

A hero brand with a quantified vision to 2100

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One of the world's biggest

The Japanese global ICT company –
the world's third-largest IT services
provider and No.1 in Japan*

Committed to deliver
local service globally

A rich history – over 75 years
of shaping tomorrow with you

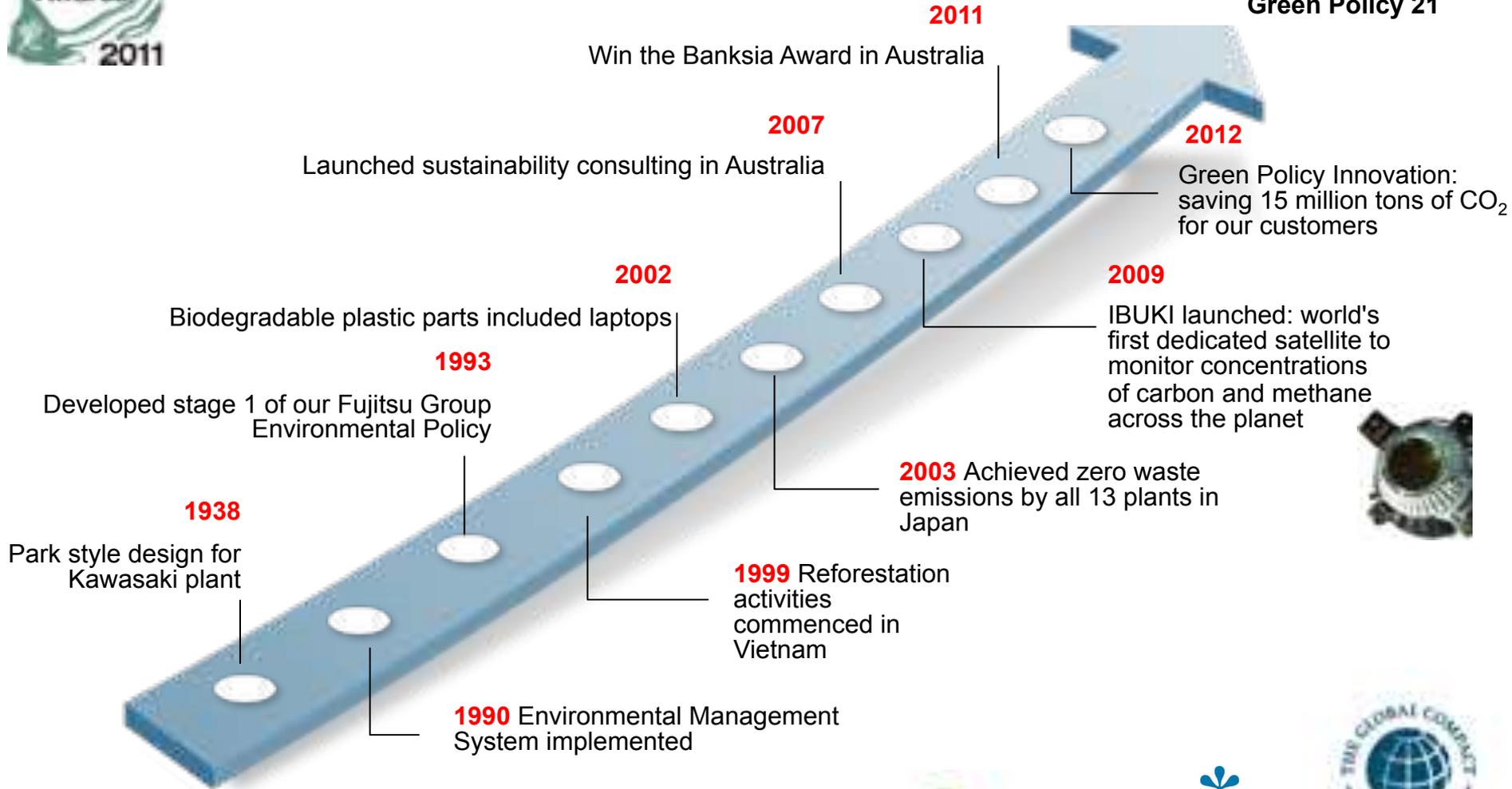
A scenic view of Mount Fuji, a large snow-capped mountain, under a clear blue sky. In the foreground, there is a body of blue water with a rocky shoreline. A red torii gate stands on the right side of the shore.

*2011 IT Services Vendor Revenue. Source: Gartner, "Market Share:
IT Services, 2011" 9 April 2012

FUJITSU's sustainability journey

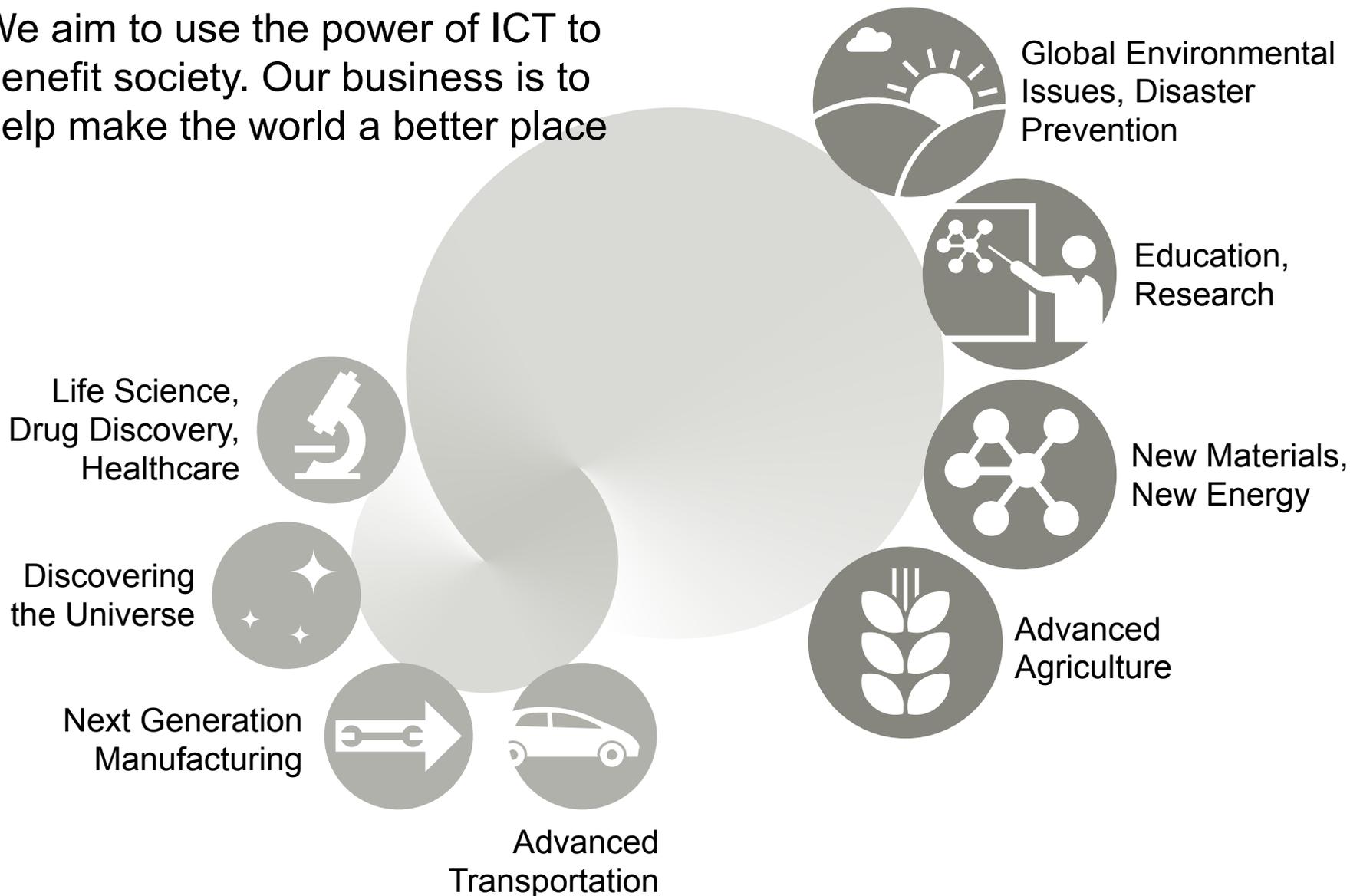


Future
Green Policy 2020
Green Policy 21



Reshaping ICT, shaping the world

We aim to use the power of ICT to benefit society. Our business is to help make the world a better place



Sustainability and Technology

Everything is speeding up, fast



A desire for real-time insight



Mobility is the norm



A new natural resource, Big data



Smarter Resource Consumption

Our wants and needs are expanding but our resources are fixed. Technology has a key role to play in securing our future.

Requiring super fast computing

How fast is the K computer?

- If the world's 7 billion people could perform one computation per second, it would take about 24 hours a day for 17 days to complete 10,000,000,000,000,000 (one Kei) computations.
- The K computer can complete 10 petaflops of computations in just one second



Supercomputer
PRIMEHPC FX10

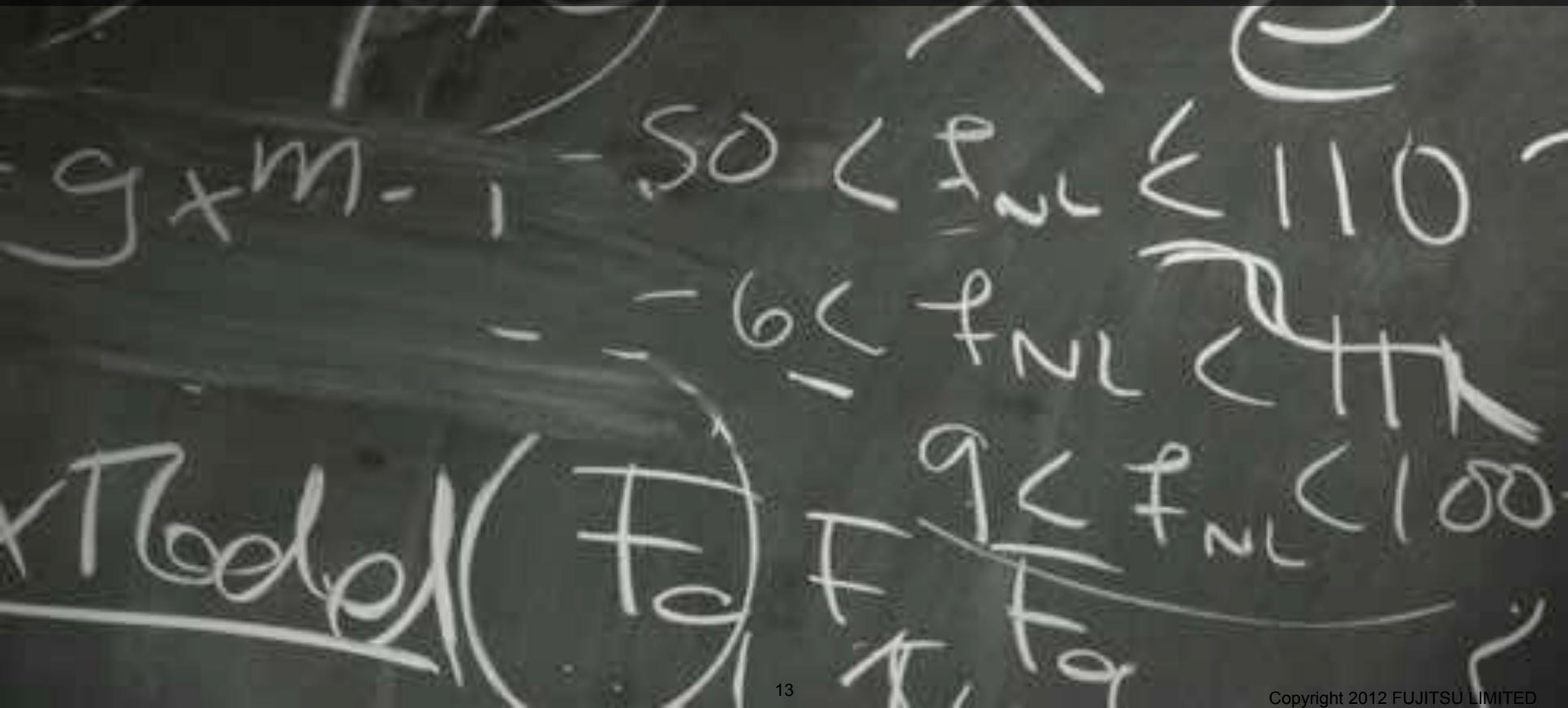
Powering innovative research

In partnership with Fujitsu, **HPC Wales** is enabling academic and commercial projects to use high performance computing for modelling weather patterns and climate change, simulation and prototyping, health and bioscience and creative design, to name but a few.



Advancing mathematical techniques

The **Australian National University** and Fujitsu are working together to advance mathematical techniques and resilient software for grand-challenge scientific simulations (including tsunami modeling and plasma physics) running on current and future supercomputers.



Cloud the enabling benefits

Greatest benefits are from cloud computing facilitate environmental improvements across an organization, industry or society.



Smart Transport

A traffic management system collects masses of data - from sensors planted in fleets of vehicles & roadside infrastructure that monitors traffic flow.



Smart Agriculture

The cloud solution was to implement satellite technology for field monitoring and mapping visualization data which was transferred in real time to the office.



Smart Communities

Environmental monitoring system in Map Ta Phut industrial estate, gathers data on pollutants using sensors



Making a real difference

The role of ICT in mitigating the effects of the earthquake and tsunami that devastated the East Japan coast in March 2011



Sustainability and cost savings (who pays the bill?)

Measuring ICT Sustainability maturity?



2nd Report measuring End User Organizations



- 1,000 responses ~ Australia, Canada, China, India, New Zealand, United Kingdom and the United States of America
- ICT Sustainability declined was 56.4 now 54.3
- Only 14.2% of CIOs including ICT energy in the budget
- Size matters – bigger better, not everywhere though
- Canada leading the way
- Policy matters – e.g. waste
- Best Practice is possible, one wholesaler in the USA scored 97.0

What will ICT Sustainability look like in 2012?



- 1,200 responses ~ Australia, Canada, China, India, **Japan**, New Zealand, United Kingdom and the United States of America
- Will we improve or continue to go backwards?
- Will more organizations take advantage of the costs savings? e.g. 40% off the bottom line
- Will the CIO be responsible for ICT energy and the bill?

Case Study – Meridian Energy

Who are they?

- New Zealand's largest energy provider
- Sustainability Leader, 100% renewable energy



What we did:

- ICT Sustainability Quick Start
- Benchmarked to Global Best Practice - 166/ 1000, rating of 60.3
- Detailed report outlining short, medium & long term strategies (Immediate: Up to 40% reduction of energy from End User Computing)
- ICT Foot Print using our own tools

The Future:

- CIO agreed to achieve global best practice of 80 or above
- Fujitsu developing program in line with ICT Sustainability Framework

“The whole Quick Start process gave us real insight into how we could reach beyond our current ICT targets of sustainability. The benchmark report gave us something further to strive for with clarity on how to get there”

Case Study – Universities Alliance

Challenge

- To expand the ability of three leading Victorian Universities to support core activities of teaching and research with an IT infrastructure capacity that is both cost effective and which would reduce greenhouse gas emissions



Solution

- Tier III data centre with advanced environmental features
- SLAs on PUE and renewable energy commitments

Benefits

- The concepts of sustainable data centres and emissions control become a business reality
- Net emissions from services are lower
- Pooled data centre resources of the University Alliance has halved costs
- Demonstrable leadership in sustainability
- Fujitsu takes on responsibility for Universities' emissions under legislation

“The University’s decision to partner with Fujitsu was influenced by its demonstrated innovation in sustainability and its long-term commitment to developing sustainable data centre environments” – Edwina Cornish, Monash Senior Deputy, Vice-Chancellor

Corporate Sustainability

How do we define business sustainability?



Opportunity

Brand

Performance

Economic growth

Intergenerational responsibility

Risk

Innovation

Efficiency

FUJITSU Sustainability Business Model



Adapted from the McKinsey Model



FUJITSU

shaping tomorrow with you

INTERNATIONAL
GREEN AWARDS™

The leading platform for
sustainability intelligence,
leadership and innovation



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Close : August 30th