over the last 3 years
user IT added ...

**more to productivity
than corporate IT.**

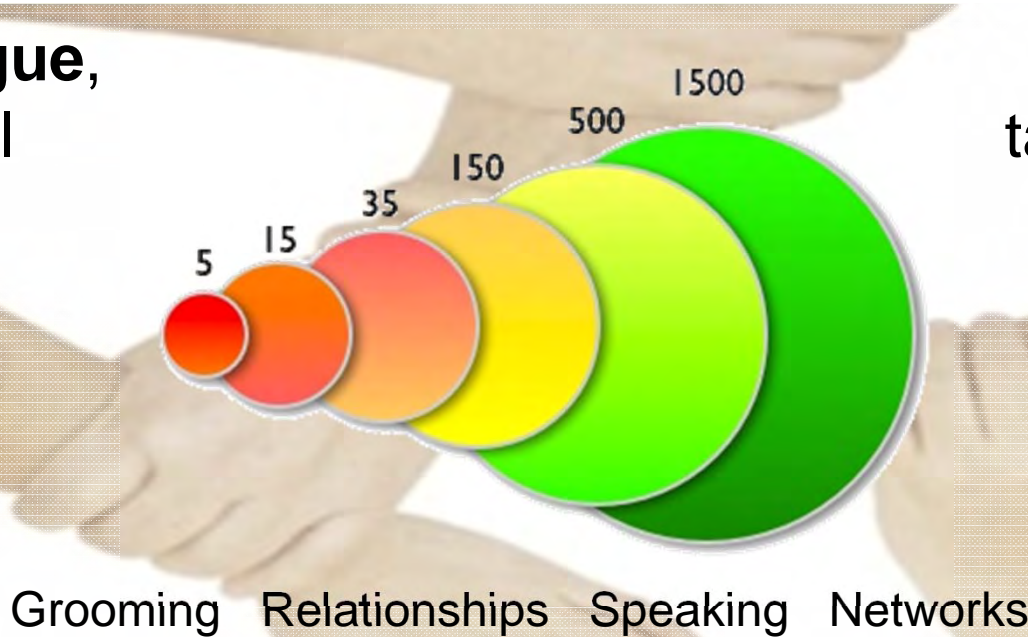
Consumerization of IT has less to do with the worker and more to do with changes in the way that people work

Increasingly Loose Ties

Born **analogue**,
taught digital



6 degrees of
separation

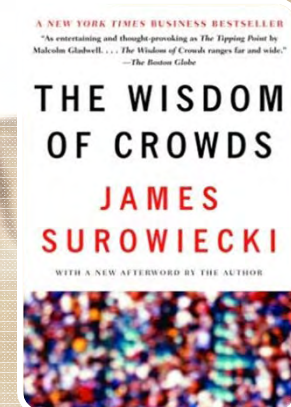


Grooming Relationships Speaking Networks

Strong ties

Weak ties

Born digital,
taught **social**



Willingness and
desire to be
hyperconnected

Enterprise Tangents Are Outsiders

Enterprise applications are transactional, they **touch** knowledge workers, collaborative needs and customers... like a **tangent** !



Socio-computational
"ozone hole"

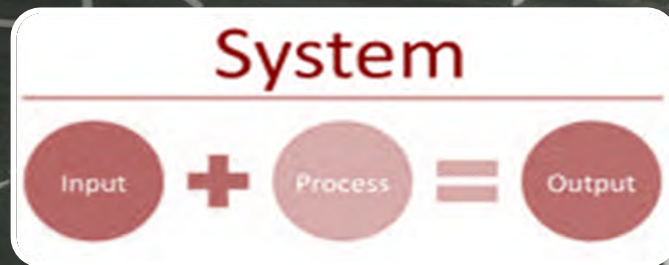


Engagement
systems

Change Drivers

Mobile devices
Consumerization
Social media
Cloud computing
You

Information over
process.



Transforming Our Understanding of the Job!



Bring your own device

Seeing
something
in a new way

Understanding
from **different**
perspective

End-user IT needs
to **augment**,
not manage
knowledge
work

Bring out your data

Expectations of What Technology Can



The Revolution



It took Facebook 9 months
to get 1 million users

It took "Draw Someting"
9 days

Launched in Feb 2012

50 million users in 50 days

Adds 10 billion new drawings per week

After 6 weeks, got sold at \$180M

The Essence of Survival: A Long Course

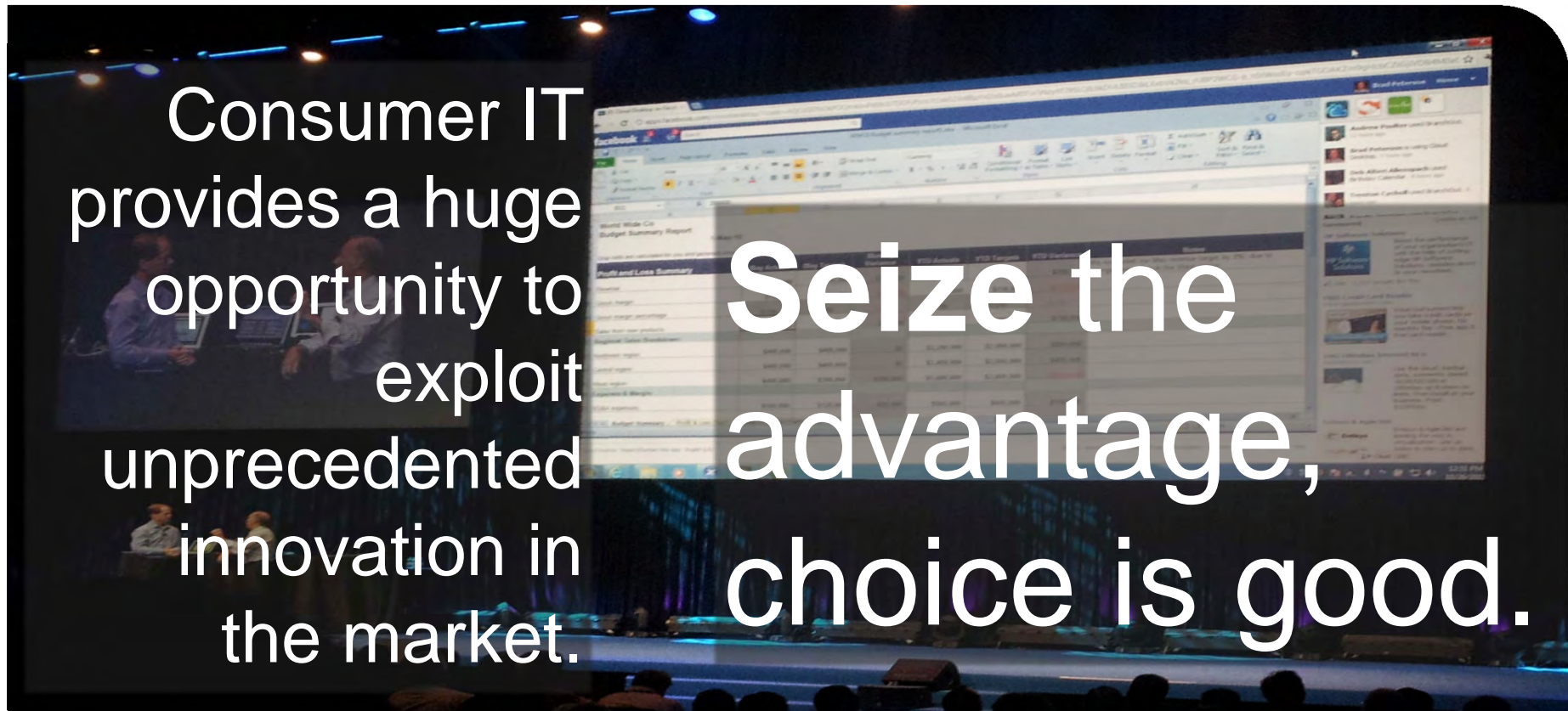
Every morning in Africa, a gazelle wakes up.
It knows it must run faster than the fastest lion or it will be killed.

**Every morning a lion
wakes up.
It knows it must
outrun the slowest gazelle
or it will starve to death.**

African Proverb

**It doesn't matter if you are a lion or a gazelle.
When the sun comes up, you better be running.**

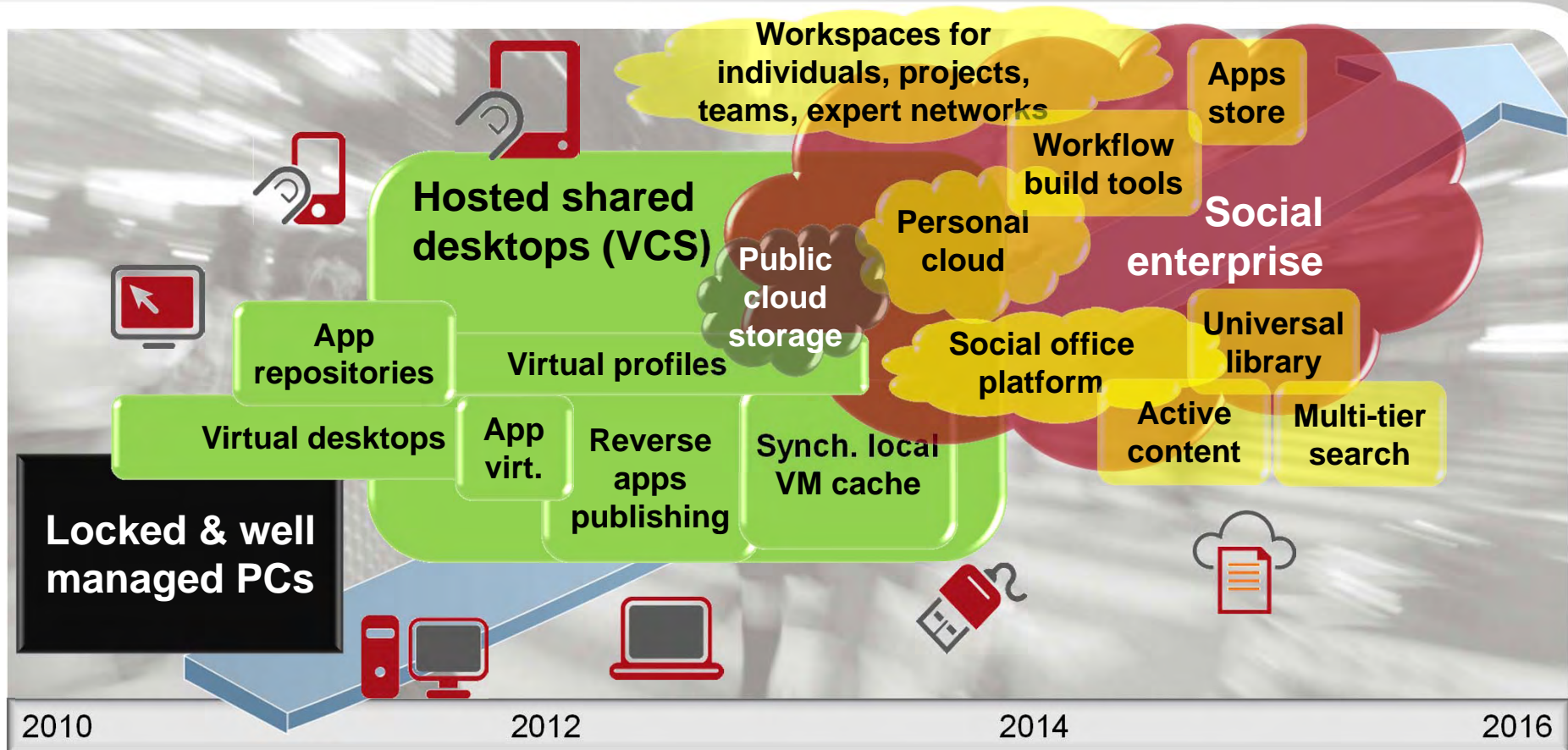
Agile Working And Fast Decision Making



More Technologies to Unplug End-User IT



Evolution of End-user IT



Innovation at Fujitsu



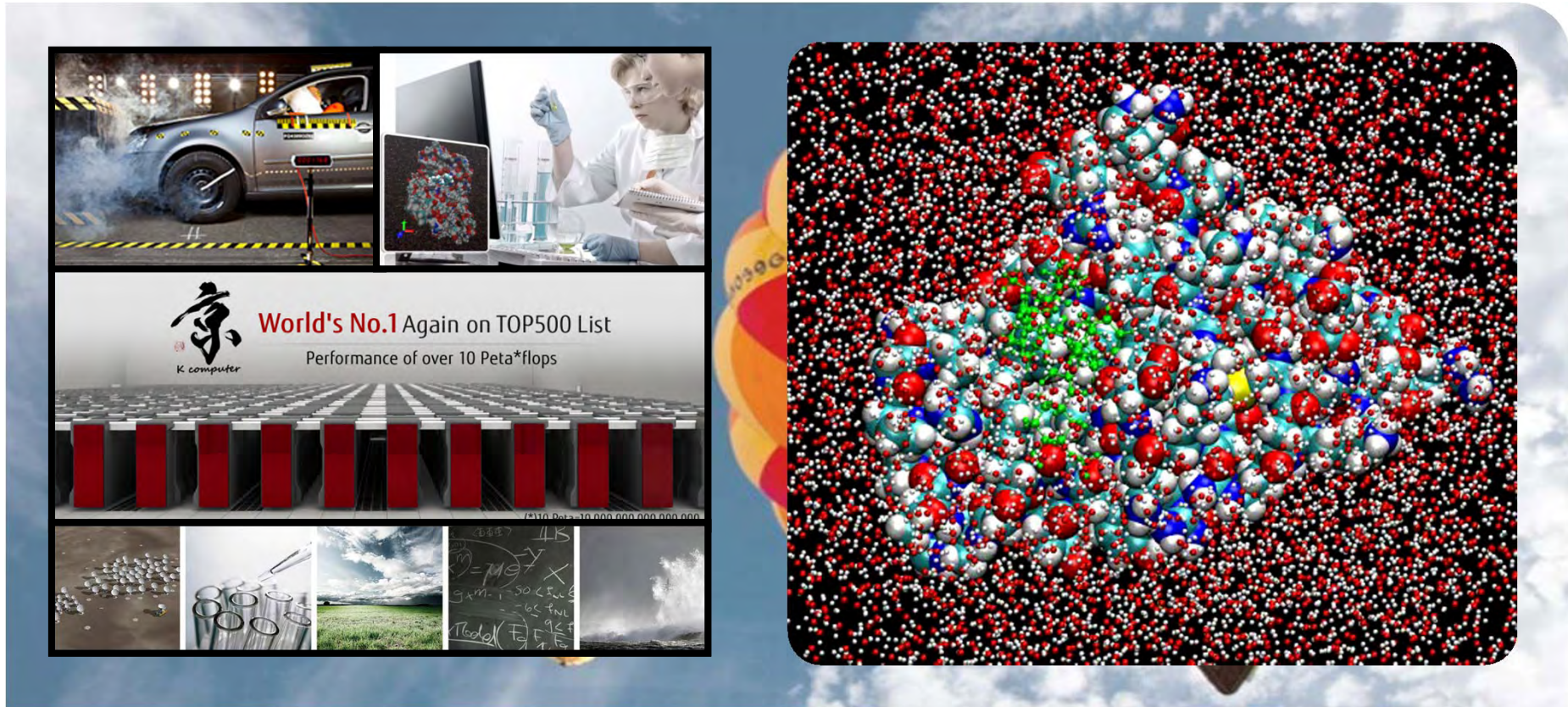
People Purchase For Their Reasons, Not Ours/Yours



People don't want **drills**, they want **holes!**

The #1 Supercomputer In The World

FUJITSU



Bridging The Enterprise And The User



16 mm
4G Ultrabook
Multi-gesture
Theft protected

World's smallest
Win7 handset

Ultra-thin and ultra-light
ARROWS ES

Mobile
projector

ARROWS Tab
water-resistance
and gesture
operations

Built-in palm vein
authentication

Android tablet
Theft protected
VDI-ready
Secure email

Business for Everyone



Have to Keep Moving!

“Even if you’re on the right track, you’ll get run over if you just sit there”

Will Rogers (1879 - 1935)

There is a recession out there and we choose not to participate.

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“I take time to lick the customer’s face, I wag my tail when they talk, I jump up and down when they walk through the door. That’s what sets me apart from all the other sales people!”

It's All About Sales




Mistakes to avoid with your customers:

- Sell cheap and don't present value
- Change account manager frequently
- Not understanding their business
- Staying in the comfort zone
- Assuming customer can calculate ROI
- Knowing how Capex committee works
- Not working the organization
- Not recognizing architectural/business constraints
- Getting access to key decision makers

Fujitsu: value, relevance, simplicity:

- Reliable and engaged vendor
- Genuine commitment to the channel
- Technology that drives sales
- Exciting growth opportunities
- Easy working relationship
- High-value partner program



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shaping tomorrow with you