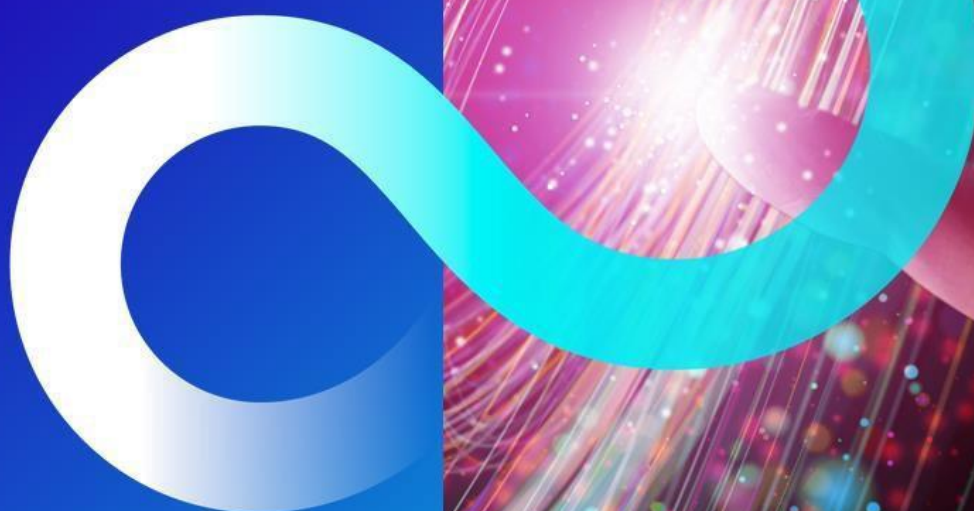


Service Definition

Business Intelligence

FUJITSU



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Service name overview

What is Business Intelligence?

Business intelligence is the process by which enterprises use strategies and technologies for analysing current and historical data, with the objective of improving strategic decision-making and providing a competitive advantage.

How important is a good Business Intelligence Solution?

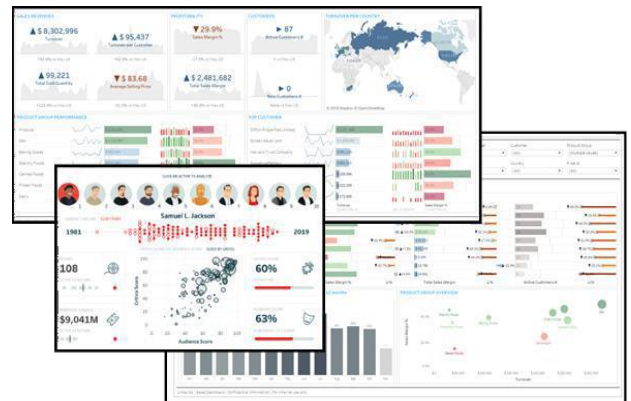
Now, more than ever, organisations are encountering unparalleled levels of complexity, whether that's shock pandemics, sprawling globalized supply chains, rising customer expectations or ever-increasing digital demands. To succeed and grow in this challenging world, businesses must adapt at speed and find new ways of working to generate ongoing business value.

Information is the most valuable asset your business has. It tells you what your customers are doing; what they want to be doing; and what they think of your business. That can help you to create a better customer experience. It also tells you what's going on within your business, what you could do better, and how you can take advantage of new markets or develop innovative solutions. It shows you where processes can be improved, and profits increased.

Combining internal and external data from multiple different and apparently incompatible data sources can provide some unexpected insights. Our customers use data analytics services to tackle fraud, analyse scientific data and improve customer interactions.

We have helped Government departments and local authorities to save money through increased efficiency and fraud reduction. By analysing their data, we've recommended changes and implemented analytics systems which provide a sound basis for future decision making.

Data is the new gold which organisations cannot afford to leave untapped as the simplest of models and insight could be revolutionary.



Fujitsu's dedicated Decision Intelligence team has significant experience of guiding clients through the maze of structured, unstructured, and semi-structured data sources, transforming and integrating data to provide historical, current, and predictive views of business operations to identify insights. We work with stakeholders to build well-defined operational, tactical, and strategic objectives, train and upskill internal teams, and deliver in a fixed-scope and/or agile format with a focus on costs and ROI.

There are many choices available when it comes to picking the correct Business Intelligence tool that best fits your needs, with each tool having its own unique benefits and specialist areas. Fujitsu has a wealth of experience in many of these tools and because we adopt a technology-agnostic approach to all our projects we always try to offer the most effective tool to fit our customer's needs.

What does Business Intelligence cover?

Business Intelligence solutions primarily focus on data models (OLAP and Tabular), data warehouses, data lakes and visualisation tools/reports/dashboards. They include the ETL of structured and unstructured data sources coming from multiple sources, giving you the ability to organise and understand large amounts of information and store it in a manner that makes it available to help produce actionable insights. The visualisation report suite for a mature BI solution will make it easy for analysts to easily drill into and explore their data using dashboards that give end-users the information they need as well as the ability to drill further into their data (where needed) to produce advance analytics and improved data investigations such as automation, dashboards, and self-serve reporting?

The goal of a good BI solution is to enable the client to spend less time building reports and more time getting insights, using data they can trust giving them one version of the truth across their company.

Fujitsu is agnostic when it comes to BI frameworks and technology, but we find that a good solution is normally split into 6 key areas:

- Data Sources
- Data Ingestion
- Data Storage
- Data Transformation
- Data Intelligence
- Data Visualization

Depending on the framework you are using, there are slight differences, but in general the below is true.

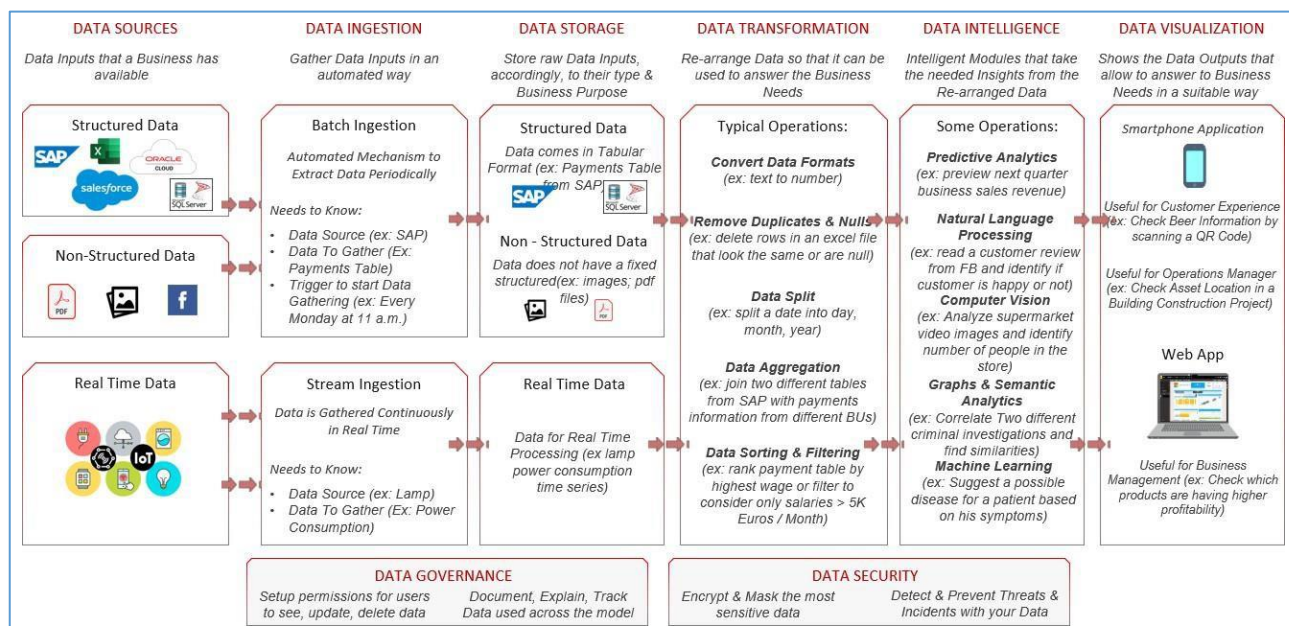
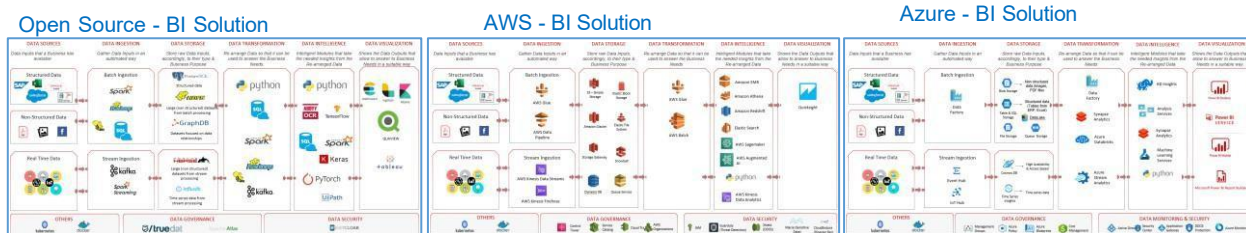


Figure 1: Business Intelligence Framework

Below are some framework specific examples (you may need to 'zoom in' to see them)



These are examples of large-scale BI solutions; Fujitsu can also help if you have a smaller project in mind. Maybe you just need to pull some data sources together and create some reports, or just need some data science or other cognitive services applied to enhance your data sets. Whatever the size of the project Fujitsu has the skilled team in place to help you succeed.

Implementation Approach

In over 30 years of delivering successful BI solutions, the Fujitsu outcome-based thinking has proven to be a key success factor. With a full understanding of your business needs and goals, our business-savvy consultants suggest which components of our comprehensive BI framework will provide optimal value to your organisation. Our broad experience and best practices, coupled with recognised world-class methodologies, allow us to maintain a razor-sharp focus on the result you are looking for.

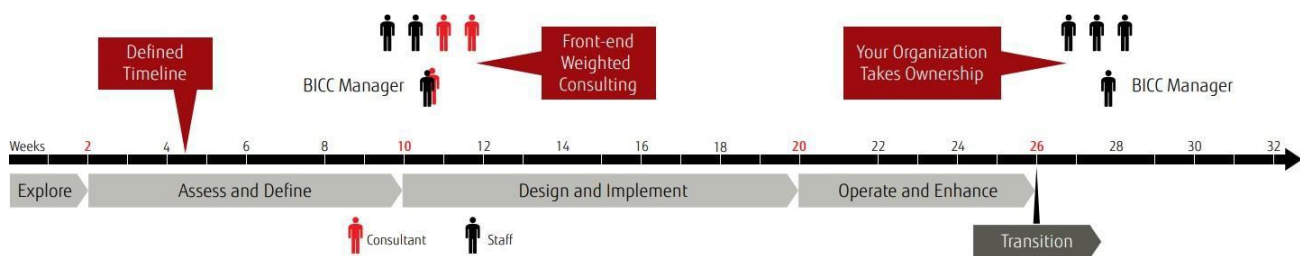


Figure 2: High-level Example of 6 Month Business Intelligence implementation.

At Fujitsu, our focus is on understanding your requirements and achieving appropriate outcomes. We have experience in working with multiple methodologies including Agile, Waterfall and CRISP-DM. We use the widely accepted BTOPP (business, technology, organization, process, people) perspective to determine what components of available Business Intelligence toolsets will generate the most value for your organisation. Each of the five viewpoints impacts Business Intelligence operation and must be considered for an effective implementation.

After determining the scope of the project, we help plan an iterative, phased approach to Business Intelligence implementation. The Fujitsu Decision Intelligence team may include (but is not limited to)

BI senior business analysts, architects, engineers, data scientists and senior BI subject matter experts.

Based on our extensive experience we ensure our process of thinking strategically while delivering tactically to drive ROI is the most effective way to control and manage all the pieces of this complex process. During development, we work in full collaboration with your staff to maximize the transfer of knowledge to your organisation. This collaboration also helps ensure that your organisation's BI implementation remains responsive to unexpected business changes.

During the final transition phase, the ownership of the BICC is transferred to your organization. Our goal is to maintain the momentum of your development process. An effective transition will leave your organisation completely self-reliant in the management and utilisation of an effective BI solution.



Following handover, however, many clients choose to retain the Fujitsu advisory services to identify and achieve additional returns from the operation of the BI Solution.

Exploration

- Examine the purpose, scope, benefits, and relevance of the BI solution that best addresses current business challenges
- Assess the value proposition of a BI solution for your organisation
- Plan a strategy for BI implementation including sponsorship, funding, ownership, and ROI

Assessment and Definition

- Identify business and IT stakeholders
- Examine and evaluate existing BI strategy and roadmap
- Define success metrics for the BI solution and processes to measure them
- Obtain approval, sponsorship, and funding for the BI Solution
- Identify the in-scope components and associated deliverables

Design and Implementation

- Collaborate closely with the business
- Prepare BI operational plan
- Design and roll-out the components in accordance with the plan
- Take an iterative approach—execute, evaluate, and rework as necessary based on predefined metrics and objectives

Operation and Enhancement

- Monitor processes, functions, roles, and outcomes
- Collect and publish performance measures
- Improve and optimize processes
- Realign BI functions as required
- Communicate with BI stakeholders

Transition

- Complete hand-over
- Provide optional post-transition advisory services

What would good Business Intelligence look like in the public sector?

With 30 years of Business Intelligence experience and a range of specialist partner relationships around the globe, we are perfectly positioned to implement Business Intelligence for the Public Sector that delivers extraordinary outcomes. The expected outcomes should be:

- Needs to be a clear articulation of the business benefits the reports generate
- Single version of the truth for data across that is secure and accessed by the relevant business areas
- Cohesive Data Strategy that includes governance
- Improved accuracy of the data
- Automation of core business reports
- Ability to self-serve and drill down based on informative tools
- Move from report generation to insight generation
- 80% insight generation and 20% report generation
- Move from descriptive analytics to predictive and prescriptive
- Move to decisions, actions, and enablement

Fujitsu is a data leader with globally recognised technology and software partnerships.



At Fujitsu, we work closely with leading cloud providers to develop perfectly personalised digital and data solutions that combine the right cutting-edge technologies to provide end-to-end solutions that meet your business objectives.

Commercial

Pricing Note

Fujitsu's Business Intelligence Solutions are priced individually based on the customer's requirements and the following metrics:

- Length of Engagement
- Professional Services Hours

Please refer to the rate card in the pricing document.

Only by taking these required dimensions in to account can Fujitsu provide you with an efficient and economical delivery model that meets the requirements placed on the service in a secure and cost-efficient manner.

Rate card costs do not include any charges associated with platforms, software, or licenses and these will be costed separately upon project initiation based on the tooling and software the customer currently has.

Ordering Process

Fujitsu would be pleased to partner with you in a joint design exercise to ensure that the service proposed meets your requirements and delivers the business outcomes you require. The exercise, charged in line with the standard SFIA day rates will allow Fujitsu to:

- Define the configuration and services required for implementation and to optimize the required engagement
- Provide an economical and efficient delivery model that meets the customer requirements
- Ensure that the proposed solution has considered and resolved required dependencies to ensure the solution delivery meets the customer's needs
- At the end of this initial phase Fujitsu will provide a costed proposal including an implementation timeline that can be used as a basis for an order within the framework.

Fujitsu will provide a standard Statement of Work (SoW) for agreement with the customer before starting any phase of the delivery. Should any additional effort be required to complete work or carry out additional work which is outside of the scope of this SoW then such additional effort and any applicable charges will be agreed by both parties in the form of a revised statement of work.

About Fujitsu

As one of the world's leading IT companies, Fujitsu is at the forefront of pioneering technology in the UK since we made our initial investment over 40 years ago. As a key strategic partner we deliver essential services, from our secure hybrid IT which underpins critical national infrastructure to our investment in emerging technologies to boost national capability. Drawing on our Japanese technology expertise we provide bespoke digital transformation solutions. This unrivalled expertise has allowed us to specialise in emerging focus areas; Hybrid IT, AI & RPA, Data analytics, Agile application development/transformation and Security. Together, we offer a full package of solutions to support the UK as a long-term industry supplier.

We believe in realising the significant alignment between the UK and Japan in emerging technologies and in creating a UK-Japan 'Innovation Bridge' to support the UK's science and technology superpower objectives. We are committed to investment in UK skills and research and development, driving customer outcomes and promoting social value. We employ 124,000 people around the globe, including around 8,000 people across the UK, promoting diversity and inclusion as a DWP Disability Confident Leader. We are recognised as a Times Top 50 employer for Women since 2017, a Stonewall Top 100 Employer for 2023 and were awarded an EcoVadis Silver Rating, the world's largest provider for sustainability ratings.

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