Fujitsu in New Zealand

The First Forty Years

A story of innovation and evolution,
from brash newcomer to industry leader

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Foreword

by Phil O'Reilly

IT IS WITH GREAT PLEASURE that I write this foreword for an e-book celebrating Fujitsu's 40 years in New Zealand. In an industry where companies come and go with great rapidity, it's a testament to Fujitsu's strength that it has not only lasted that long, but grown and prospered over the years.

The ICT industry changes quickly. Only companies able to adapt with the times can survive. In my own time in business I have seen many great changes in the ICT industry. The development of cloud computing is one of the key trends that has emerged over the last few years. Fujitsu's investment in data centres and cloud infrastructure across Australasia has been significant, demonstrating its commitment to embracing new technologies and solutions for realisation of its customers' business requirements.

Fujitsu came to New Zealand in 1970s an unknown Japanese company and has quickly established itself as a force in the local industry, providing end to end technology services for their customers – hardware and software procurement, national field services, infrastructure and application projects, managed services, application development, and testing services. Fujitsu is also an export success – a global delivery centre for service desk capability for regional and global customers.

As the ICT industry evolves, it is companies such as Fujitsu that will ensure new technologies and new ways of doing things are introduced into business and into society. I congratulate Fujitsu on its success, and wish the company, its staff and its customers every success in the future.

Regards

Phil O'Reilly, Chief Executive Officer
Business New Zealand

Introduction

by Jo Healey

FUJITSU NEW ZEALAND IS 40 years old. Reflecting on that time, it's clear our organisation has morphed from mainly being known as a product provider to being recognised today as a premier services organisation, delivering end-to-end ICT to customers.

When Fujitsu entered the New Zealand market our focus was on mainframes. The 1980s was the decade of personal computers, then the focus shifted to solutions and services. Our customers and business partners are at the organisation's heart, with our proven partnering model providing integration and collaboration.

But it's our people who've built Fujitsu New Zealand and made a difference. I'm proud of the talented team of professionals delivering New Zealand-centric solutions and services and leveraging global offerings to bring best practice and thought leadership to our customers.

From humble beginnings our organisation has grown to employ more than 750 people, with annual revenues in excess of $140 million. Global and local acquisitions have been part of our evolution. Southmark Solutions and Infinity Solutions were two local organisations instrumental in the growth and expansion of Fujitsu in New Zealand.

Our financial strength has enabled us to support community activities and provide sponsorship, via such initiatives as the KidsCan program, through which Fujitsu people volunteer their time to assist with food, shoe and raincoat distribution, working bees and Christmas activities. In 2012 Fujitsu New Zealand became a signatory to the UN Women's Empowerment Principles and as such is committed to the diversity of talent.

As Fujitsu New Zealand turns 40 our business has transformed fundamentally. The next 40 years will see further transformation, with our people, customers and partners at the centre of shaping its continued growth and success. I'm proud of all Fujitsu has achieved and will continue to achieve as we embrace the evolution of our industry.

Jo Healey, Managing Director
Fujitsu New Zealand

Fujitsu New Zealand
From the Early Days Towards 2000

Fujitsu's early history in New Zealand is a little different to that in Australia. It is inexorably bound up with that of British computer vendor ICL. The two companies cooperated for many years, but after they merged in 1992 a Kiwi ICT powerhouse was born.

FUJITSU'S ORIGINS IN NEW ZEALAND date back to 1961, when Fujitsu Telecommunications began operations as an agency of Plessey. Its biggest deal was selling a microwave radio link to the Civil Aviation Company for use in the building of the new international airport in the outer Auckland suburb of Mangere, which opened in 1966.

After arriving from Plessey in the mid-1960s, telecommunications manager David Charlesworth made sales on behalf of Fujitsu on an agency basis, doing around $500 million worth of business between then and 1984. Meanwhile British computer company ICL established a strong presence in New Zealand, which in those days still had very strong connections with the United Kingdom.

In 1975, ICL national support and project manager Steve Brunt and his wife emigrated from the UK to take a job with the New Zealand government, which had ordered a large ICL mainframe. "The State Services Commission had bought an ICL 2980 mainframe. It was a huge project for the time," Brunt recalls.

"We started off that project in 1975, a year before the hardware arrived. This was in the days when government departments like

The opening of the Beehive, 1977
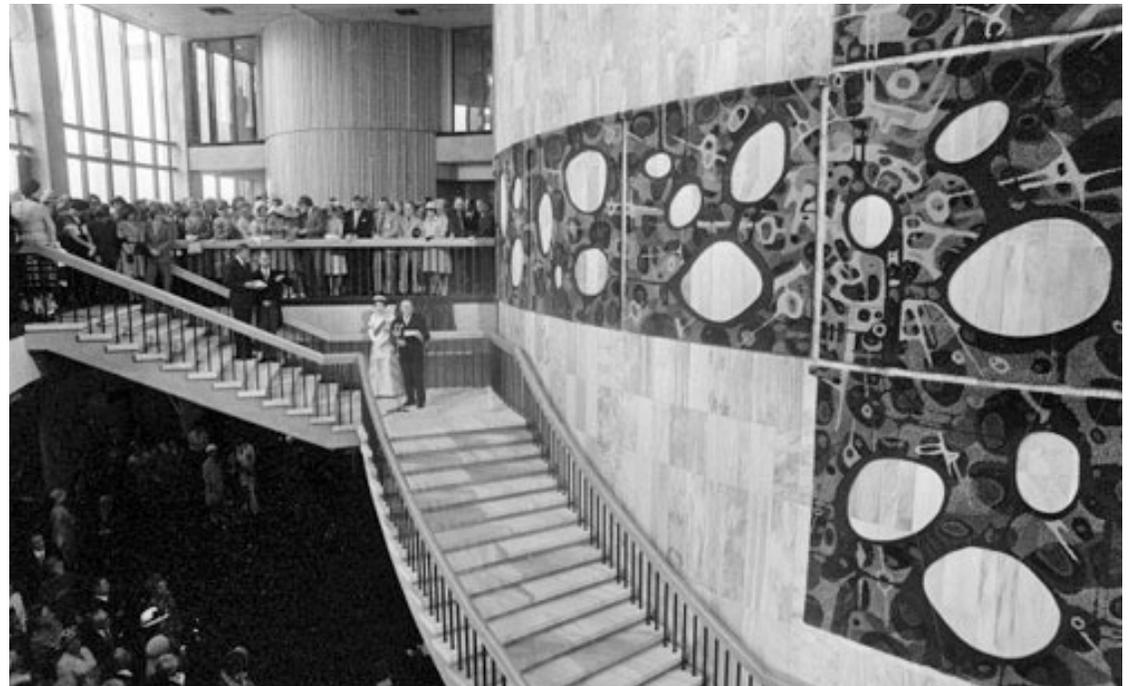
The ICL 2980 mainframe in the Trentham Computer Centre, 1985

Statistics, Forest Research Institute and the Met Office didn't have their own systems, because they were far too expensive and far too large. We spent the next year bringing in people to work at the Trentham Computer Centre, a custom-built facility in the building where the New Zealand Defence Force now is in Upper Hutt."

At around the same time a Fujitsu FACOM mainframe was shipped from the UK to the New Zealand Post Office's Heard Street site in Wellington, helping to fulfil what would become a longstanding contract with the Postbank savings bank. Fujitsu did not have a direct presence in New Zealand at the time, so ICL New Zealand maintained the machine, an arrangement that would continue until April 1987 when the Post Office became a state-owned enterprise and was split up.

The New Zealand branch of ICL was at 126 The Terrace in Wellington, which had a large crack down the side from Wellington's many earth tremors. ICL also had around 20 people based at the Government Computing Centre, which had its own standalone management and technical support. In 1987 the company secured the Accident Compensation Corporation as one of its biggest customers. Managing Director of ICL at the time was Tim Cullinane.

Fujitsu New Zealand was established in 1984. When telecommunications manager Stan Baker joined the newly incorporated company that year, its office was situated on Wellington's Willis Street. "It was upstairs in a building where we shared office space with another company," says Baker, who was only the company's 11th employee and its first ever in telecommunications.

Following a three-month handover period at the end of 1984, Fujitsu New Zealand took over all the existing Plessey contracts and became solely responsible for new business. Charlesworth left Plessey the same year and set up what would become the Comworth Group of companies. Fujitsu New Zealand became part of the Australasian operation when new Australian Managing Director George Ranucci took over in 1985.

In 1990, Fujitsu acquired 80 percent of ICL globally as a means of breaking into the European market. This had major ramifications in New Zealand, where ICL was bigger than Fujit-su. ICL New Zealand's Managing Director was now John Peters, who became head of the newly merged company and undertook a major restructuring which was completed when Fujitsu acquired the remainder of ICL globally in 1992.

In 1993 Peters left to become CEO of Wairarapa Health Board. He was replaced by John Bell, who had led Fujitsu New Zealand before the merger and was Sales and Marketing Manager of the merged entity. Bell headed Fujitsu New Zealand until April 1996, when he moved to Telecom New Zealand as its business development General Manager.

Australian business development manager Terence Robertson stepped in until a decision was made about how Bell's role would be filled. While the number of employees remained fairly static at between 200 and 250 people, with the advent of the PC the company began to acquire other brands. In New Zealand Southmark Computers was acquired in 1993. It was run as a separate subsidiary until 1996, managed by previous owners Peter Uffindell and Stuart Finlayson.

The mostly young staff at Southmark referred to what they perceived to be the traditional and straight-laced Fujitsu-ICL team as the 'cardigans'. In turn the Fujitsu people called the Southmark staff 'party animals'. But the cultural differences were soon ironed out, and Fujitsu became the largest IBM and HP PC reseller in the country.

New Zealand's merged Fujitsu-ICL operation developed a speciality in supplying and servicing the ICT needs of the retail industry. By the mid-1990s it had won many large customers in both the public and private sectors, including Health Waikato, the Accident Compensation Corporation, Department of Conservation, the Ministry of Justice and Transpower. State Insurance came on board in 1999, around the time Fujitsu NZ sold a major asset management system called Confirm to Wellington City Council.

By this time Fujitsu New Zealand had very much forged its own identity, though many former ICL employees remained with the company. The next decade was to be even more successful.

The Makings of
a Japanese Giant

The FACOM 100, Fujitsu's
first computer

Fujitsu was a pioneer of the Japanese computer industry. But its origins go back much further.

FUJITSU'S BEGINNINGS go back to the early part of the 20th century, when the powerful Furukawa industrial family was anxious to apply new technologies to its mining efforts. In the early 1920s it established a relationship with Siemens, the German electrical and industrial conglomerate. In 1923, Furukawa and Siemens branched out into the manufacturing of electrical generators. The new company was named Fuji Electric Company Limited.

"Fuji" is formed from the first syllables of Furukawa – Fu – and Siemens ("Jimens" in Japanese) – Ji. The young company grew quickly by supplying the growing Japanese empire in East Asia with specialised electrical equipment. The Great Kanto earthquake of 1923, which virtually destroyed Tokyo, was the impetus for the rebuilding of the entire Japanese telecommunications system. The Japanese Government took the opportunity to replace all manual telephone exchanges with automatic switching systems. Fuji Electric imported Siemens' H-type exchanges and telephones to meet the demand.

Fuji Electric built on its experience in increasingly sophisticated electrical systems and anticipated the future demand

for telephones and related equipment in Japan. In the mid 1930s Fuji Electric signed an agreement to manufacture Siemens' telephone switching equipment for the Japanese market. As a result on 20 June 1935, at Kawasaki near Tokyo, a telecommunications subsidiary was formed, Fuji Tsushinki, which translates as Fuji Telecommunications. In 1967 the name was shortened to Fujitsu.

Fujitsu moved into computer systems in the 1950s and quickly became a major innovator. Fujitsu's first computer, the FACOM 100, was developed in 1954 (FACOM stood for 'Fuji Automatic Computer). It started mass production of transistors in 1960, and in 1961 released the transistor based FACOM 222. Its 1965 FACOM 230-10 is credited with starting the computer boom in Japan, where over 1000 were sold. In 1968 Fujitsu released the world's first entirely Integrated Circuit computer, the FACOM 230-60. In the same year it overtook NEC and Hitachi to become Japan's leading computer company. Fujitsu opened its first international subsidiary in the USA in 1968.

It was the first step in the company's international expansion – it now operates in more than 100 countries around the globe. Fujitsu made a strategic investment in IBM mainframe compatible vendor Amdahl in 1971, which helped it design and build its own FACOM M series mainframes, first released in 1974. These machines competed against IBM's largest mainframes, leading to a protracted legal battle between the two companies which was not finally resolved until 1997. In 1981 Fujitsu entered the PC market with the FM-8, which was the first PC to feature 64KB of RAM. In that year it also formed an alliance with British computer manufacturer ICL, buying 80% of that company in 1990 and all of it in 1992.

In the 21st century Fujitsu is the world's third largest ICT services companies (after only to IBM and HP) and the largest in Japan. It has 170,000 staff and annual revenues of over $50 billion. Fujitsu's customers include nearly half the Fortune Global 500.

The FACOM 230-60, the first computer in the world to be made entirely with integrated circuits

The FACOM M-200

When East Meets West
– Fujitsu Acquires ICL

ICL was the most British of computer companies. But like Bull in France, Nixdorf in Germany and Olivetti in Italy, it was unable to make the transition from national champion to global player. ICL became part of Fujitsu in 1992, vastly expanding the company's reach in Australia and New Zealand.

FUJITSU'S ACQUISITION OF ICL was a turning point in the company's strategy to become a global ICT player. Previously Fujitsu had been a significant supplier only in Japan, Korea, Australia and Spain, but the buyout meant Fujitsu became the biggest ICT company in the United Kingdom, with substantial operations in Europe.

It also meant a lot in Australia, and even more so in New Zealand, where ICL was nearly four times the size of Fujitsu. In Australia the acquisition of ICL was important, but just another step in its growth. In New Zealand it transformed the company.

ICL was operating in both countries long before Fujitsu arrived. There were already installations of the predecessor companies' machines before ICL was formed in 1968, and ICL was an established supplier by the 1970s. It supplied its 1900 series mainframes, mainly to government agencies, and had already made a substantial move into services.

The ICL acquisition greatly accelerated Fujitsu's move in that direction, to the extent that a year after the merger services formed half of Fujitsu Australia New Zealand's revenues. Important service areas included third party hardware maintenance (where ICL had been particularly strong), systems integration, and services such as English language technical support of Fujitsu's other overseas subsidiaries.

In New Zealand the Sate Services Commission (SSC) had bought a high end 2980 ICL mainframe in 1975. The 2900 series had only just been released, and the SSC had to wait until 1976 for delivery. It was the largest mainframe in New Zealand, and operated as a bureau service for many other government departments.

ICL, as a much larger company in New Zealand than Fujitsu, began maintaining Fujitsu equipment as it began entering the country, beginning a long relationship between the two companies in New Zealand. At the time of the 1992 acquisition Fujitsu's New Zealand business had only 50 employees to ICL's 200. ICL management dominated the com-

bined operation, with ICL Managing Director Tony Neville becoming the head of Fujitsu New Zealand.
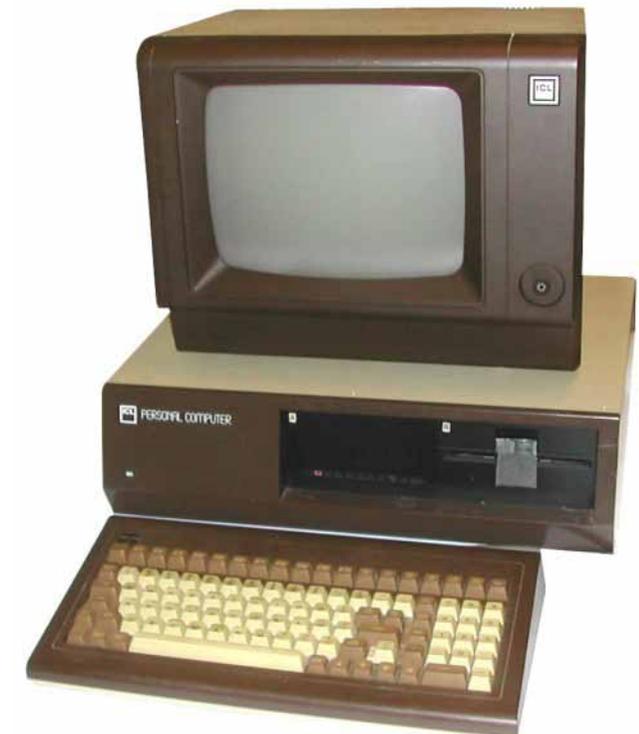
The ICL story had many beginnings. In its modern form it began in 1968 as International Computers Limited with the merger of British computer companies ICT (International Computers and Tabulators) and English Electric Computers (EEC). EEC had been formed from a merger of Elliott Automation, which came into computers from instrumentation, and EELM in 1967. EELM was also the result of the merger, between English Electric, LEO, and Marconi (whose names formed its abbreviation).

The creation of ICL was at the urging of the British Labour Government, which hoped to form a British ICT vendor able to succeed globally. It took a 10 percent stake in the company, for which it provided £10 million in funding for R&D.

ICL was initially successful, but only because British national, regional and local governments and public sector agencies were strongly encouraged to buy its products. It also had some success internationally, mostly in Commonwealth countries such as Australia and New Zealand.

ICL released the 2900 series mainframe in 1974. It was an advanced machine which was able to emulate software from the architectures inherited in the merger. It ran the VME (Virtual Machine Environment) operating system. Its CAFS (Content Addressable File Storage) database engine was the first such device commercially available from any ICT supplier in the world. It was popular with police forces, and was used in Australia by Queensland Police, a major ICL user. The Series 39, the first mainframe computer to use optical fibres internally, followed in 1985. ICL also developed the DRS (Distributed Resource System) series of minicomputers and PCs.

In 1984 ICL was acquired by British Telecommunications company STC (Standard Telephones and Cables). The merger did not go well, but ended up with ICL bailing out STC when it suffered financial problems. ICL's combative new CEO

RIGHT ICL 2900 disk drives.
FAR RIGHT Fixing a paper card jam.

Peter Bonfield turned the combined operation around, but the competitive pressures continued to mount.

The company, despite many acquisitions and substantial product development, never achieved the critical mass the 1968 merger was intended to achieve. It had struggled in the late 1970s and in 1981 US ICT company Univac attempted to buy it. A loan guarantee from the British Government saw off that challenge, but ICL started looking for global partnerships that would enable it to stay in the race technologically and financially.

That was the beginning of the relationship with Fujitsu. After the Univac scare ICL cancelled its expensive LSI (Large Scale Integration) chip development program and bought the technology from Fujitsu. Fujitsu ended up making more and more of the internal componentry of ICL's mainframes, and in 1990 acquired 80% of ICL for US$1.3 billion.

Two years later it acquired the rest of the company, and ICL became wholly owned by Fujitsu. The ICL brand was quietly dropped as the company was merged into Fujitsu over the next few years. The dream of forming a British ICT giant was over, with Fujitsu and its expanding customer base the beneficiaries.

Early ICL computers

ICL PERSONAL COMPUTER

The small business system with the big name behind it
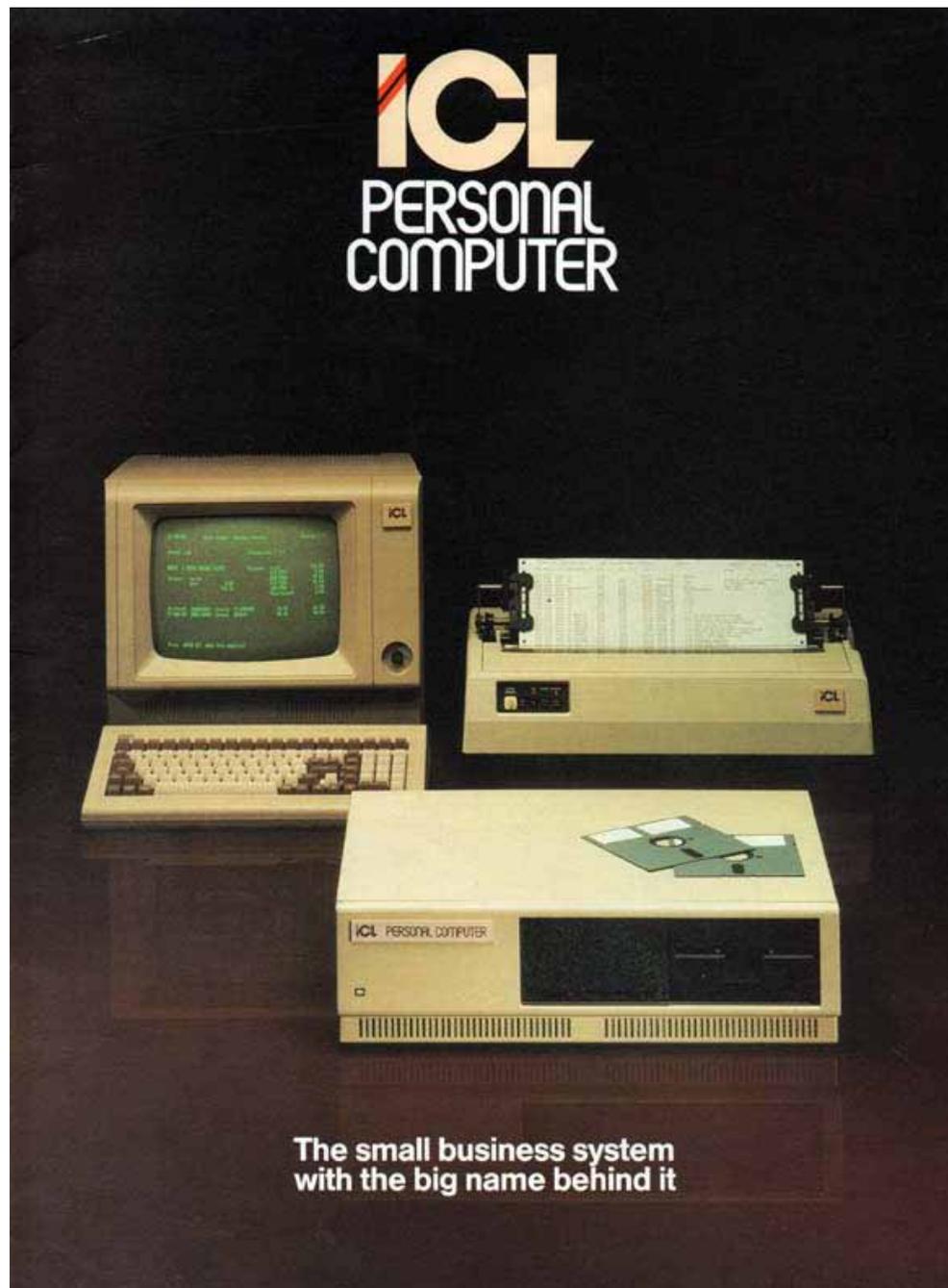
Department of Conservation and Fujitsu secure New Zealand's borders

BUILDING ON FUJITSU New Zealand's managed services delivery and relationship held since 1999, New Zealand's Department of Conservation – Te Papa Atawhai (DoC) was looking for a cost-effective way of managing its mail. As a government department, DoC required local support options to protect its network's integrity.

So when its IT service provider Fujitsu approached DoC about migrating the organisation's email security to the Fujitsu email security platform, DoC's technology and outsourced services manager Ken Walker was ready to hear more.

For DoC the cloud-based SMX email security platform, offered as part of Fujitsu's managed services portfolio, ticked the boxes. In 2010, SMX and Fujitsu formed a partnership through which SMX's cloud-based anti-spam and anti-virus offering was made part of Fujitsu's managed services portfolio for government agencies and corporate customers. Locally hosted

and supported, SMX provided DoC with the assurance its email would be securely managed within the country's borders, with easy access to a local helpdesk.

Walker decided to proceed with the migration after considering Fujitsu's recommendation. The email security for DoC's approximately 1900 users based in Wellington head office and 11 conservancy offices across New Zealand was quickly transferred to the SMX platform. "When we compared the experience of SMX with that of our current solution and others in the market, SMX stood out as the most mature provider, with significantly more resources than any other provider," says Walker. "They also demonstrated solid business continuity processes and are local."

SMX already filters email for a significant portion of New Zealand council, crown research institutes, agencies, district health boards and state-owned enterprises, which was reassuring to DoC. Also, the SMX platform integrates industry-leading email security engines, giving it one of the largest real-time intelligence networks of any global email security provider. This ensures email protection evolves in real time to filter spam and viruses to better than 99.9 percent accuracy with extremely an extremely low number of false positives.

Another important factor for DoC is that SMX operates in country with multiple, nationally distributed data centres, meaning DoC email

stays within New Zealand's borders. Competing services route email offshore.

"One of the key reasons we engaged with SMX is that it operates across the Asia-Pacific region with a strong global mindset," said Paul Bourke, general manager MS New Zealand for FNZ. "It offers a sophisticated, best-of-breed, email security service that's truly world class. Importantly for us, it's locally managed to ensure our client's data sovereignty and compliance needs are met."

"...SMX operates in country ... meaning DoC email stays within New Zealand's borders"

Fujitsu New Zealand 2000 to the Present

Like its Australian counterpart, Fujitsu New Zealand grew strongly in the 21st century. It gained many new customers, becoming one of New Zealand's largest ICT services companies.

Chris Brice,
General Manager
2001-2005

BY THE TIME FUJITSU Australia chief executive officer Philip Kerrigan announced his new executive management team in early 2000, Bill Beale was Fujitsu New Zealand Managing Director. His team enjoyed success with Connect 2000, which won the title of Most Successful Project Implementation of the Year at the Computerworld Excellence Awards Dinner on 22 June 2000.

Restructuring in 2001 led to Managing Director Bill Beale's replacement by a country manager. Beale had been head of Fujitsu New Zealand for four-and-a-half years by January 2001. KS Tan, General Manager of Fujitsu Australia subsidiary Southmark Solutions Australia, relocated to New Zealand to manage the operation until a new general manager was appointed.

At the Accident Compensation Corporation (ACC) a nine-month project began to design and pilot a standard desktop and server image using Fujitsu's net image product, which was deployed to 2500 workstations and over 100 servers at ACC's offices nationwide. By 2001 Fujitsu New Zealand was the eighth largest NZ vendor, and aiming to be in the top two within three years. To this end it appointed a new general manager for New Zealand: Chris Brice was the former head of the company's services business.

Customer wins for Fujitsu New Zealand in late 2001 included Transpower's IT and telecommunications support for Hamilton and Christchurch, previously provided by Compaq. Fujitsu New Zealand already had a Wellington support contract for the owner and operator of the country's national electricity distribution network.

Fujitsu New Zealand began looking for data outsourcers in 2002, having decided not to follow its Australian counterpart into buying data centres. "In New Zealand, we built a business case for a data centre, but found there isn't a shortage of data centre capability here," said Brice, who also became an executive officer of the Information Technology Association of New Zealand (ITANZ) in that year.

By then Fujitsu New Zealand's clients included the Department of Courts, Department of Conservation, Transpower and

Tourism Holdings and. That year it also assisted the Waitaki District Council, in the Canterbury and Otago regions of the South Island, to develop an IT strategy to support service delivery.

A 2004 restructure led the company to look at outsourcing and reorganise its sales force into industry verticals instead of geographies. More big wins followed, including the re-securing of the Department of Conservation outsourcing contract for a further five years; a deal worth between $4 million and $5 million annually.

In 2005 the title was changed from General Manager to Managing Director to reflect New Zealand's growing autonomy. First Managing Director was Joel O'Halloran, the Fujitsu Australia Sales Manager, who relocated to New Zealand.

The success of Infinity Solutions in the NZ market and its reputation for a flexible approach to implementations had piqued Fujitsu New Zealand's interest by 2007. In October Fujitsu New Zealand's offer for Infinity Solutions was ratified by Infinity's board. The company announced a new managing director, Stuart Stitt – previously Infinity's chief financial officer and founding partner.

Jo Healey, interim manager until Stitt's appointment, retained the role of general manager sales and service delivery. The Fujitsu New Zealand and Infinity merger was completed in October. A new management structure was designed to take full advantage of skills in both organisations.

In 2008 local government specialist Civica acquired Fujitsu's local authorities business in New Zealand and Australia, including Fujitsu's local authorities customer base, intellectual property rights and associated assets. Then in 2009 the Department of Labour selected Fujitsu New Zealand to manage its servers and related infrastructure and services.

A five-year A$200 million deal between Qantas and Fujitsu New Zealand for end user support services, signed in April, led to the building of a new global delivery centre in Auckland's Khyber Pass. Fujitsu New Zealand was also in the process of expanding its Wellington service centre, creating 10 new positions to provide technical support to BOC Gases,

whose service desk had relocated from Sydney in October.

In December 2009 a consortium including Fujitsu New Zealand, TelstraClear and Transfield Services announced it was taking over Meridian Energy's ICT business from a group of vendors including Telecom's Gen-i, ABB and HP, with the aim of reducing costs.

Fujitsu New Zealand was appointed to a 2012 panel, alongside vendors Datacom and Gen-i, to provide IT Managed Services to government agencies. Fujitsu have since been selected by the Ministry for Primary Industries (MPI) and the Ministry of Justice as their IT Managed Services provider.

In 2013 the Fujitsu New Zealand retail team bid for and won a two year in-store infrastructure project at Foodstuffs.

Further cementing its capability and experience in the retail sector. Other retail customers include Progressive, Domino's Pizza, Specsavers, Just Group, McDonalds, Ralph Lauren, Chevron, ANZ Bank and Air New Zealand.

Managing director Jo Healey has set her sights on the cloud with New Zealand business demand for increased mobility in mind. Those who've been with the company long enough to remember ICL, mainframes and computer bureaus point to the telling similarities between the early days of computing and the 21st century.

It isn't that technology has closed a circle, rather that Fujitsu New Zealand has the accumulated expertise to start shaping tomorrow.

Fujitsu's stand at the CIO summit in Auckland, 2011

Meridian Energy: ICT Sustainability Footprinting

MERIDIAN ENERGY is New Zealand's largest generator of renewable energy. It also retails power nationwide and generates around 30 percent of the country's electricity. Meridian owns and operates seven hydroelectric power stations, one wind farm in the South Island and three wind farms in the North Island.

Meridian had implemented a number of sustainable ICT programs and was trying to find further ways of achieving global best practice and keeping its leadership position as one of New Zealand's most sustainable companies. It had already achieved significant energy efficiency savings across its business. In IT there were programs in place to move staff from desktops to energy-efficient laptops. There were also initiatives focused on recycling, as well as staff education around energy conservation and switching off PCs at night.

"The whole Quick Start process was a real eye opener to the future possibilities of what is achievable in terms of sustainability in our ICT. The benchmark report really gave us something to strive for and showed us how to get there."

Alison Howard, Sustainability Performance Advisor, Meridian

The challenge for Fujitsu was to identify ways in which Meridian could improve its performance, helping it to achieve sustainable ICT best practice and identify new sustainability initiatives.

The Fujitsu Consulting Sustainability team conducted an ICT Sustainability Quick Start, an assessment tool including interviews with stakeholders, provided a global benchmarking analysis, current IT sustainability state and a detailed strategy on how to achieve best practice in sustainable IT. Using knowledge amassed from global benchmarking reports, Fujitsu's consultants were able to benchmark Meridian against over 1000 other companies across seven countries and specifically against other utilities across ANZ, providing a detailed roadmap towards achieving best practice.

A review of the asset register and inspection of the Wellington Data Centre was conducted to help gain a true understanding of ICT's total footprint. Overall, Meridian compares well, outperforming its peer groups with a total average score of 60.5 percent, coming in at 166th place on a global scale of 1000 companies surveyed. Global best practice is identified as 80 percent. Meridian now has an opportunity to become the first New Zealand company, as well as the first utility in the world, to achieve global best practice.

Fujitsu New Zealand Looks to the Future

Jo Healey, Managing
Director of Fujitsu
New Zealand

Today Fujitsu is the third-largest ICT provider globally and in Australasia. Its global scale and capacity includes access to more than 5000 staff across the region, including over 500 in New Zealand. It has 800 clients, serviced by nine offices countrywide and another nine service agency and delivery locations.

FUJITSU'S BREADTH of end-to-end technology services in New Zealand has grown significantly in recent years to include a comprehensive portfolio of local offerings: national field services, hardware and software procurement, licensing, application and infrastructure projects, testing services, complex transition and transformation services, and outsourced managed services. With the agility and nimbleness of a New Zealand centric organisation, Fujitsu New Zealand is able to embrace its global capabilities and international business 'centres of excellence' to bring thought leadership and world class capability to its New Zealand customers.

Fujitsu's New Zealand business has become a global leader for its IT managed services catalogue and management model, its partnering methodology and security offerings. Its messaging-as-a-service has already been implemented by a number of major customers and is now being deployed by others. Its track record is one of successfully enabling the best of New Zealand and the best worldwide products and services for its local customers.

Sustainability remains an important responsibility as a New Zealand ICT provider, says Managing Director Jo Healey. But she's also interested in the evolution in data delivery and a global move in the focus of attention from infrastructure to apps. The future will place more emphasis on business and less on technology, she says. "The shift I've seen in my time in the industry has been from technology-centric thinking to partnering with our customers and truly understanding their business to enable the outcomes and drivers that they and their customers are seeking.

"Fujitsu's brand promise is on 'Shaping Tomorrow with you'. Organisations now more than ever are required to be future focused. Defining what tomorrow looks like. Being clear as to where you our customers need to go and how they need to get there."

Healey says this is not easy. "It requires leadership, vision, tenacity, insight, and clarity. At Fujitsu we believe we are uniquely positioned to bring local and global expertise to help our customers make the most of tomorrow. Our vision for the future is to unlock the value of information and harness technology to enable our customers to realise their vision.

"ICT is no longer simply a means of improving productivity, but as a rich capability to deliver new experiences and value. The Internet has given rise to a digital world that exists virtually and is quickly converging with the physical world that we live in, generating infinite quantities of information.

"New knowledge born from the analysis of this information has the potential to transform our lives, a society where ICT supports people's activities and enables the creation of innovation. A world where people are free to achieve their full potential and feel secure, and where knowledge is continually harnessed to drive new value and support sustainable growth. Computing is progressing into a new human-centric era, where technology connects people rather than the other way round."

No one can accurately predict the future, even using the latest technology. But Fujitsu has the knowledge of business, the skills and resources to roll with the punches and take advantage of the latest technology developments to lead its customers into the next 40 years with confidence. Our vision won't be realised overnight, but Fujitsu will work with its customers and society to influence people, information and ICT.

Fujitsu Australia New Zealand – Today and Tomorrow

Fujitsu in the 21st century is one of the top three global ICT companies worldwide. It is also the most diverse, covering the entire stack of hardware, software and services.

FUJITSU IS THE WORLD'S most diverse computer company. It makes microchips, mobile phones, tablets and PCs, and mainframes and supercomputers. If all its software activities were spun off into a separate organisation, it would be on of the largest software companies in the world.

In Australia and New Zealand Fujitsu is also one of the leading ICT service companies. From strategic consulting to application and infrastructure solutions and services, Fujitsu Australia and New Zealand has earned a reputation as a single supplier of choice for leading corporate and government organisations.

Fujitsu has now been established in the Region for 40 years. Although its business has evolved over that time there are some things that have not changed — especially Fujitsu's focus on working with its customers to achieve their business goals.

Fujitsu has earned a reputation as the single supplier of choice for leading Australasian corporate and government organisations. With over 5,000 employees in the region, working from over 100 locations, Fujitsu's staff are never far from their customers. Fujitsu's significant investments in the region include state-of the-art data centres and a local cloud offering that caters for the unique needs of organisations in Australia and New Zealand.

This is supported by a major global organisation. Fujitsu is a leading provider of ICT-based business solutions worldwide, with approximately 170,000 employees supporting customers in over 100 countries. Fujitsu combines a worldwide pool of expertise with innovative systems and solutions to deliver added value to its customers.

Globally, Fujitsu invests over US$2 billion in research and development annually, in all aspects of ICT including services, products, consumer technologies and supercomputing research. For Fujitsu customers in Australia and New Zealand this means the benefit of substantial global expertise.

Fujitsu's management structure encourages autonomy and the ability to make major decisions quickly. The local management team is empowered to respond quickly to customer demands without the multiple levels of international approval often required by its multinational competitors. A recent employee engagement survey found that a high percentage of Fujitsu's staff feel they have the autonomy to do their job effectively —

significantly higher than the national average in the industry.

Established in the region for 40 years, Fujitsu is an integral part of Australasia's ICT landscape. It continues to invest in the local region through its people, capabilities, infrastructure and local R&D capability. Fujitsu is a major employer in the region, employing over 5,000 people in Australia and New Zealand, making a significant contribution to the local economy and to the local ICT industry. Fujitsu places a high priority on attracting and retaining staff and fostering a high performance culture focussed on helping customers achieve their desired business outcomes.

Fujitsu has one of the most mature data centre capabilities in the region, with a footprint of over 30,000 square metres. This forms a significant part of Fujitsu's global total of over 100 data centres, and provide the underlying platform for Fujitsu's local and global cloud capabilities.

Fujitsu also operates a significant R&D facility in Australia which plays a key role in development of Fujitsu software products for the worldwide market. Fujitsu Australia Software Technology (FAST) provides a unique opportunity for systems and enterprise application integrators, software designers,

developers, solution architects and project managers in Australia to participate in key projects on a worldwide scale.

Many enterprise and government organisations across Australia and New Zealand rely on Fujitsu's managed services to ensure the reliability and availability of their ICT systems and networks. Fujitsu's approach to managed ICT infrastructure services leverages ICT to improve efficiencies, reduce the total cost of ownership (TCO) and minimise risk.

Fujitsu Australia and New Zealand recently announced its third consecutive year of growth as it reaps the rewards of its early investment in cloud capability and data centre infrastructure. Significant new account wins have also contributed to an accelerated growth of 5.8 percent, outperforming the average growth for the ICT industry in ANZ by more than double.

CEO Mike Foster said: "Our strategy was to invest early in cloud and data centre infrastructure and this commitment has paid off. Over the last 12 months we have signed a significant number of Enterprise deals, growing our top and bottom line for the third year running and outperforming the market.

"We attribute our success to our ability to migrate customers' environments into our mature cloud platform, the flexibility in our offerings and our ability to retain data onshore if required. "Fujitsu remains focussed on further growth with continued investment in cloud, end-user computing and mobility both at the application and infrastructure level."

Fujitsu's early investments in cloud and data centre are paying off. Recent new cloud customers including Asciano, CBA, Freehills, Grocon, Perpetual and WA Health, whch have all contributed to the milestone first Petabyte of data now committed to customers in the Fujitsu ANZ cloud. From the launch of its cloud services in 2010, Fujitsu Australia and New Zealand has to date completed a total data centre infrastructure spend of approximately $170 million, $60 million of which was spent in 2012 on the Noble Park facility in Victoria.
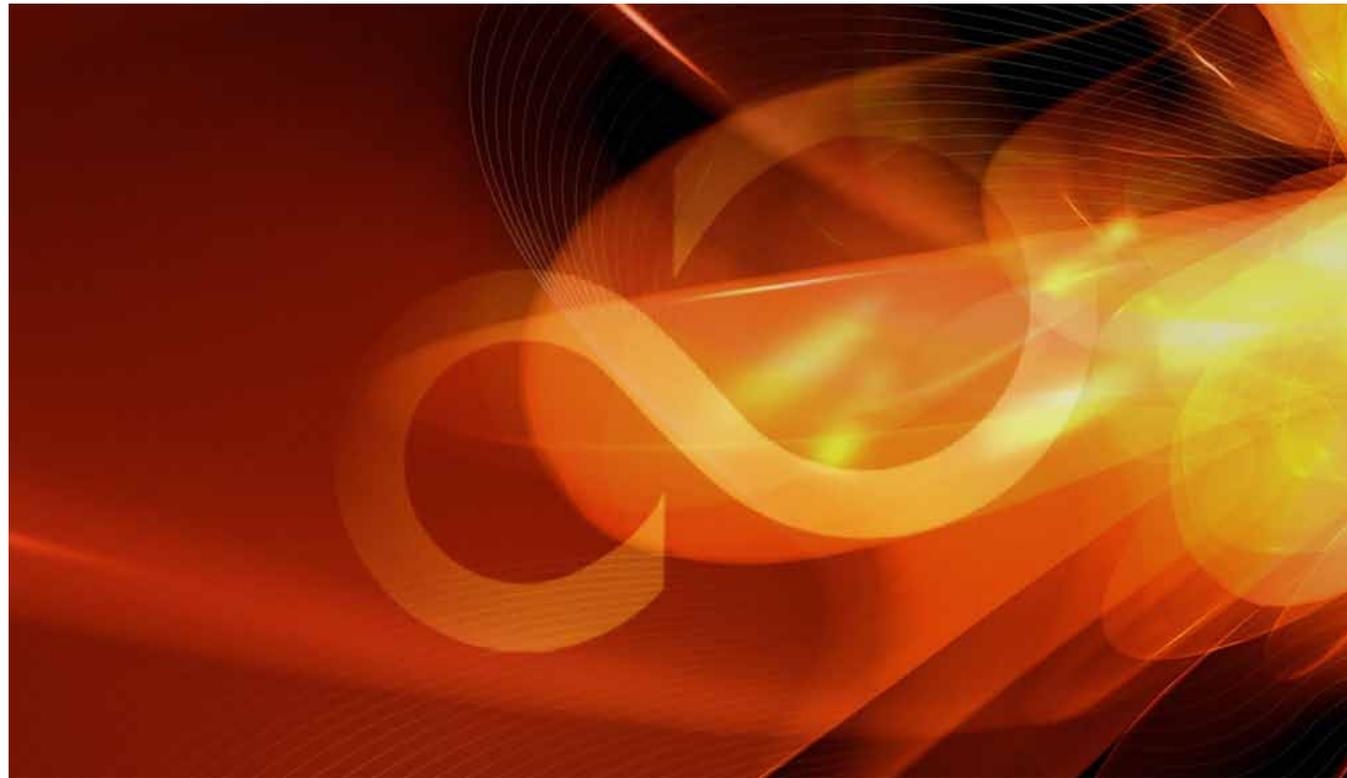
FAR LEFT Fujitsu developed the world's first bendable colour electronic paper

LEFT In japan Fujitsu is a major smartphone supplier

Fujitsu has been in Australia for 40 years – more than half the company's life

Fujitsu is also able to leverage its Japanese parent's global delivery capability to meet local customer needs. Australia's local data centre footprint is linked to Fujitsu's global network of more than 100 facilities around the world. Fujitsu has also made significant investments in its Global WAN, enabling greater leverage of its global data centre footprint.

Further investments in application development and managed services businesses broaden Fujitsu's ongoing strength and commercial capabilities. Recent highlights include:

A number of significant multi-year deals in government, transport and financial services verticals, including contracts with Perpetual, the NZ Ministry for Primary Industries (MPI), and the PeopleSoft CRM support contract with the WA Department of Child Protection.

Fujitsu's Managed Services business won the ITSMF Service Desk Project of the Year, ISG Paragon Award for Service Provider Innovation Excellence, as well as other highly respected awards.

Strong growth and innovation in revitalised applications business, winning a bid for one of the largest Microsoft CRM implementations for Federal Government, the Department of Foreign Affairs and Trade's comprehensive system for issuing Australian passports.

A major contract with Melbourne Water for a Maximo Applications implementation cemented Fujitsu's footprint in the utilities sector leveraging from similar experience with Maximo projects at Sydney Water.

Fujitsu also launched its SAP Mobility solutions enabled in the Fujitsu Cloud, and further industrialised its Applications Management Services (AMS) solutions providing a more competitive, differentiated position in the market.

The company also continued to enhance its Digital Media Solutions business with new interactive user experience offerings through Near Field Communications and Facial Recognition technology. In 2012 Fujitsu boosted its already im-

Fujitsu has expanded its team by over 800 new team members in Australia and NZ over the last two years and is driving significant growth in Fujitsu's global delivery model.

pressive portfolio in this area with new customers in Retail and Financial Services sectors.

Supercomputing Supremacy - Fujitsu was named as the successful bidder to design, build and support the fastest High Performance Supercomputer configuration in the southern hemisphere for the Australian National University. Worth $26 million over four years to Fujitsu, the supercomputer will take Australian research capacity to new levels in areas such as Climate and Weather, Physics, Astronomy, Geosciences, Chemistry and Advanced Materials.

To reinforce its commitment to customer satisfaction, Fujitsu Australia and New Zealand is measuring its success with a company-wide customer satisfaction program focussing on the Net Promoter Score. This program relies on independent 'Voice of the Customer' research and will look to drive high performance at the enterprise and account level; direct investment to address any customer concerns; and implement continuous improvement with benchmarked performance.

In addition, Fujitsu has expanded its team by over 800 new team members in Australia and NZ over the last two years and is driving significant growth in Fujitsu's global delivery model.

Mike Foster says: "Our strategy is to be the clear market leader across cloud, end user computing and mobility solutions at the application, integration and infrastructure levels. It is our proven strength across these enterprise grade offerings, underpinned by bold investments in cloud and datacentres that is seeing Fujitsu win extensive new business.

"By our constant innovation and commitment to driving customer satisfaction, we are able to cater to the evolving needs of our public and private sector customers and generate further growth."

Fujitsu is nearly 80 years old as a company, and has been in Australia and New Zealand for more than half of that time. Fujitsu's long history in the region in many ways mirrors the history of the local ICT industry — the transition from mainframes to smaller computers, the growth of ICT services, the digitisation of all media, and the merging of telecommunications and computing.

Fujitsu has been a constant through all these changes. It was here yesterday, it is here today, and it will be here tomorrow.

Fujitsu at a Glance – Globally
- The world's third largest ICT services company
- Nearly 80 years in business – established in 1935
- More than 170,000 employees worldwide
- Presence in over 100 countries
- Serving 10 million plus customers worldwide
- Annual revenues over US$55 billion
- Investing over US$2.6 billion in R&D annually
- In excess of US$1.1 billion investment in cloud computing
- Owner of over 32,000 patents
- Over 100 data centres worldwide.

Fujitsu at a Glance – Australia and New Zealand
- The third largest ICT company in Australia and New Zealand
- Over 5,000 employees
- Established for 40 years in the region.

Fujitsu in New Zealand
The First Forty Years

Fujitsu Australia New Zealand commissioned this publication from philipson.info to commemorate the 40th anniversary of the company in Australasia on 20 June 2013. philipson.info principal Graeme Philipson is a 30 year veteran of the Australian ICT publishing and market research scene, and has been following Fujitsu in the region for all of that time.

In 1987 he was one of the first Australian journalists invited to visit Fujitsu's headquarters in Japan. In 1989 he wrote a book, 'Mainframe Wars' which covered Fujitsu's and Amdahl's rivalry with IBM in enterprise computing. He has maintained a close contact with Fujitsu ever since, and was the developer of the methodology used for Fujitsu's Global ICT Sustainability Index.

One of Australia's leading publication design specialists, Nick Dale of Big Bang Design Group, oversaw the publication's layout and design. His substantial skills are evident on every page.

Well-known Australian ICT journalist Beverley Head wrote many of the case studies, as did Fujitsu Australia's long time PR consultant, Shuna Boyd, and her associates Cathryn van der Walt and Kate Smith (who also did a first rate proof reading job). Leading New Zealand ICT journalist Chris Bell contributed the Kiwi pages.

Fujitsu Australia's Collin Duff-Tytler managed the project and liaised between the production team and Fujitsu management. Fujitsu's Kerry Gough and Linda Howse gathered material and tracked people down. Fujitsu's Craig Baty's excellent Master's thesis on Fujitsu's early days in Australia was a valuable resource, and his advice was of great benefit.

Many present and former Fujitsu employees gave freely of their time to ensure the content was accurate and com-prehensive. Special thanks to former MDs and CEOs Mike Rydon, George Ranucci, Neville Roach, Philip Kerrigan, Rod Vawdrey, and current CEO Mike Foster, all of whom agreed to be interviewed for the project and provided extremely valuable insights. George Ranucci's comprehensive file on Fujitsu Australia in the 1980s was invaluable.

Special thanks to Phil Bailey, Fujitsu ANZ's longest standing employee, who contributed his recollections of the early days. Phil Power, Peter McFarlane and Phil McCormack also all made valuable contributions. Sarah Niblock, Catherine Cummings, Mike Inge, Clare Burden, Jo Davies, Paul Mountford and Ken Kanosue made many much needed corrections. Thanks also to Fujitsu Australia's Rhona Gaughan, Roz Laging, Robert Lislois, Linda Tate, Ros Johnston, David Ibrahim and Catherine Hawkins. And special thanks to Tak Watanabe and his evening calls from Tokyo.

A special thanks to Katherine Hawkins, ex-Fujitsu employee who contributed copies of Fujitsu's Interface customer magazine, which provided much background information.

NZ contributor Chris Bell wishes to thank the many past and present Fujitsu employees, as well as those who joined the company from ICL, who assisted in the research for the New Zealand sections. Some served 40 years or more with ICL and Fujitsu. Special thanks to Managing Director Jo Healey and Executive Assistant Michelle Henderson. Generous with their time, reminiscences and industry anecdotes were Stan Baker, Steve Brunt, David Bodenham, Richard Hawkins, Malcolm Martin and Bob Whalley.

Thanks to all.

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