

Mastering SAP 2023

Gold Coast, Australia — 13th-14th November 2023

Achieving a Holistic Design &
Manufacturing Vision The
Fujitsu Way

Naived Merchant

Head of SAP Oceania

Bruno Cechella

SAP Digital Manufacturing Lead Oceania

Yuko Tojo

SAP Sustainability Lead Japan

FUJITSU



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Fujitsu

Established in 1935 with over 8 decades
of innovating and pioneering
technologies

Fujitsu is a leading global
information and technology
company with multi-award global
recognition.

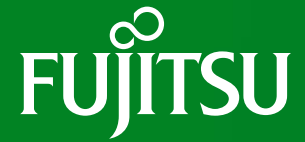
A yellow dot with a dotted line extending from it to the left, connecting to a yellow circle.

We are a global manufacturer
running SAP solutions in our
own factories.

A yellow circle with a dotted line extending from it to the right, connecting to a yellow dot.

We combine our 88 years as a world-
class manufacturer with experience
working with manufacturing clients
to develop many technologies and
deliver SAP solutions.

Fujitsu Australia and Aotearoa New Zealand



30+

Fujitsu locations, over 100 sites



1,500+

customers



3,500+

staff



4,700+

supported Customer Locations across Australia and NZ



30% +

of electricity consumed at Australian sites offset with renewable energy



50 years

of innovations and supporting Businesses in Australia



32 partners

8 global and 24 regional



43,000 +

square meters of data centre floor space



Gadi

is the most powerful supercomputer in the southern hemisphere



\$1.1B

of revenue and one of the leading ICT companies in Oceania



\$4.1M

Spent more than \$4.1M with First Nation owned businesses since 2017'



100%

of sites in ANZ are run on renewable energy



Top 6

One of the largest IT services provider in Australia. The largest IT services provider in Japan, Top 6 IT services company globally



6 Data Centres

own and run 6 world class data centres in Australia

What We Do



Applications & Multi-Cloud
Delivering an adaptive organisation.



Work Life Shift
Enabling great experiences to support your style of working.



Digital Transformation Centre
A Pathway to Innovation.



Data Centre & Hosting Services
Secure. Flexible.
End to end excellence.



oobe
We craft solutions to uncomplicate work lives.



Fujitsu Product
IT solutions for a digital world.



Enable - ServiceNow
We create value at speed.

Digital Strategy Consulting
Creating strategies and roadmaps to enable ICT and Digital Transformation.



Cyber Security Services
Building Trust and Resilience in a digitized world.



Partner Business Solutions
Taking your enterprise applications into the digital era.



Data and AI
Unlock the value of your data.



Workforce Management
Future proof your Workforce.



Agile Transformation including Agility at Scale
The future of transformation is agile.



Field Services Support
Experienced and pragmatic.



Fujitsu and SAP

A successful trajectory of 45+ years of partnership

Fujitsu is a long-term SAP Global Partner with a proven track experience in deploying SAP solutions globally.

360° Partnership

- Fujitsu runs SAP. SAP runs on Fujitsu.
- We are customer, a supplier and a system integrator.
- Strategic partnership for SAP Digital Manufacturing and Signavio.
- Fujitsu has been recognised with several awards of excellence over the years.

Our purpose

Make the world more
sustainable by building trust
in society through innovation.



Fujitsu UVance

Universal + Advance

"Advance all (Universal) things in a sustainable direction"

Our thoughts on Fujitsu UVance:

By connecting diverse values with trust and providing flexibility to adapt to changes, we will create a more sustainable world where anyone can advance their dreams.

FUJITSU

7 Key Focus Areas

Achieving a Sustainable World

Moving forward for
a sustainable world

Fujitsu Uvance is the business focus we are bringing to technology and cross-industry functions.

Building new possibilities by connecting people, technology and ideas, creating a more sustainable world where anyone can advance their dreams.



**Sustainable
Manufacturing**



Consumer
Experience



Healthy
Living



Trusted
Society



Digital Shifts



Business Applications



Hybrid IT

We help manufacturers empower their performance and achieve sustainable, circular manufacturing by embracing DM/SX.



Digital Manufacturing (DM)

Achieving overall optimization and immediate P&L impact through digital enablement

Sustainability Transformation (SX)

Strengthening medium-to long-term corporate value and competitiveness to contribute to corporate and social sustainability



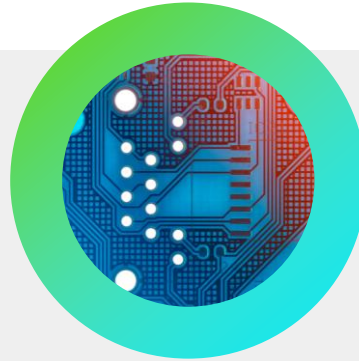
Enterprise Visualisation and Optimisation

Providing a foundation for visualising and connecting corporate activities



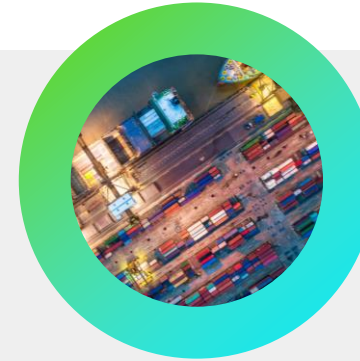
People Enablement

Eliminating imbalance in the workforce and sustaining generational transfer of industry skills and knowledge



Value Chain Optimization

Creating and optimizing a cross-industry ecosystem



Resilient Supply Chain

Securing supply chains against disasters and global political risks

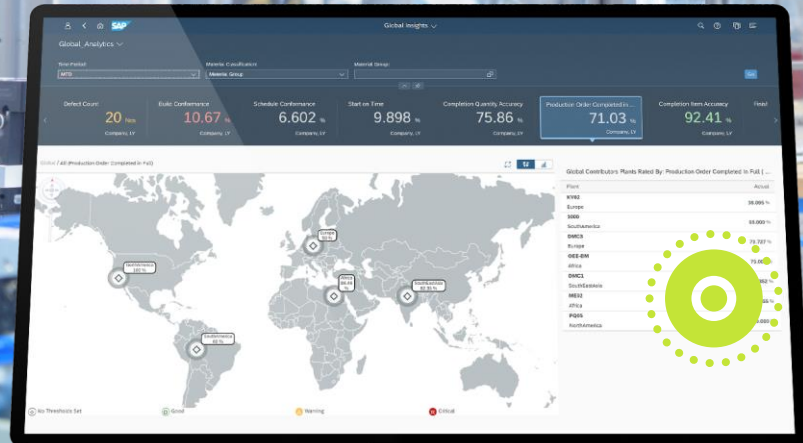


Carbon Neutrality

Multi-faceted contribution to achieving carbon neutrality



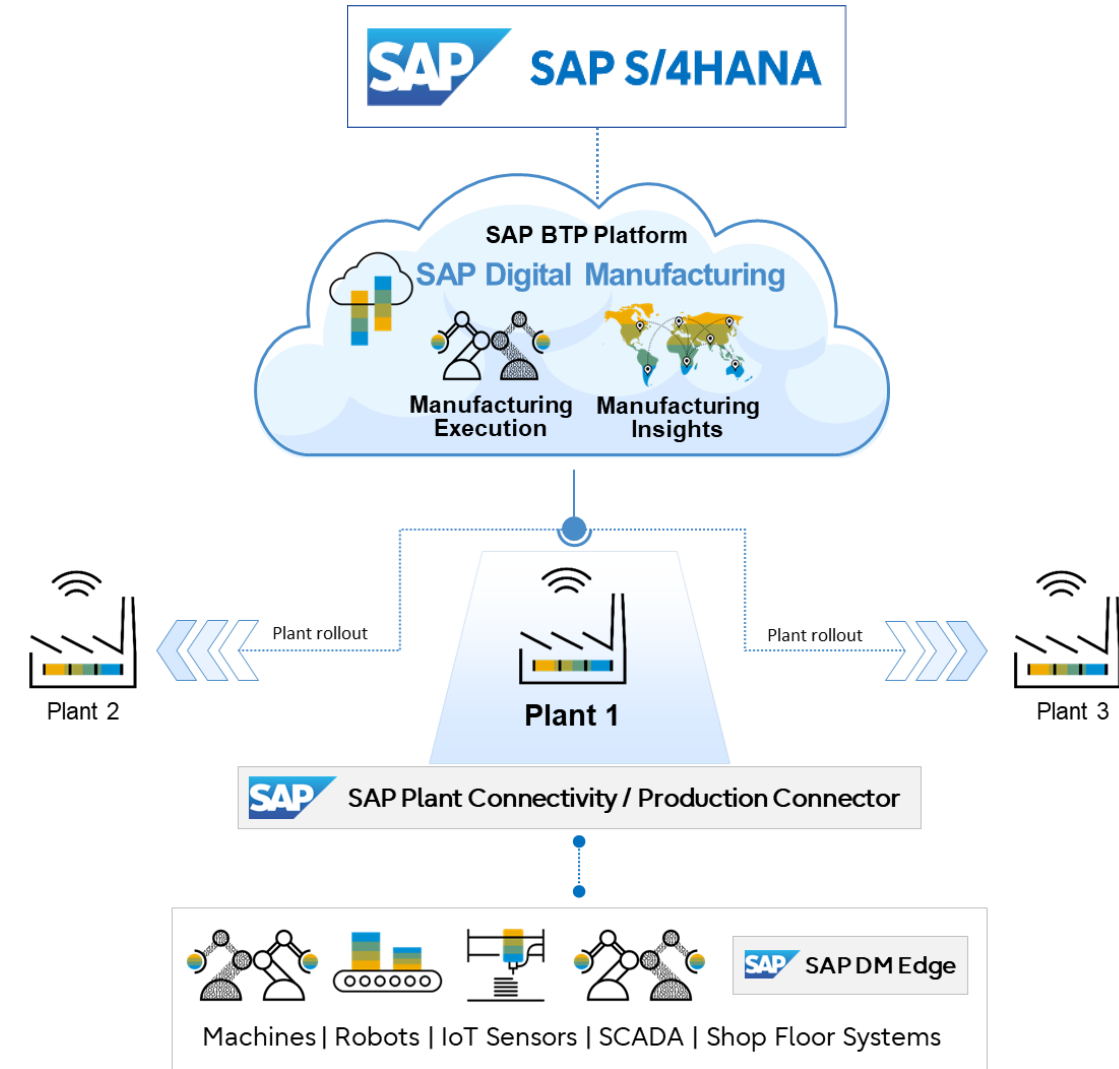
SAP Digital Manufacturing



What's SAP Digital Manufacturing

SAP Digital Manufacturing is a cloud-based MES (Manufacturing Execution System) that enables manufacturers to manage and execute production processes and manufacturing operations and realise Industry 4.0 scenarios by integrating top floor enterprise systems and shop floor machines and systems.

SAP Digital Manufacturing Overview



SAP DM streamlines the end-to-end manufacturing processes by connecting your top floor business systems to your shop floor equipment for global visibility across all plants while orchestrating execution and monitor production operations.

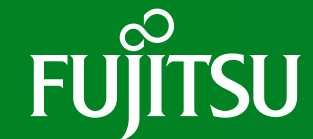
● Manufacturing Execution

- Intuitive role-based dashboards to manage, execute and monitor the production.
- Orchestrate and control the shop floor with OOTB integration with S/4HANA.

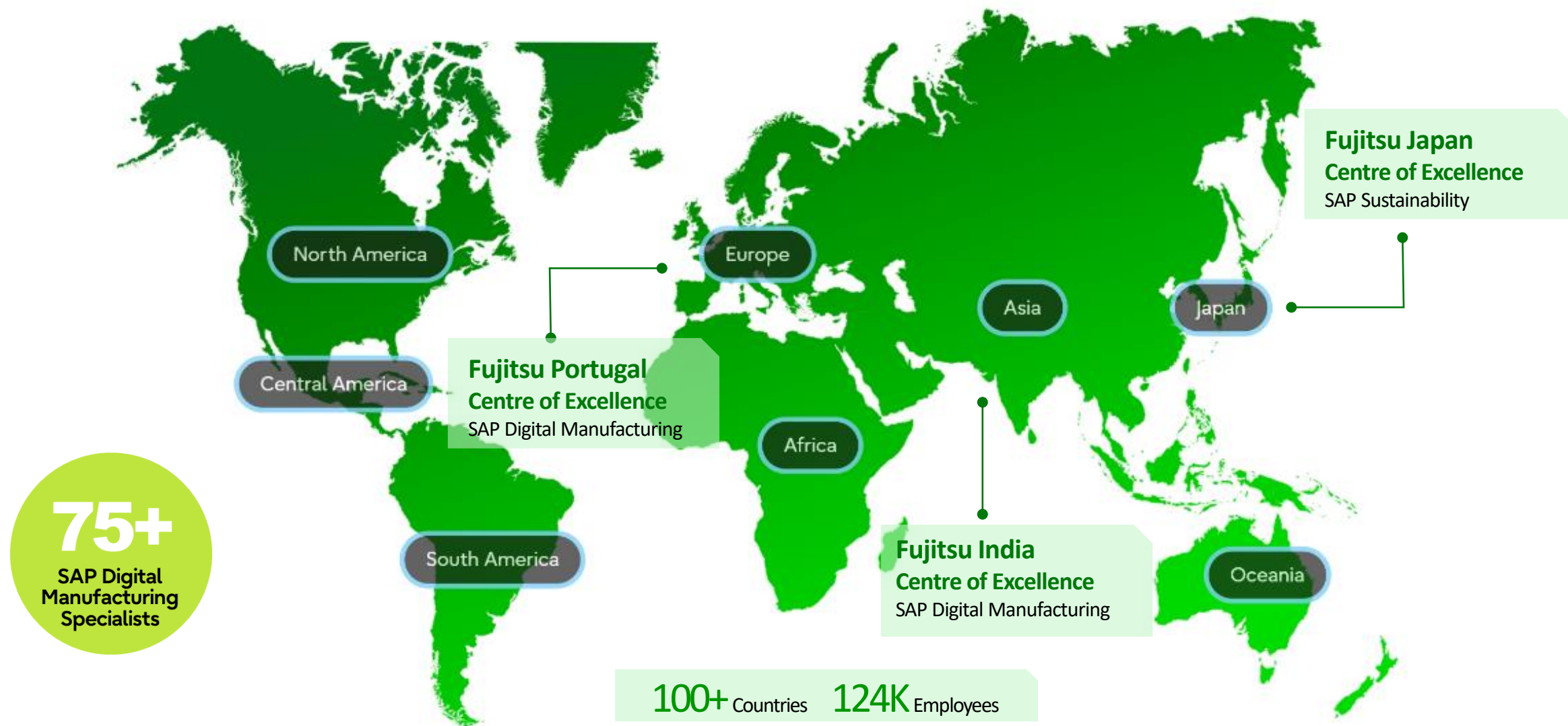
● Manufacturing Insights

- Take informed decisions to increase productivity and performance of your production with real-time manufacturing insights, KPI's and root cause analysis.

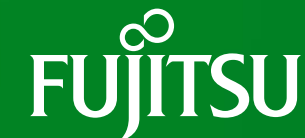
Fujitsu's Global SAP Capabilities



Centres of Excellence for SAP Digital Manufacturing, SAP Sustainability Solutions and SAP Signavio



Fujitsu's SAP Manufacturing Customers



Elevate Program Smart Factory Journey

SAP MII and SAP ME
Manufacturing Integration & Intelligence
Manufacturing Execution

SAP Digital Manufacturing
Manufacturing for Execution
Manufacturing for Insights



Industry Electronic Devices
Location Japan
Industry Discrete Manufacturing



Industry Construction Materials
Location USA
Industry Process Industry



Industry Caulks, Sealants, Foam, Adhesives
Location USA
Industry Process Industry



Industry Drives, Motors and Generators
Location USA and Finland
Industry Discrete Manufacturing

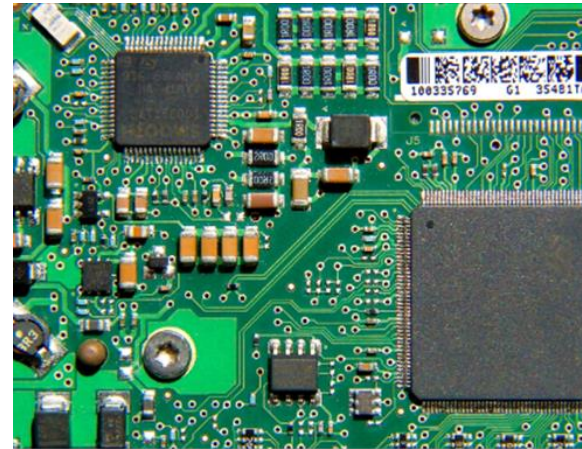


Industry Bearings
Location Japan
Industry Discrete Manufacturing

Yamanashi Plant – Our very own success story of SAP Digital Manufacturing and SAP Signavio



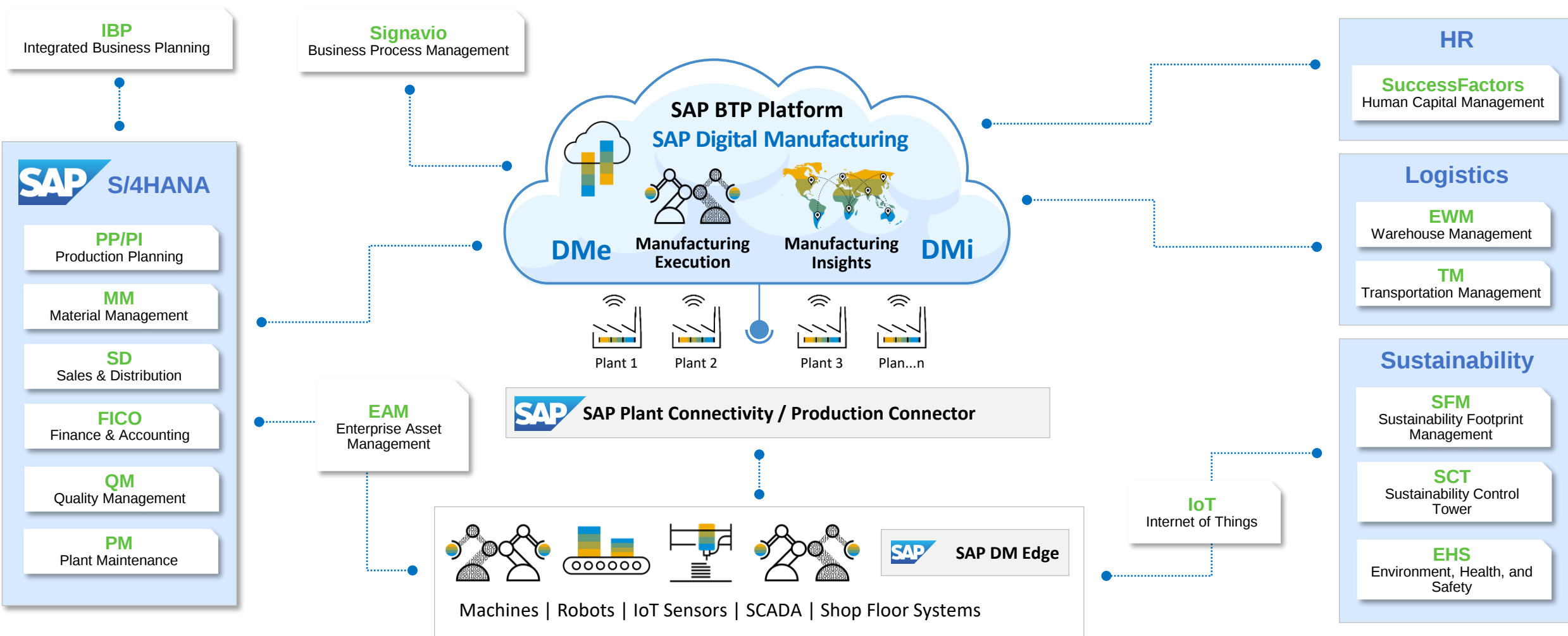
Located near the Mount Fuji in Japan, the plant has 75 years of operation and 328 employees.



Transponder



Smart Manufacturing Ecosystem



Systemic challenges

Global cooperation is needed to overcome the systemic challenges we face.



Geopolitical conflict



Climate change



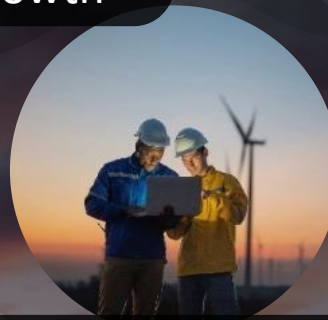
Fossil fuel



Economic growth



Pandemic



Energy shortage



Inflation



Inequality

Realizing a desired future

Regenerative Society

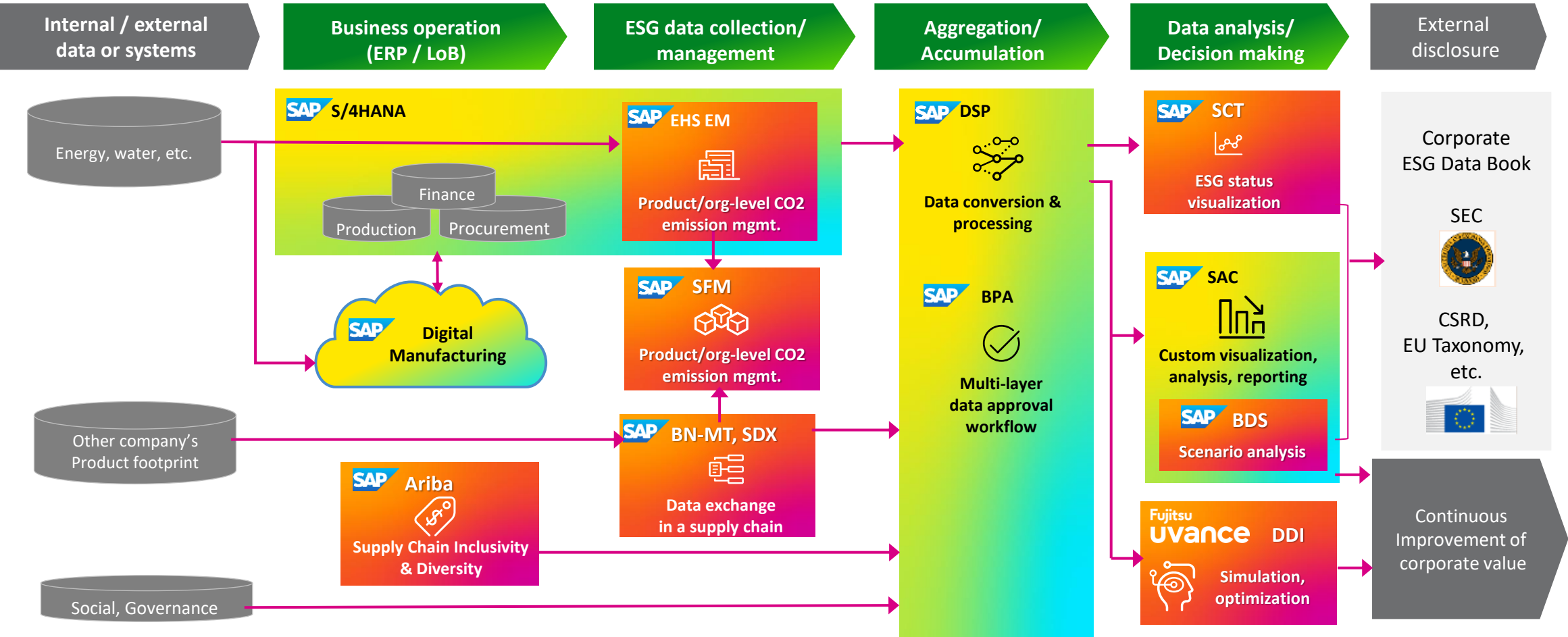
A sustainable society, where the environment, people's well-being and economy are closely interconnected within the boundaries of our planet.



Fujitsu's ESG Offerings Powered by SAP



■ We support customers to meet their sustainability aspirations, including but not limited to carbon neutrality and circular economy by end-to-end utilization of data and digital technology



BN-MT :SAP Business Network Material Traceability
SDX :SAP Sustainability Data Exchange

EHS :SAP Environment, Health and Safety – Environment Management
SFM : SAP Sustainability Footprint Management

DSP : SAP Data Sphere
BPA : SAP Build Process Automation/

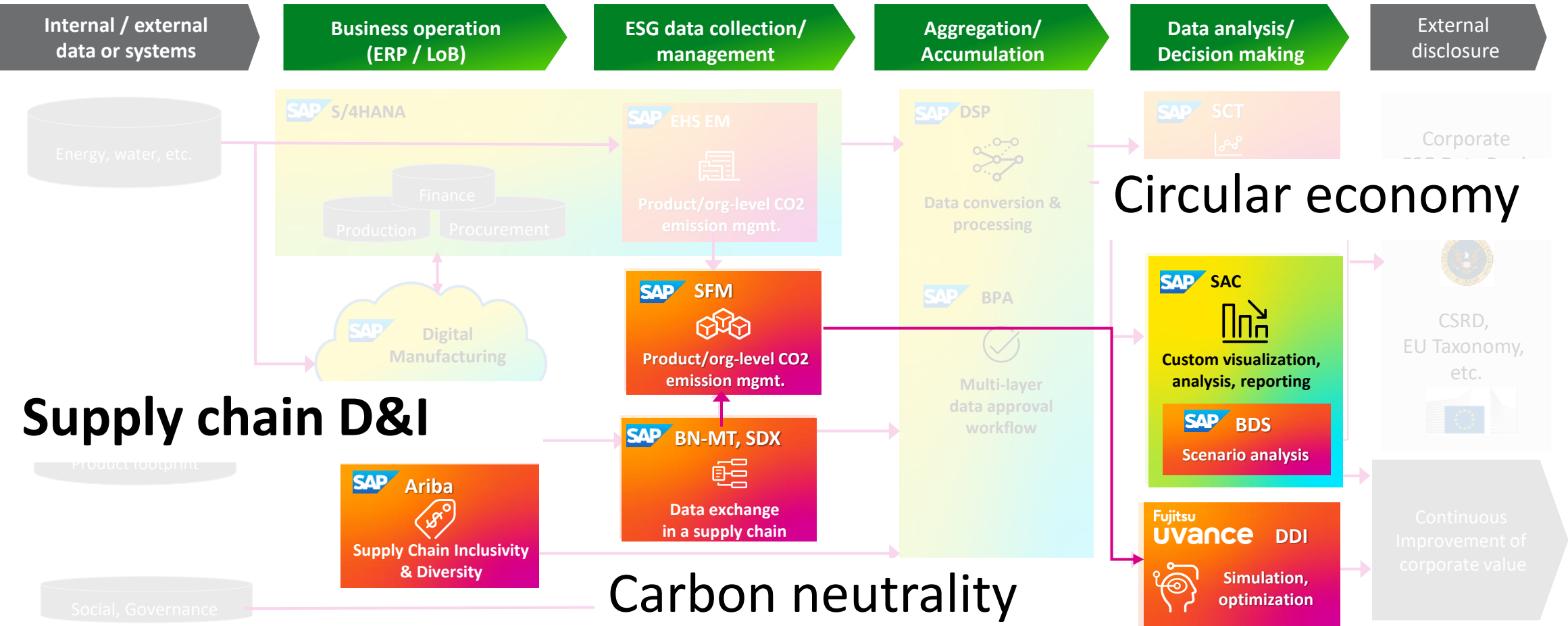
SCT : SAP Sustainability Control Tower
SAC :SAP Analytics Cloud

BDS : SAP Business Decision Simulator
DDI : Data Driven Innovation

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DDI : Data Driven Innovation

Carbon Neutrality

Driving end-to-end supply chain decarbonization

- **Opportunity / Challenge**

- Emerging opportunity along with EV business growth
- “EU Battery Regulation” requires traceability & accountability

- **Solutions**

- 1) Engage & collect data → SAP Business Network Material Traceability (BN-MT)
- 2) Calculate & manage data → SAP Sustainability Footprint Management (SFM)
- 3) Decision making → Data Driven Innovation (DDI)

- **Customer’ Benefits**

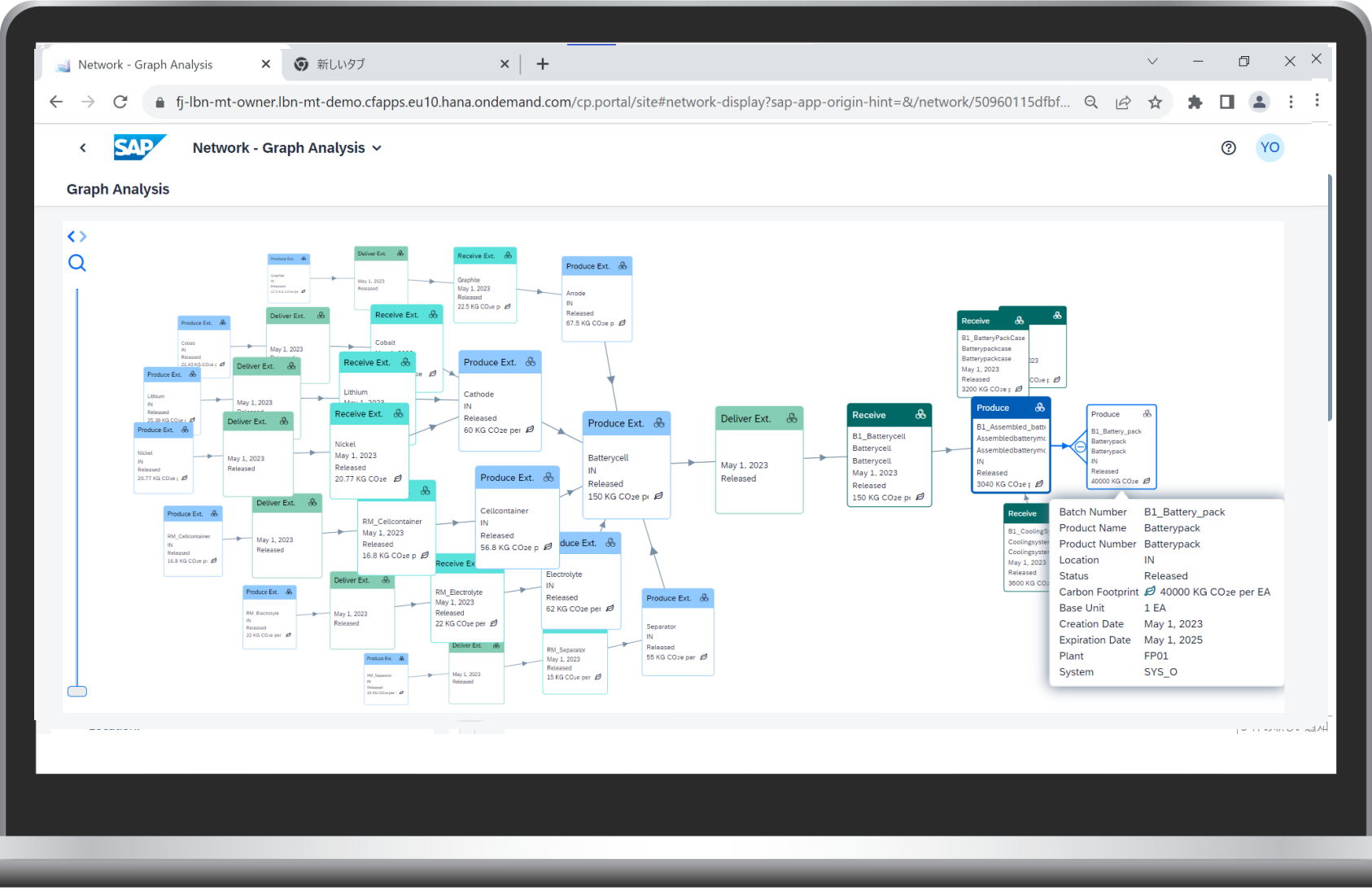
- Accelerating GHG reductions across supply chain
- Traceability of supply chain to increase agility
- Improved decision making in higher efficiency and productivity
- Prepare for future legislation
- Improved auditability with footprint accounting process
- Improvement of product’s market value and brand reputation

Battery manufacturer



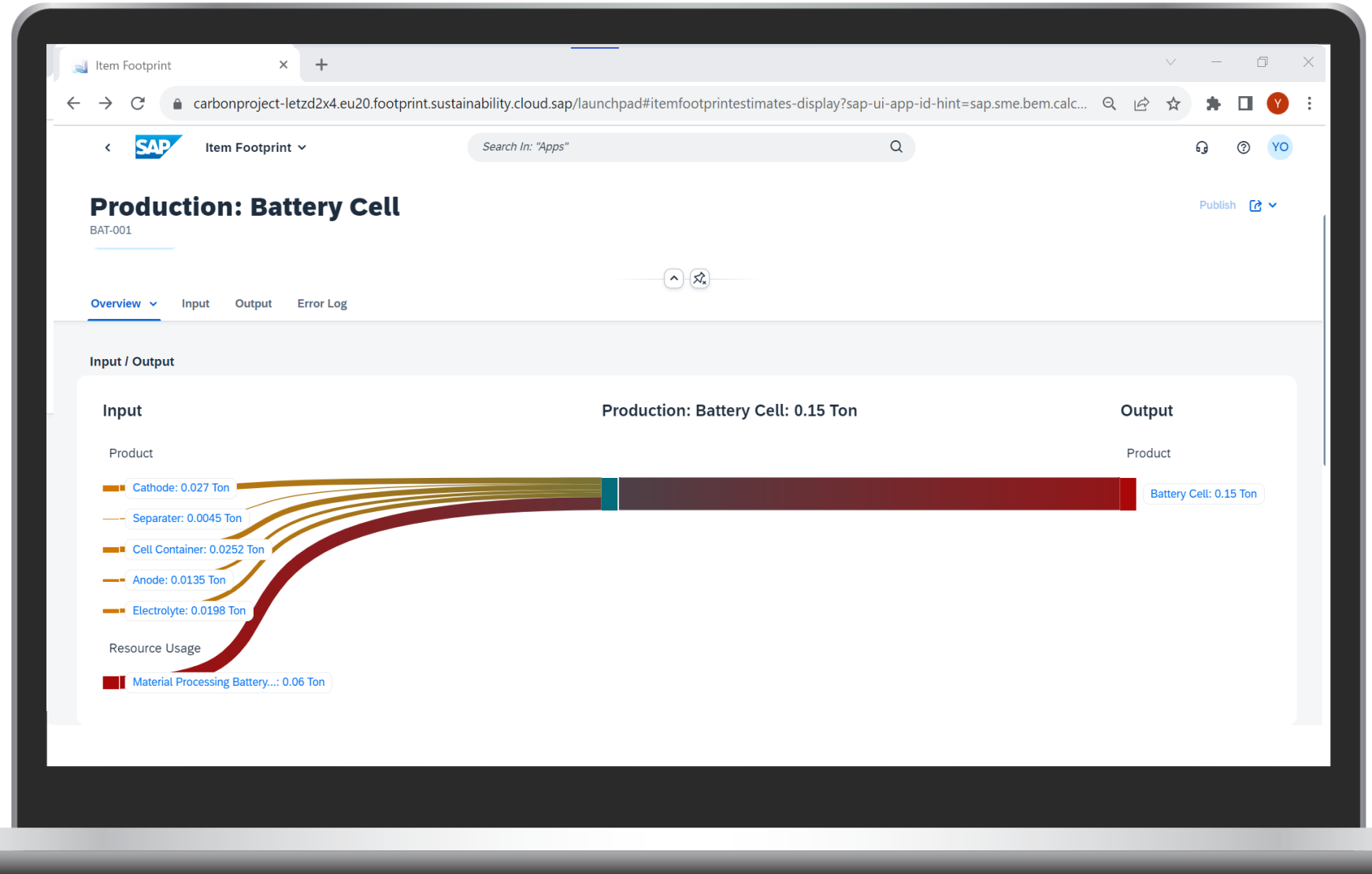
SAP Business Network Material Traceability (BN-MT)

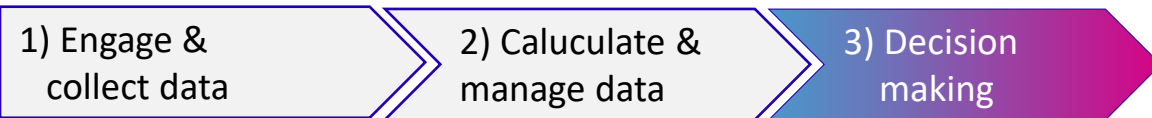
- ✓ Build a private blockchain network for **Tier1 – Tier N suppliers**
- ✓ Exchange information such as product carbon footprints, or alert partners for recall response.



SAP Sustainability Footprint Management (SFM)

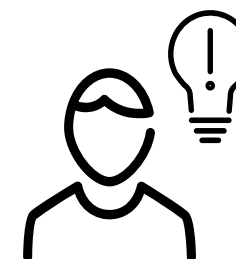
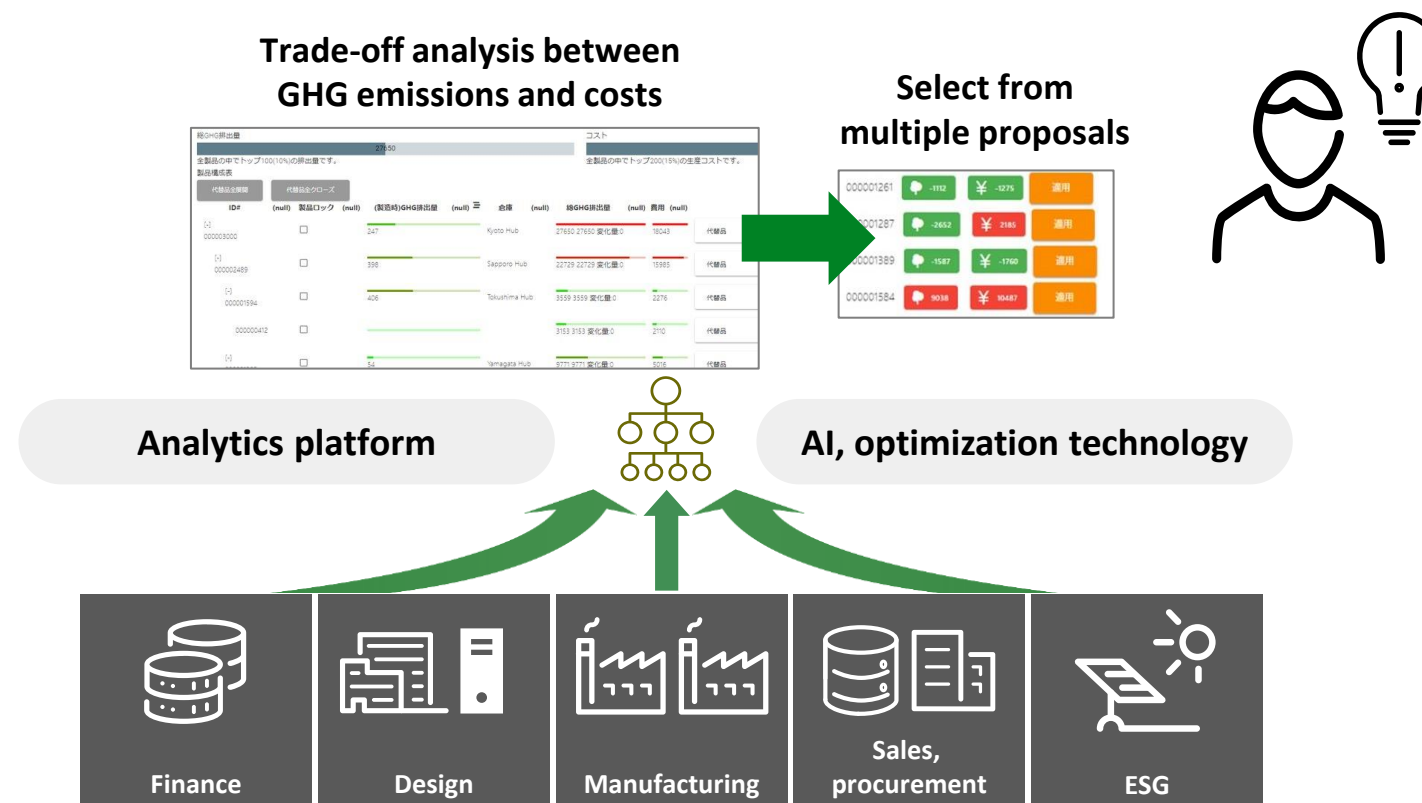
- ✓ Calculate the product carbon footprint (PCF) in line with WBCSD PACT, an international de facto standard.
- ✓ Energy flow modeling function to support granular calculation
- ✓ Import supplier data & internal activity data easily from S/4HANA





Data Driven Innovation (DDI)

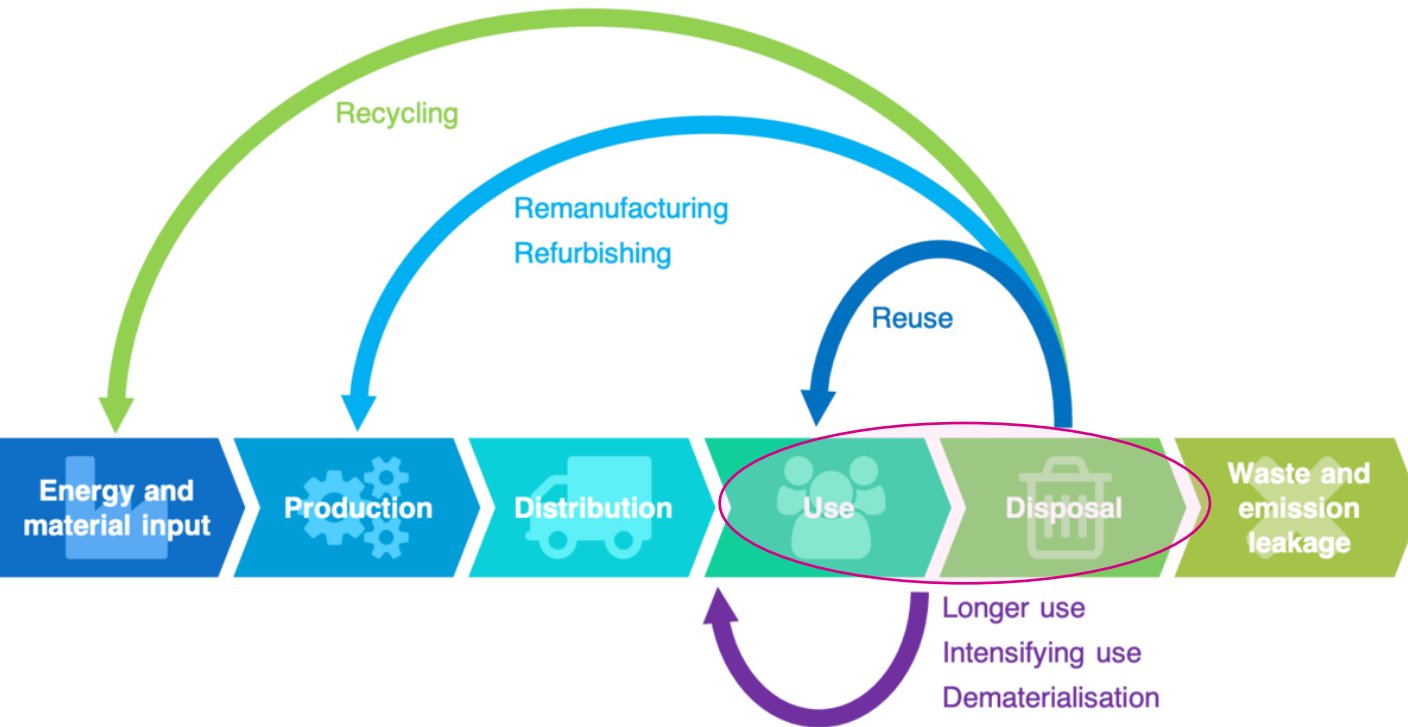
- ✓ Simulate optimization of return on investment, CO2 reduction, and total cost
- ✓ Leverage Fujitsu's key technology, Trade-Off-Decision Simulation



Closing a loop for Circular Economy

Shift from liner to circular

Global recycling rate for electronics: **only 17%**



WHY IMPORTANT?

- ✓ **Business opportunity**
 - ✓ Increased innovation
 - ✓ New revenue streams
 - ✓ Reduced cost
 - ✓ Enhanced regulatory compliance
 - ✓ Better brand reputation
 - ✓ Increased customer loyalty



- ✓ **Resolving societal issue**
 - ✓ 30 million of women & children face adverse health risks due to hazardous dismantling activities

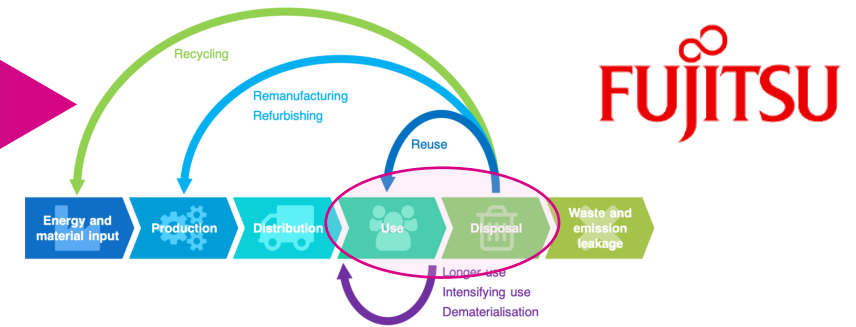


- ✓ **Environmental benefits**
 - ✓ Recycled material is 13-times cheaper & lower CO2 emissions than mining virgin material



Closing a loop for Circular Economy

Activating recycler's business



Goal: Increase in purchase transactions from end-users

- In turns, less social& environmental negative impacts



Problem: Setting the price of raw materials

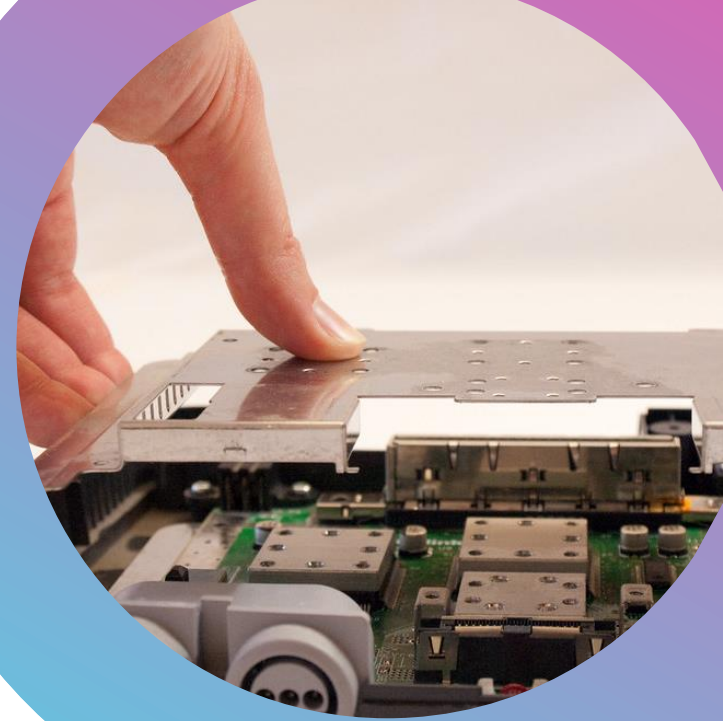
- Time-consuming & Approximate
- Fluctuating world market prices
 - > high uncertainty & complexity of evaluating profit
- Remain competitive, profitable



Solution:

1. Tool to enable **estimating earnings by simulations for used computers**, taking into account **uncertainties**
2. Enhancement of **data modeling by AI technologies** (next step)

Recycling company



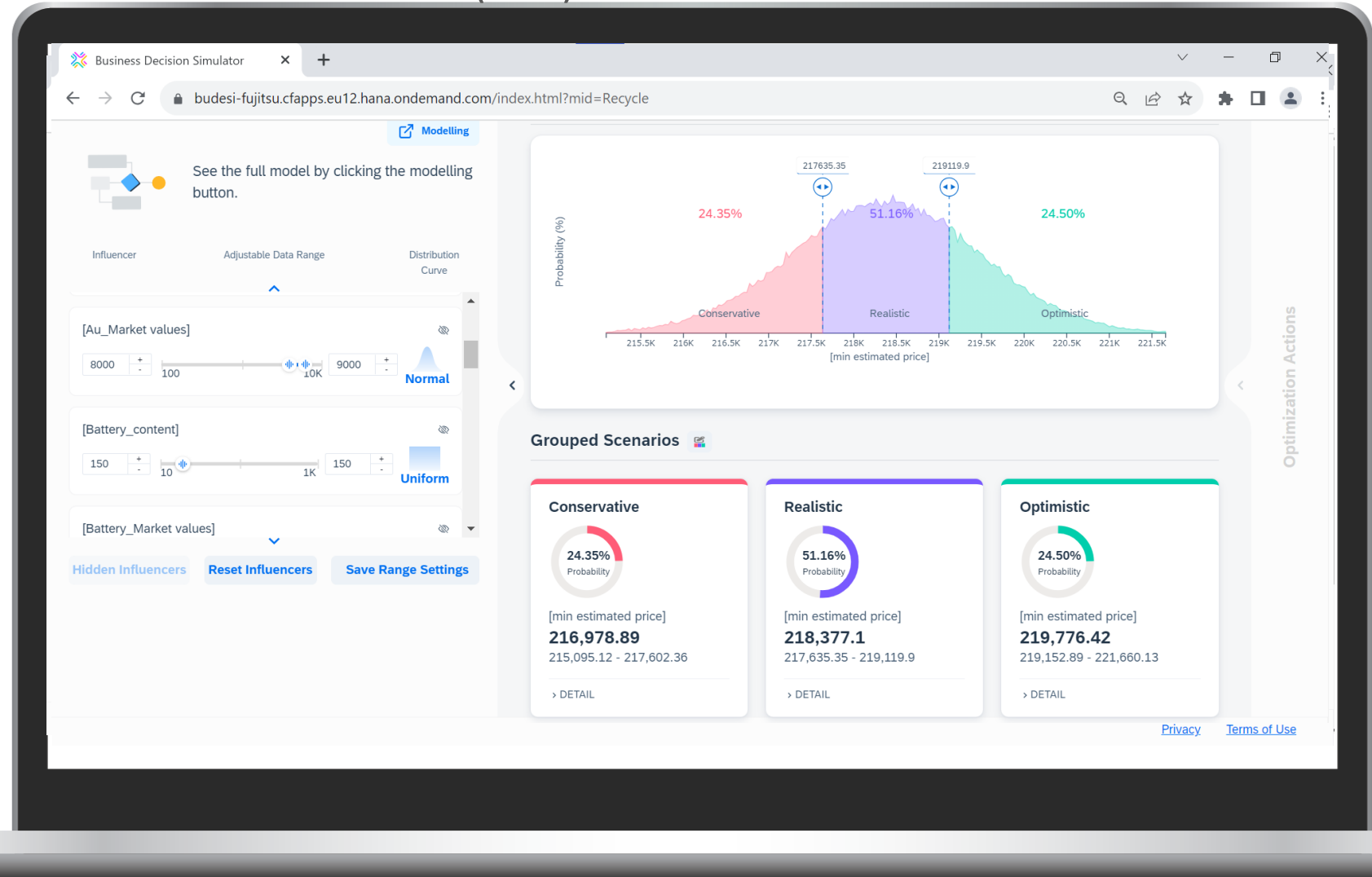
Price Estimate Support Tool for recyclers

Prototype
Subject to Change



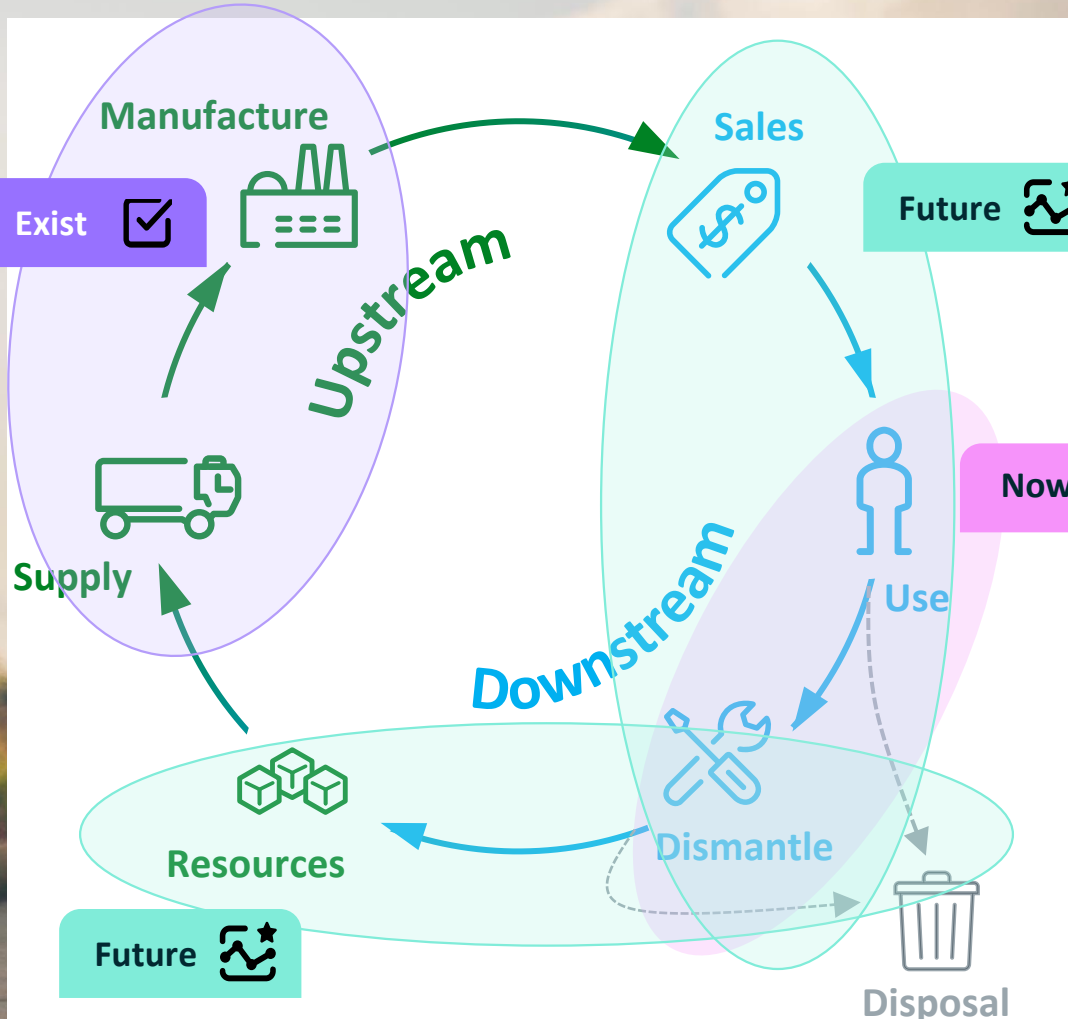
— Configured on SAP Business Decision Simulator (BDS)

- ✓ Rapidly make business decisions in response to internal and external uncertainties
- ✓ Running simulations of market value fluctuations such as gold. It enables estimation based on real-time market value.



SAP & FUJITSU TO DRIVE A CIRCULAR MANUFACTURING

SAP & Fujitsu co-innovation ambitions



Call to action

Join us to explore a journey for closing a loop for circular economy !



Supply Chain Inclusivity & Diversity



Goal:

- Fujitsu's Innovate **Reconciliation Action Plan (RAP)**
A commitment to partner with Aboriginal and Torres Strait Islander communities and businesses for a shared, equitable, and prosperous future.



Problem:

- Limited visibility of active supplier contracts
- Lack of a centralized platform for spend data
- A fragmented procurement function



Solution:

- Adopted **Ariba** and created **a dedicated dashboard** to track spending with First Nations suppliers and developed **a focused buying channel**, boosting their product engagement



Benefit:

- The spend with First Nations suppliers surged from **\$200,000 to over \$4.0 million** in a few years



**SAP Best Run Awards 2023
for SAP ANZ**

Chris O'Brien Award Winner



Driving SX through DX

The headline theme for next 10 years

SX means transforming business to bring about positive change in our environment, society and economies.

It is crucial for companies to focus on transforming business by deploying digital innovation that creates business resilience against uncertainty, while enhancing environmental and social value.

Sustainability
Transformation (SX)

Next 10 years

Digital Transformation (DX)

Kick Start Your Holistic Design & Sustainable Manufacturing Journey



Why choose Fujitsu as your transformation partner?

A world-class manufacturer with excellent DX SX practices

Integration Capabilities

Combination of Fujitsu Core Technologies

Why select SAP solutions for your practice application?

Acclaimed applications by customers & analysts

Continuous Evolution

Design to Operate Process



Thank You!

Mastering SAP 2023

For every visit to our booth, we will proudly donate 25 meals to people in need across Australia through **OzHarvest**.



MASTERING SAP

An SAPinsider Company

Final Considerations

- Fujitsu is located at **Booth 8**.
- Visit us to learn more about Fujitsu's Uvance Sustainable Manufacturing and how we can help you with our solutions.
- Come to see first-hand a live demo using cloud-to-cloud solutions with SAP S/4HANA Cloud with SAP Digital Manufacturing at 4:55 PM at the Education Pavilion 2.

Our Team Is Ready to Assist You!



Reach out to us to know more about Fujitsu's Sustainable Manufacturing



Naived Merchant

Head of SAP
naived.merchant@fujitsu.com
+61 432 853 400
Fujitsu Oceania



Bruno Cechella

SAP Digital Manufacturing Lead
bruno.cechella@fujitsu.com
+61 477 295 424
Fujitsu Oceania



Yuko Tojo

SAP Sustainability Lead
tojo.yuko@fujitsu.com
+81 70 3052 8932
Fujitsu Japan

Thank You!

