

[Date Time]

Private Sector Division

FUJITSU

Review of 2008/9

Peter Rowley
Managing Director



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

2008/9 Highlights – Key wins

Irrelevant

Post Office

HNG-X re-Baseline

£20m

Irrelevant

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**

[DateTime]

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The Challenge Ahead: 2009/10

Peter Rowley



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.***

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

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

We will build on the foundations laid last year

	08/09	09/10	10/11 & Beyond
Strategic Objective	Establish Delivery Credibility	Stable Platform for Growth	Expand into Green Fields
Key Initiatives	<ul style="list-style-type: none"> • Key accounts turned around • Delivery capabilities strengthen 	<ul style="list-style-type: none"> • Key accounts targeted for significant growth • Opportunities prioritised and qualified • Support and build sales capabilities • Everyone focused on our customers 	<ul style="list-style-type: none"> • Become known for delivering impeccable service • Increase expansion into new names • Exploit our key strengths

We will prioritise our existing clients to allocate our resources

	<u>Characteristics</u>	<u>Actions</u>
Growth Accounts	<ul style="list-style-type: none"> • Typical Rev >£5m • Contract cover for min. 2 years 	<ul style="list-style-type: none"> • Invest • Align and incentivise Account Development resources • Target for growth
Question Marks	<ul style="list-style-type: none"> • Dependent on a key deal • Building a trans-national engagement 	<ul style="list-style-type: none"> • Bid budget and sales effort qualified • Key Sales/Campaign resources aligned • Challenge to become a Growth Account
Harvest Accounts	<ul style="list-style-type: none"> • Low revenue • Lack of significant growth opportunity 	<ul style="list-style-type: none"> • SDM to harvest profit • Investment only by exception

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

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