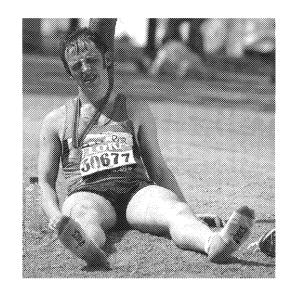
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Private Sector Division

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Review of 2008/9



Peter Rowley Managing Director

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Financials – 2008/9 Private Sector Division

	YTD March Actual
Orders Received	507.8
Total Revenue	526.5
Margin	59.3
Margin %	11%
Opex	49.6
Operating Profit	8.3
Operating Profit %	2%
Operating Cash Flow	26.1
Headcount total	494

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2008/9 Highlights - Key wins

Irrelevant

Post Office

HNG-X re-Baseline

£20m

Irrelevant

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2008/9 Highlights - contracts & delivery

Contracts/Service

Irrelevant

Global Delivery

- Transition of the Post Office's Systems Management Centre to the GDC in Bangalore
- Irrelevant

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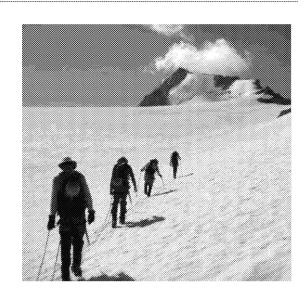
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Private Sector Division



The Challenge Ahead: 2009/10





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What is our Mission?

"To continuously improve customers' perception, thereby growing a profitable business"

We will ...

- Make commitments to customers that we understand
- Execute impeccably against our commitments
- Introduce innovation but not rocket science!

As a consequence we ...

 Create a virtuous circle growing relationships and future business

Our differentiation is that we are honest and straight talking.
This is a strong platform for building relationships.

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Satisfied customers are good for our business

Satisfied customers are ...

CSIP Score	Avg GM %
7 or above	25%
Less than 7	2%

... profitable customers

who place more orders ...

CSIP Score	Avg Orders/Rev
7 or above	1.85x
Less than 7	0.4x

... and increase our backlog

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What is our Vision?

"To be respected by our customers and feared by our competitors"

Because:

- We have the senior relationships with our customers
- We have the delivery track record
- We are proactive and innovative

We will have succeeded when we are:

- · Growing faster than the industry average
- · Being awarded continuously improving CSIP scores
- · Achieving high win rates

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We will build on the foundations laid last year 08/09 09/10 10/11 & Beyond Establish Delivery Stable Platform for Expand into Green **Strategic** 0.000 Growth Fields Objective Key accounts Key accounts · Become known for turned around targeted for delivering Delivery capabilities significant growth impeccable service Key strengthen Opportunities Increase expansion prioritised and into new names **Initiatives** qualified Exploit our key Support and build strengths sales capabilities Everyone focused on our customers © Fujitsu Services 2009 April 2009 Private Sector Conference FUĴÍTSU

We will prioritise our existing clients to allocate our resources

	<u>Characteristics</u>	<u>Actions</u>
Growth Accounts	Typical Rev >£5mContract cover for min. 2 years	InvestAlign and incentivise Account Development resourcesTarget for growth
Question Marks	Dependent on a key deal Building a trans-national engagement	 Bid budget and sales effort qualified Key Sales/Campaign resources aligned Challenge to become a Growth Account
Harvest Accounts	Low revenue Lack of significant growth opportunity	SDM to harvest profit Investment only by exception
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All opportunities (both existing accounts and New Names) will be targeted with rigorous qualification

Our qualification criteria will include:

- Fit of client requirements to our capabilities
- Strength of Client Relationships (existing and new)
- Scope of opportunity growth potential
- The shape and structure of the procurement process

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We are supporting and building our sales capabilities

Our sales capability is broad and multi-skilled

 Sales, Account Managers, Business Consultants, CSAs, SDMs, Bid Managers, PMs, Functional Leads...

More of this capability is now within PSD to build consistent sales engagement

Senior Executives are an essential part of the sales team

Targets and incentive schemes will be aligned to growth

Everyone touching customers is part of the sales process

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Everyone is Customer Facing!

Our customers must be the focal point at all times and our behaviour will reflect this

- · We are more focused on customers than internals
- We spend more time with customers than we currently do
- We spend more time preparing for customer meetings than internal meetings
- Our internal review packs reflect our current thinking and conversations with customers

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