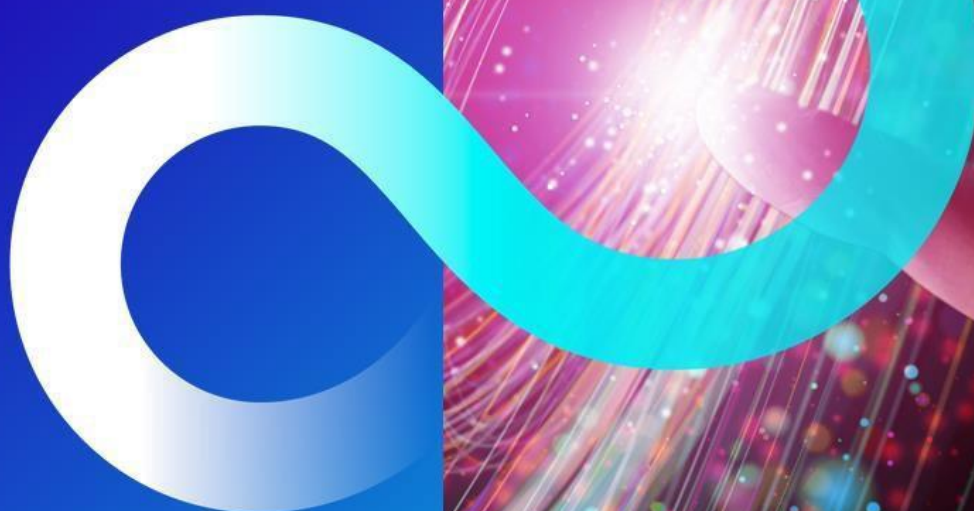


Service Definition

Cognitive Solutions

FUJITSU



G-Cloud 15

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Cognitive Solutions Overview

What are Cognitive Solutions?

Cognitive Solutions including Artificial Intelligence (AI) can be described as a set of tools and programable algorithms that enable you to improve and simplify many areas of your business leading to efficiencies.

The term "Artificial Intelligence" is applied when a machine mimics "cognitive" functions such as "learning" and "problem solving". These functions include machine learning, reasoning, natural language processing, speech recognition, object recognition and Robotic Process Automation (RPA) among other technologies.

With its ability to identify patterns and detect anomalies in mountains of digital information it is no wonder cognitive solutions are a great way to perform advanced analytics such as predictive/prescriptive analysis or to automate tasks. For example – by adding AI to service desks and call centres, staff are freed from performing low-level, monotonous tasks, and are enabled to focus on addressing more complex technical problems/complicated requests or delivering an enhanced customer experience/improved customer care.

Trusted and Explainable Cognitive Solutions

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.

Modern cognitive solutions have revolutionised business and continue to present us with a seemingly endless and complex array of opportunities. The rise of Big Data and AI is a consequence of the interaction of relatively inexpensive storage, a multitude of different devices continuously collecting data, and AI services enabling the application of powerful algorithms to data.

However, businesses can only be as successful as the data they capture and integrate into their enterprise operations, which is why applying data and analytics at every opportunity is fast becoming a prerequisite for organisational success and disruptive decision making.



Owing to the sheer volume, velocity, and variety of data available, AI and cognitive solutions are proving instrumental in driving business insights, minimizing the probability of human error, improving overall business efficiency, and increasing innovation in today's connected world.

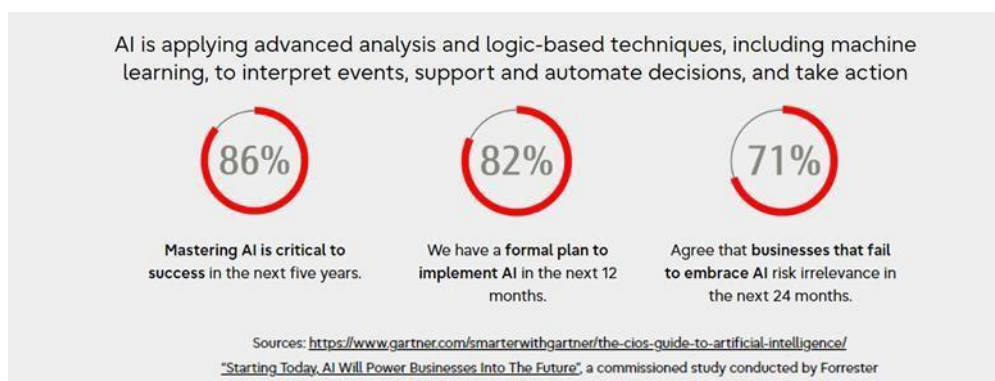


Figure 1: AI and Cognitive Solutions

Cognitive Solutions and AI technologies utilises data to automate and amplify human capabilities, eliminate repetitive and mundane tasks, enable accurate unbiased decision making, reduce time to market and generate additional revenue streams. While AI has many clear benefits, there are challenges to overcome to realize

them - ranging from creating a deliverable strategy through to ongoing implementation.

Co-create with Fujitsu and realise the benefits of Cognitive Solutions

Fujitsu has a strong track record of working with large organisations providing solutions that go beyond operational problem solving. Fujitsu's dedicated Decision Intelligence team will work collaboratively with you to create a clear and concise AI strategy, working with stakeholders to build well-defined operational, tactical and strategic objectives, we will help standardise your processes and ensure that the right mix of tools to convert AI-powered intelligence to practical use is in place.

Fujitsu is one of the few vendors capable of deploying end-to-end AI solutions - leveraging our Data-Driven Transformation Strategy we help you build the right foundation for your digital transformation. With so many potential applications for Fujitsu AI, it can be hard to know where to start, so we begin by consulting with you to co-create your AI deployment around your organizational goals.



Our human-centric approach to AI is solutions first and technology second. Instead of finding problems to solve with specific technology, we start by identifying the real, human and business challenges your organization faces. Using our co-creation methodology, we then design an AI solution matched to your specific needs that can be deployed in weeks, not months!

We draw on our broad range of capabilities to identify the most appropriate approach to help you overcome the challenges you

face.

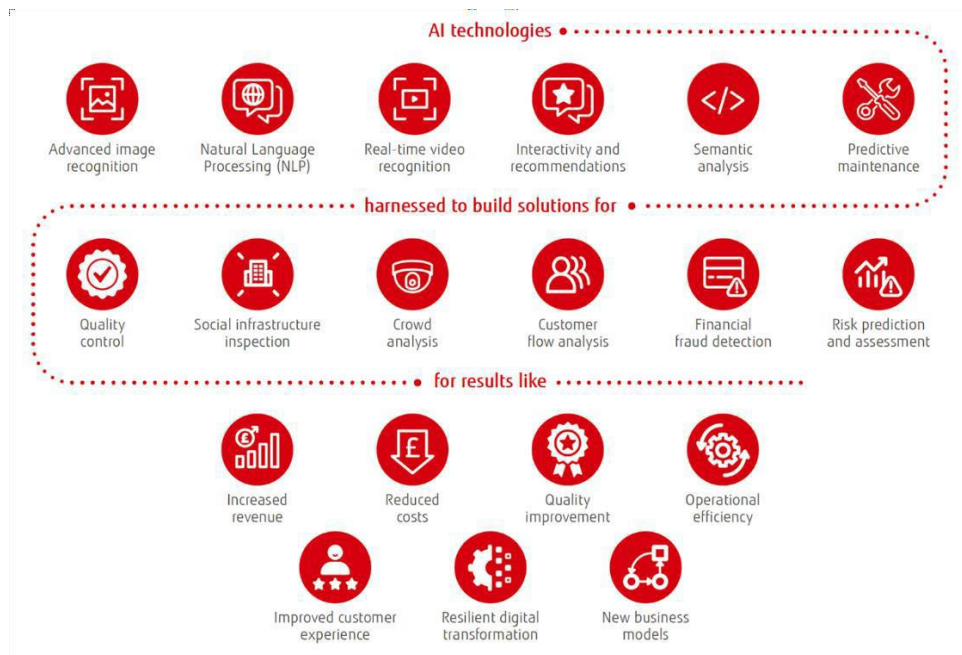


Figure 2: AI Technologies

We help you understand what Cognitive Solutions and AI technologies can achieve within your organization and how to lay the right AI technology foundations to meet your needs both now and into the future.

Ethics by Design – Powering our AI

At Fujitsu, we believe AI is intrinsic to our future lives and commercial success, but it needs to be transparent, fair and accountable, which is why ‘Ethics by design’ is a core component of Fujitsu AI.

We take an active role in AI ethics research and share our findings.

- We are a founding partner of the AI4People global forum which is focused on driving forward technological solutions that advance the UN’s Sustainable Development Goals.
- We have formed an External Advisory Committee on AI ethics to ensure the safe and secure deployment of AI in society.

Our focus on ethics, transparency and trust makes Fujitsu AI the benchmark for responsible, explainable AI.



Public Sector Cognitive Solutions/AI - enabling public sector transformation

Improving citizens lives is high on every government’s agenda. Cognitive Solutions and AI technologies are already widely used within the private sector and now it’s time for the public sector to catch up. These technologies have the power to provide better citizen outcomes, enabling smart city initiatives in mobility, energy usage, crime prediction, infrastructure and more. Using AI-based capabilities empowers government agencies to address citizen needs while at the same time cutting costs, improving productivity and increasing efficiency.



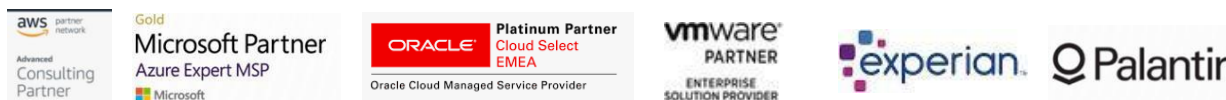
At Fujitsu, we are committed to the UN’s Sustainable Development Goals and see artificial intelligence as a way to reduce energy consumption, cut congestion and associated pollution, streamline waste management and improve mobility.

We develop and deploy AI solutions that enable public sector agencies to focus more time and resources on frontline priorities and deliver a more personalized citizen experience.

We recognize that within the public sector, trust is a key aspect to any project’s success, and we address this with our Human Centric AI - ethical AI that prioritizes human needs.

With 30 years of AI experience and a range of specialist partner relationships around the globe, we are perfectly positioned to implement AI for the Public Sector that delivers extraordinary outcomes.

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 Cognitive Solutions is 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 an implementation and to optimise 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 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 in order 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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