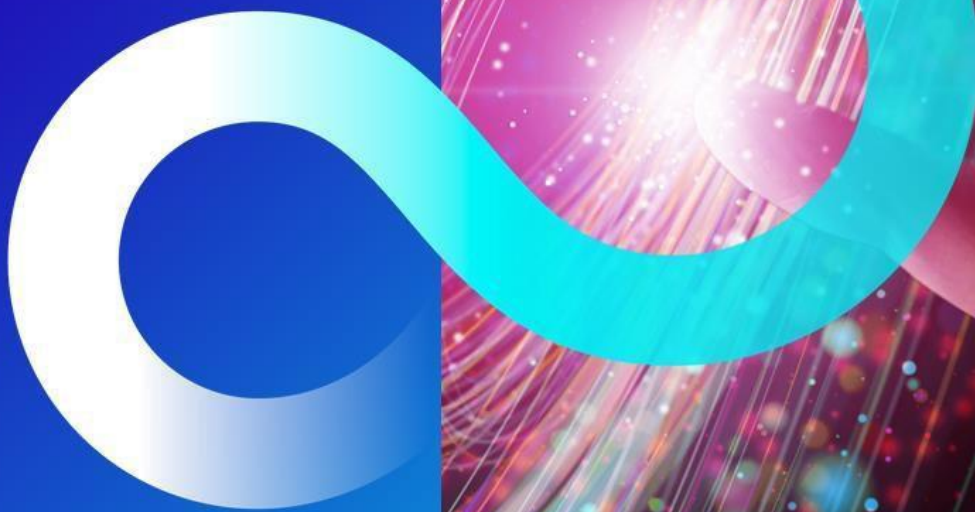


Service Definition

Digital Experience & Analytics Management (DEAMS) Service

FUJITSU



Contents

Digital Experience & Analytics Management (DEAMS) Service Overview 3

Service Delivery Approach 4

 Our Managed Services Approach 4

 Measurement and Success Metrics 4

 Automation and Self-Healing 5

 Hybrid and flexible Working Enablement 5

 Service Components and Change Management 6

 Third Party Management 7

Pricing 8

Commercial 9

 Ordering and invoicing Process 9

 Customer Termination 9

 Supplier Termination 9

 Customer Responsibilities 9

 Service Constraints 9

 Service Exclusions 11

Definitions 12

Digital Experience & Analytics Management (DEAMS) Service Overview

Fujitsu's Digital Experience & Analytics Management (DEAMS) service empowers organisations to transform their digital workplaces through experience-led, data-driven insights. Our approach aligns IT optimisation with strategic business outcomes, employee wellbeing, and continuous improvement.

Key Outcomes:

- Enhanced employee experience and productivity
- Sentiment analysis combined with real-time user feedback for a holistic view of experience.
- Strategic alignment of IT services with business goals
- Integration with ITSM tools including automated workflows with ServiceNow, Microsoft Teams, and other platforms.
- Persona-Based Insights and tailored analytics for different user groups (VIPs, remote workers, field engineers).
- Proactive, automated remediation and self-healing capabilities
- Trend analysis and highlighting recurring issues to recommend strategic fixes.
- Measurable improvement through Experience Performance Indicators (XPIs) and Experience Level Agreements (XLAs)
- Optimised support for hybrid and flexible working environments
- Device compliance (patching, encryption) alongside experience metrics
- Embedded mechanisms for user feedback to drive iterative improvements.

Service Delivery Approach

Our Managed Services Approach

The Digital Experience & Analytics Management Service (DEAMS) is Fujitsu's structured offering for experience-led IT optimisation, combining analytics, automation, and governance to improve end-user experience and align IT performance with business outcomes. Based on internal service descriptions and deployment guides, the service consists of:

Tooling and Implementation

- Deployment and configuration of advanced analytics platforms (e.g., Nextthink).
- Tool selection advisory and maturity assessments.
- Integration with ITSM and other enterprise systems

Proactive Monitoring and Automation

- Real-time monitoring of devices, applications, and networks.
- Correlation of multiple data sources to detect critical events.
- Automated remediation and support for major incident/problem management

Strategic Advisory and Experience Governance

- Dedicated DEAMS Advisor to work with customer and operational teams.
- Definition of success measures (e.g., XPIs, XLAs).
- Creation of digital experience strategy and roadmap.
- Experience governance and improvement framework.

Customer Engagement and Enablement

- Discovery workshops and roadmap development.
- Demonstrations and sales team support (including collateral and bid input).
- Production of customer-facing service documentation.

Reporting

- Continuous service improvement (CSI) cycles based on trend analysis.
- Monthly reporting on performance, sentiment, and business impact
- Regular summaries of endpoint performance, application responsiveness, and usage patterns.
- Tracking of software installations, license usage, and non-compliant devices
- Analysis of recurring issues and ticket volumes to support problem management
- Pre-configured dashboards for IT operations teams to monitor estate health.
- A high-level overview of service performance and key metrics, typically shared with operational stakeholders.

Support for Transformation Initiatives

- Identification of improvement opportunities through data insights.
- Support for change and user adoption programs.
- Alignment with broader digital workplace transformation goals

Measurement and Success Metrics

We deliver measurable value through:

- XPIs/XLAs that have been customised and aligned to Customer business objectives
- Metrics that reflect employee experience, such as sentiment scores and perceived resolution quality.
- Operational KPIs e.g. Incident reduction, Mean Time to Resolution (MTTR), First Contact Resolution (FCR).
- Automation & Proactivity Metrics including self-healing success rate and proactive fix rate.

- Business Impact Metrics including productivity gains, cost optimization, and compliance adherence.
- Continuous Improvement Indicators and CSI backlog completion, quarterly reviews with managed outcomes and roadmap alignment.
- Provision of customised dashboards to provide real-time visibility into service performance, user experience, and improvement opportunities

Automation and Self-Healing

Our platform leverages advanced automation to provide:

- Integrate with ITSM & Collaboration Tools - ensuring automated workflows update ServiceNow tickets and notify users via Teams or email.
- Proactive Experience Management - using telemetry and sentiment data to trigger automation before user dissatisfaction occurs.
- Security & Compliance Automation - automating patching, encryption checks, and compliance remediation for Zero Trust environments.
- Dynamic Policy Enforcement - automating configuration drift detection and correction to maintain compliance.
- AI-Driven Root Cause Analysis - that not only fixes symptoms but identifies and addresses underlying issues.
- Closed-Loop Feedback - capturing success/failure of automation actions for continuous improvement and governance.
- Persona-Based Automation - tailoring self-healing actions for different user groups (e.g., VIPs, remote workers).
- A Scalable Automation Framework – and the ability to integrate new use cases rapidly without disrupting existing workflows.
- Reporting & Analytics - dashboards showing automation success rates, time saved, and impact on XLAs.
- Human-in-the-Loop Oversight – and escalation for critical or sensitive actions to maintain ethical and operational control.

Hybrid and flexible Working Enablement

Fujitsu's DEAMS service provides deep analytics and targeted interventions to optimise hybrid and remote working:

- Device, Application & Network Analytics - real-time insights into performance for remote and hybrid users.
- Security & Compliance for Remote Work - zero Trust enforcement, automated patching, and compliance checks.
- Persona-Based Experience Optimisation - tailored interventions for VIPs, remote workers, and field engineers.
- Collaboration Analytics - monitoring Microsoft Teams and M365 usage patterns to improve engagement.
- Connectivity Optimisation - proactive monitoring of Wi-Fi, VPN, and bandwidth for remote environments.
- Self-Service & Automation - AI-powered virtual assistants and automated fixes for common remote issues.
- Digital Adoption Support - training and enablement resources for hybrid tools and workflows.
- Environmental & Ergonomic Guidance - recommendations for sustainable and healthy remote work setups.
- Integration with ITSM & Collaboration Platforms - seamless ticketing and support through ServiceNow and Teams.
- Continuous Feedback Loop – to capture remote user sentiment and feed into improvement plans.

Service Components and Change Management

- **Service Components (DEAMS)**
 - **Monitoring Scope**
 - Real-time analytics across devices, applications, infrastructure, and user behaviour
 - Sentiment and experience scoring
 - **Dashboards & Reporting**
 - Custom dashboards, ROI tracking, and monthly benefits reporting
 - Pre-configured dashboards for IT operations
 - **Issue Management**
 - Incident and problem trend analysis
 - Automated remediation and root cause prediction
 - **Engagement Model**
 - Digital Experience Manager-led service delivery
 - Dedicated DEAMS Advisor for strategic guidance
 - **Tooling**
 - Tool selection advisory and maturity assessments
 - Integration with ITSM and analytics platforms (e.g., Nexthink, ServiceNow, Power BI)
 - **Proactive Monitoring & Automation**
 - Real-time monitoring and correlation of multiple data sources
 - Automated remediation and support for major incident/problem management
 - **Strategic Advisory & Experience Governance**
 - Definition of success measures (XPIs, XLAs)
 - Creation of digital experience strategy and roadmap
 - Experience governance and improvement framework
 - **Customer Engagement & Enablement**
 - Discovery workshops and roadmap development
 - Training, onboarding, and enablement materials
 - **Reporting**
 - Continuous service improvement (CSI) cycles based on trend analysis
 - Monthly reporting on performance, sentiment, and business impact
 - **Support for Transformation Initiatives**
 - Identification of improvement opportunities through data insights
 - Support for change and user adoption programs
- **Change Management**
 - **Discovery and Planning**
 - Workshops to understand user personas and define success metrics (e.g., XLAs)
 - Alignment on business outcomes
 - **Tooling and Integration**
 - Selection, configuration, and integration of analytics platforms with ITSM tools
 - **Design and Build**

- Development of dashboards, alerts, and automation scripts tailored to the customer's environment
- **Testing and Validation**
 - Ensuring data accuracy, performance baselining, and validation of remediation workflows
- **Training and Enablement**
 - Knowledge transfer to customer teams, including user guides and operational handover
- **Governance Setup**
 - Establishing experience governance frameworks and reporting cadences
- **Proactive Monitoring & Correlation**
 - Real-time monitoring and early warning detection for change impacts
- **Automated Remediation**
 - Implementation of automated fixes and workflows to reduce manual intervention during change
- **Strategic Advisory Setup**
 - Establishment of experience governance, success measures (XPIs), and a roadmap for continuous improvement
- **Advanced Integration**
 - Deeper integration with endpoint management, security tools, and self-service platforms to support change

Third Party Management

Fujitsu will manage the day-to-day performance of the EUA Supplier Software Service Elements include:

- Following Software Vendor processes for logging, updating and closing calls
- Tracking status and progress of calls
- Monitoring and review of Software Vendor performance
- Liaison with Change Management if a third-party fix is due to be issued.

Pricing

Fujitsu's End user Analytics Services is priced individually based on the customer's requirements and the following metrics:

- Pricing based on number of users, devices, service length, and professional services required EUA Tooling unless provided by the customer

Only by taking these required dimensions into 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.

Our cost will be based on the Fujitsu SFIA G-Cloud 15 rate card in the pricing document.

Commercial

Ordering and invoicing Process

- We will commence delivery of the service on receipt of a purchase order
- Fujitsu shall invoice for the Service plus any applicable taxes after delivery of all our products defined in the agreed Terms of reference. Any additional expenses shall be invoiced in the month after they have been incurred
- The customer will pay the invoiced amount in full within thirty (30) days of the date of each invoice (the "Due Date")
- If the customer has not paid Fujitsu an invoice by its Due Date, Fujitsu may charge interest on a day-to-day basis from the due date at the rate of 4% per annum over the Barclays Bank Base Rate until the payment is made in full
- The customer shall not be entitled to offset any sums owed by Fujitsu under any contract or dispute between the customer and Fujitsu against any sums that the customer owes to Fujitsu
- When remitting payment, the customer will include the applicable Fujitsu invoice that the payment applies to

Customer Termination

The Customer may terminate this Agreement (or any part thereof), at any time, for convenience by giving not less than thirty (30) days written notice to Fujitsu.

Supplier Termination

Fujitsu may terminate this Agreement (or any part thereof), at any time, for convenience by giving not less than thirty (30) days written notice to the Customer.

Customer Responsibilities

- Provide accurate and timely information, approvals, and access required for service delivery
- Manage third-party dependencies and ensure their environment meets minimum technical requirements
- Maintain data quality for reporting and governance processes
- Engage regularly in governance and continuous improvement cycles
- Ensure compliance with agreed timelines for onboarding and configuration activities
- Support integration with ITSM tools and provide necessary infrastructure or licenses where applicable
- Participate in testing and validation of dashboards, alerts, and remediation workflows
- Complete training and enablement activities as part of operational handover

Should the Customer request (and Fujitsu agree) that Fujitsu consultants undertake any of the obligations described above Fujitsu reserve the right to amend the Charges.

Service Constraints

- **Tooling & Platform Limitations**
 - DEAMS relies on the deployment and integration of specific analytics platforms (e.g., Nexthink, Aternity); functionality is constrained by the capabilities and compatibility of these tools.
 - Agent deployment requires supported endpoint environments and may be limited by device OS, network policies, or customer security standards.
- **Customer Environment Dependencies**
 - Successful operation depends on customer-provided network access, permissions, and integration points with

- Customer must maintain accurate configuration data and provide timely access to devices and systems for agent installation and updates.
- **Data Privacy & Compliance**
 - Data collection and analytics are subject to GDPR, local data protection laws, and customer-specific compliance requirements.
 - Some analytics or automation features may be restricted or disabled to comply with privacy or regulatory constraints.
- **Scope of Monitoring & Remediation**
 - Monitoring is limited to devices, applications, and infrastructure where agents are deployed and integration is enabled.
 - Automated remediation is only available for supported use cases and may require customer approval for certain actions.
- **Change Management**
 - Changes to monitoring scope, automation scripts, or integration points must follow agreed change control processes.
 - Major updates or new feature deployments may require scheduled downtime or phased rollout.
- **Service Coverage**
 - Service is delivered within agreed hours and geographies; support for certain locations or devices may be excluded.
 - Some advanced features (e.g., application experience monitoring, additional service packs) may be optional or require additional licensing.
- **Customer Responsibilities**
 - Customer is responsible for providing accurate and timely information, approvals, and access as required for service delivery.
 - Customer must manage third-party dependencies and ensure their environment meets minimum technical requirements.
- **Reporting & Governance**
 - Reporting is based on data available from integrated platforms; incomplete or inaccurate data may impact service insights.
 - Governance and continuous improvement cycles depend on regular stakeholder engagement and data quality.

Service Exclusions

- **Provision of Hardware or End-User Devices**
 - DEAMS does not include supply, replacement, or physical maintenance of hardware, spares, or end-user devices.
- **Software Licensing & Subscriptions**
 - Procurement, management, or renewal of third-party software licenses is excluded unless explicitly agreed.
- **Custom Application Development**
 - Development, customization, or support for bespoke applications outside the analytics and ITSM integration scope.
- **Network Infrastructure Changes**
 - Physical network changes, cabling, or telecom work are not included.
- **Data Backup, Migration, or Recovery**
 - Backup, migration, or restoration of user or enterprise data is not part of the core service.
- **Formal Security or Compliance Audits**
 - DEAMS does not provide formal audits or certifications (e.g., ISO, SOC) unless separately contracted.
- **Support for Unsupported or Legacy Devices**
 - Devices or platforms not compatible with the selected analytics tools (e.g., Nexthink, Aternity) are excluded.
- **Third-Party Contract Management**
 - Management or novation of customer third-party contracts is not included.
- **End-User Training Beyond Scope**
 - Training is limited to DEAMS platform and analytics tools; broader IT or digital skills training is excluded.
- **Environmental Disposal or Recycling**
 - Physical disposal or recycling of hardware is not included.
- **Support Outside Agreed Hours or Locations**
 - Services outside contracted support hours or geographic scope are excluded unless covered by additional agreements.
- **Customer Configuration Management**
 - Customer retains responsibility for maintaining and updating their configuration management database (CMDB).

Definitions

Term	Description
EUA	End User Analytics
DEM	Digital Experience Management

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.,

Contact: government.frameworks@fujitsu.com

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