

An aerial photograph of a dense urban skyline, likely New York City, viewed from a high angle. The image is heavily overlaid with a semi-transparent green filter. The text 'FROM SURVIVING TO THRIVING' is prominently displayed in the upper left quadrant, with 'FROM' and 'TO' in a lighter green and 'SURVIVING' and 'THRIVING' in white.

# FROM SURVIVING TO THRIVING

*Harness Business Resilience to Build  
Your Competitive Advantage*

# The Resilience Agenda

What's your game plan to ensure your business stands the test of time? You've seen how fast-paced the business landscape is, with shifting business priorities demanding agility, productivity, and innovation. Employees are also seeking increased flexibility for better work-life integration. In addition to this is the tech race – are your employees using too many tech tools, and are they effective?

The name of the business game is not to survive. It's about thriving and flourishing amidst the rapidly evolving environment. Whether you're running an enterprise or a small business, as a leader, you and your team need to embrace changes and view them as opportunities for growth, rather than challenges to overcome.

What's key to unlocking business resilience? Using technology to build a simple digital transformation strategy and putting your globally-distributed workforce at the centre of it. What you need is innovative technology that works smarter and a culture that supports change. To do that, employee empowerment is imperative – enabling your business to adapt and innovate, even in the face of adversity.

You are ready to execute your strategy for digital transformation, invest in technology and culture, and create a resilient workforce.

With that, you are ready to **thrive**.

# 1 2 3

## **Defining Business Success Through Resilience**

The Resilient Business.....	6
SMB vs Enterprise.....	9
Shaping the Resilience Narrative.....	12

## **The Value of Digital Transformation**

Stay Ahead of the Curve.....	17
Radical DX Simplicity.....	24
Sustainability.....	29
Transformation In Action.....	34

## **Sustaining Workforce Resilience**

What's Next in the World of Work.....	42
Transforming the Employee Experience.....	50
What is Organizational Learning.....	51
Inside The Minds of Great Leaders.....	61



## Chapter Two



# THE VALUE OF DIGITAL TRANSFORMATION

Many organisations aren't foreign to the term 'Innovation'. But, how many companies innovate for the sake of innovation, as opposed to innovating to help solve problems – growing the business and staying ahead of the competition?

To do that, start with a digital transformation (DX) strategy, centred around a people-first approach. Placing people at the core of the

organisation's DX strategy creates the ideal environment for innovative ideas/innovation to thrive. With automation and Artificial Intelligence (AI) handling mundane repetitive tasks, employees can spend their time on purposeful and meaningful work developing new ideas that can drive businesses forward. Does this mean you'll need to overhaul your existing infrastructure completely? Not necessarily.

Businesses can address the gaps within their existing infrastructure and tech stack, and create a process to fill these gaps with meaningful solutions. This aspect of your digital transformation journey is an integral part of the resilience agenda, centred around the principle of innovating for people.

# STAY AHEAD OF THE CURVE: FUTURE-PROOF YOUR BUSINESS WITH A DIGITAL TRANSFORMATION STRATEGY

Seismic change and disruption can be a major driver of your digital transformation strategy, forcing businesses to refine work processes, products and services to anticipate and meet constantly evolving trends and challenges. With the business world relying more on technology, companies that place importance on digital transformation strategy are able to gain an advantage by quickly adopting new technology and changing their work processes accordingly.

“The pace of technology change is challenging. No singular company can provide all the solutions needed to meet the complex needs of modern businesses. At FUJIFILM Business Innovation, we partner with leading technologies, combine them with our expertise in Multifunction Printers (MFP) and solutions to provide greater value to our customers. Our goal is to enable and support our customers’ digital transformation journey, so that they can have peace of mind to focus on their business while we manage their DX ecosystem.”

**Kozo Kimura**

*General Manager,  
BSS Solutions,  
FUJIFILM Business Innovation  
Asia Pacific*

Today, there are many tools available to help organisations and their employees optimise how the business runs. The range of groundbreaking technologies—from process automation to artificial intelligence—can impact the day-to-day operations of many companies. But new technology involves a change in behaviour and can face workforce resistance. How to encourage workforce adoption of new technology for improved work processes?

### Step 1: Form a small team to champion and manage DX transformation

Your DX champions need in-depth understanding of:

- Internal business processes (e.g. insurance, or processes where you're not able to consult externally)
- Available market technology
- Strategy for the DX journey and its objectives
- The importance of ROI measurement

### Step 2: Find out ground sentiment to grasp employee issues with DX

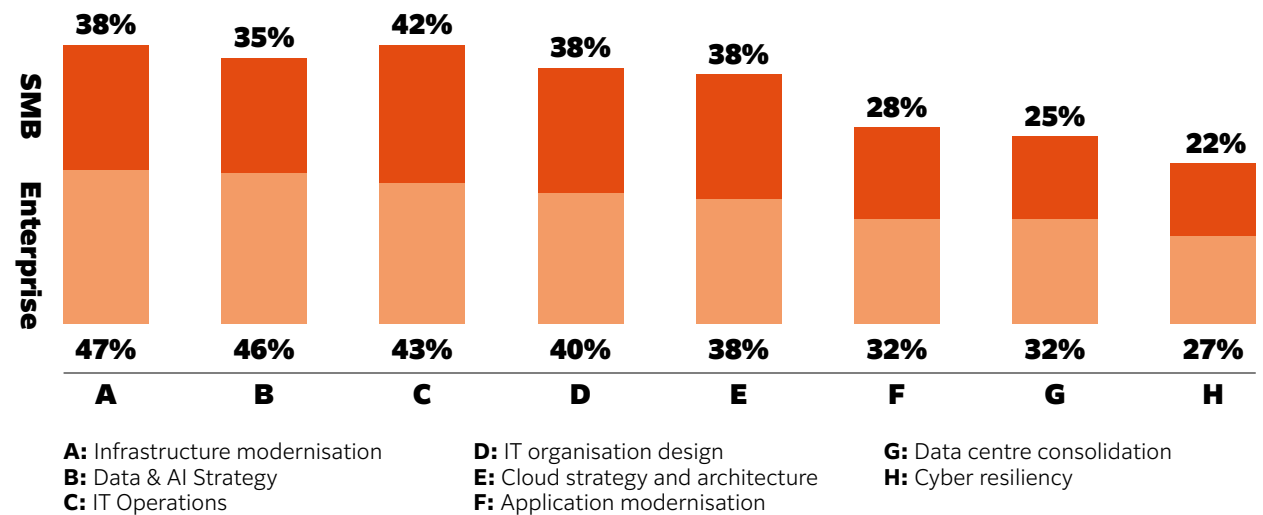
Quick ways your new DX team can gather ground feedback about your business' existing tech solutions:

- **Conduct surveys:** Survey team members for feedback on technology, including user-friendliness, effectiveness, and satisfaction. Use open-ended questions for detailed feedback.
- **Hold focus groups:** Facilitate a discussion with a group of tech suite users to gather feedback on what's working and what needs improvement.
- **Monitor user data:** Use analytics to track tech suite usage for patterns and areas with low usage or problems, providing valuable insights for improvement.

# TECHNOLOGY MODERNISATION STRATEGY: WHAT ARE COMPANIES PRIORITISING?

Larger enterprises find themselves managing an infrastructure sprawl and stronger mandate for clearer data and AI strategies. SMBs, on the other hand, are focused on getting the right infrastructure (including Cloud) but, only after they have a better understanding of what the IT operations team and functions should look like. Unfortunately, this is a time – and – resource-intensive process. So, it would be more effective for SMBs to [accelerate their IT strategy by partnering with an IT expert](#).

## TECHNOLOGY MODERNISATION STRATEGY



Source: Ecosystem, Voice of the Employee Study, 2023

N=839

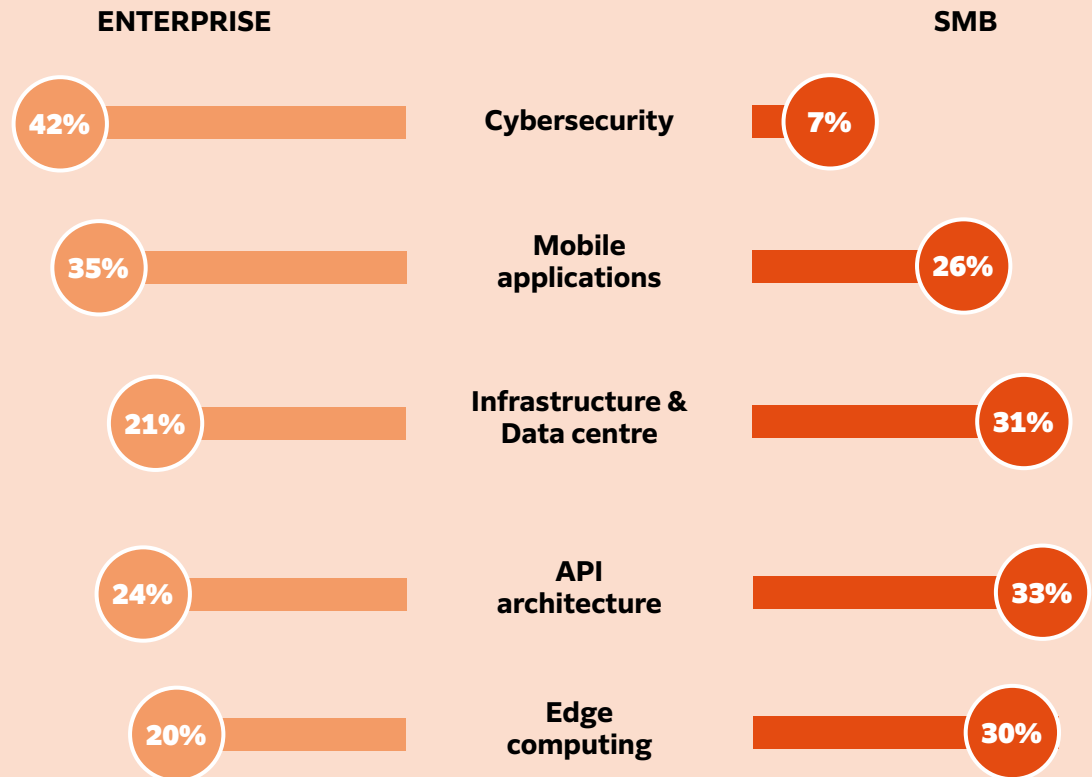


Large enterprises will focus more on cybersecurity and mobile applications than their smaller counterparts. One of the biggest challenges that large enterprises face is the management of a large number of cyber tools and solutions they have.

Now, these organisations will invest in building a single pane of glass to monitor newer cyber solutions including Security Operations (SecOps), threat management, Identity and Access Management (IdAM), and encryption. Large enterprises will also focus more on mobile apps to compete with cloud-first digital organisations.

SMBs will ramp up capabilities in infrastructure, API architecture for easier and affordable app deployment without the need for more resources (skills and money) and in emerging areas such as edge computing – that large enterprises have already evaluated.

## WHERE DO SMBs AND LARGE ENTERPRISES DIFFER MOST IN TECH INVESTMENTS?



Source: Ecosystem, Voice of the Employee Study, 2023

N=839

# Does having new technologies mean a business has transformed digitally?

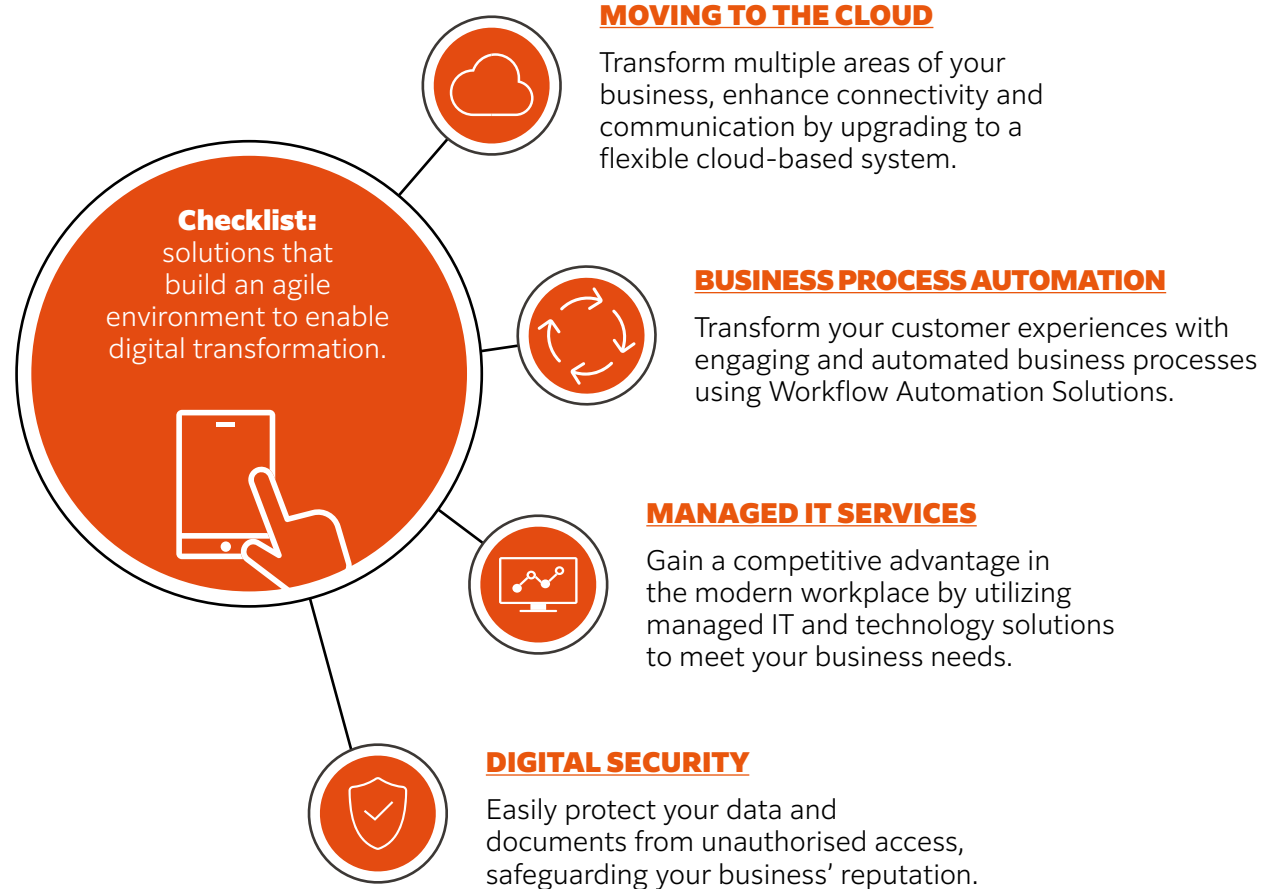
No. A digital transformation strategy is enabled by technology, but needs to be integrated into the human fabric of the organisation. The first step comes with understanding how to build an environment that enables digital solutions.







# RADICAL DX SIMPLICITY



Not all companies have embraced the onslaught of new technology. These companies rely heavily on their employees to work harder and faster, without enabling them with solutions that can help them work smarter.

As a result, people burn out as they are using the same tools that can only provide the same output as before. On the other hand, some companies are able to implement new technology, but fail to get the most out of it.

# Training employees on new technology is important for success

Ongoing training is crucial as technology evolves, and new tools and updates become available. Without it, employees may struggle, leading to frustration and lower productivity. Adequate training can boost job satisfaction, confidence, and reduce turnover. What's more, measuring tech adoption rate and ROI regularly can aid business leaders in making data-driven decisions for successful digital transformation.

But, simply having a lot of tools on hand does not always lead to increased productivity, and can even lead to lower ROI. To get the most out of their investment, organisations need to carefully select tools that match their business needs and workflows without overwhelming their employees.

# THE HEART OF INNOVATION = A SIMPLE, WELL EXECUTED DIGITAL TRANSFORMATION PLAN

By optimising business processes through automation, DX solutions can free up employees' time to focus on meaningful work. This is important as technology continues to shape the employee experience in a world of hybrid work. But with the adoption of new technologies, businesses are also facing the challenge of tech fatigue.

## 3 ways to form your digital transformation strategy

- 1. Identify key areas for digital solutions:** Start by identifying the areas in your workflows and processes that can be digitised. For example, it could be in automating manual processes, improving communication channels, or enhancing customer experience.
- 2. Develop a roadmap:** Once you have identified the key areas, create a roadmap that outlines the steps you need to take to achieve your goals. This could involve implementing new software, upgrading existing systems, or hiring new talent. Make sure to set realistic timelines and milestones to track progress.
- 3. Foster a culture of innovation:** Empower your team to experiment with new technologies and provide the necessary resources and support, such as training, innovation labs, or external partnerships. This encourages open collaboration and feedback, ensuring bottom-up suggestions in identifying areas for improvement are heard and valued.



# WHAT CHALLENGES ARE COMPANIES FACING IN TECH-LED TRANSFORMATIONS?

The lack of digital skills is a harsh reality, blocking organisations large and small from transforming. SMBs find it even more challenging to build skills, define success metrics and identify all the business units that can benefit from transformation.

Focusing on low-hanging fruits that showcase the early benefits of transformation e.g. digitisation, can lay the foundation for a long-term DX initiative. Businesses can tap on the expertise of a [technology partner](#) that will perform a thorough assessment of their tech suite and provide professional consultation on how to streamline their business processes.

## CHALLENGES OF TECH-LED TRANSFORMATION



Source: Ecosystem, Voice of the Employee Study, 2023

N=336

# TRUE TRANSFORMATION STARTS WITH A VISION

Enabling an effective innovative culture requires business leaders to set a vision for change. Leaders need to set the direction for the business's long-term goals, while leaving room for teams to decide the best way to achieve a solution.

One way could be by listening to ground sentiments. This allows leaders to identify potential areas for improvement and work collaboratively with employees to create and implement new ideas.

“Many companies have huge amounts of paper documents stacked in warehouses, resulting in unused data intelligence. We can help them digitise and, most importantly, extract the data so that they can put it into a workflow and use it to gain insights (data analytics) to be more efficient. For example, a bank can check loan applications in a few minutes because it has all the historic data in usable form, quickly evaluate a customer profile and make decisions from historical data.”

**Shinichi Morio**

*General Manager, BSS Services,  
FUJIFILM Business Innovation  
Asia Pacific*

# SUSTAINABILITY: BUILDING BUSINESS RESILIENCE WITH A DIFFERENCE

“We’re definitely getting to the point where the majority of businesses, regardless of their size, integrate sustainability within their processes and functions. We’re at a tipping point because the future is rapidly becoming the present when we talk about sustainability. The increase in natural disasters – droughts, bushfires, floods, storms, heatwaves – is affecting us now. And businesses are seeing the urgent need to act.”

**Suzanne Mildren**

*Head of Sustainability,  
FUJIFILM Business Innovation Australia*

As the world goes through a variety of challenges including climate change and natural disasters, businesses are incorporating environmental, social and governance (ESG) concerns into their resilience agenda.

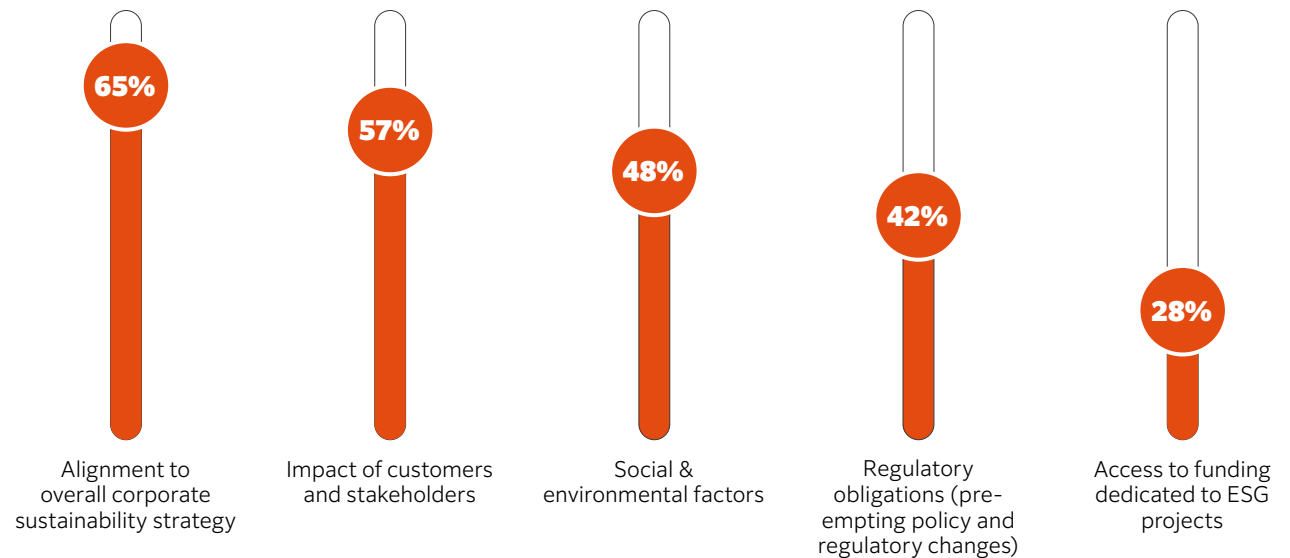
This is usually done by setting a goal for the company to work towards human existence consists of three interdependent spheres:



Viewing our existence in this holistic manner reveals that an ethical business cannot thrive in a declining society, just as a society cannot sustainably flourish in a deteriorating environment.

# WHY DO COMPANIES IN APAC PRIORITISE SUSTAINABILITY?

Many organisations in the region report ESG practices aligned to corporate strategy, while others prioritise sustainability to secure funding for their business. All roads lead to one truth: sustainability and ESG policies need to carry significant weight in your business resilience agenda.

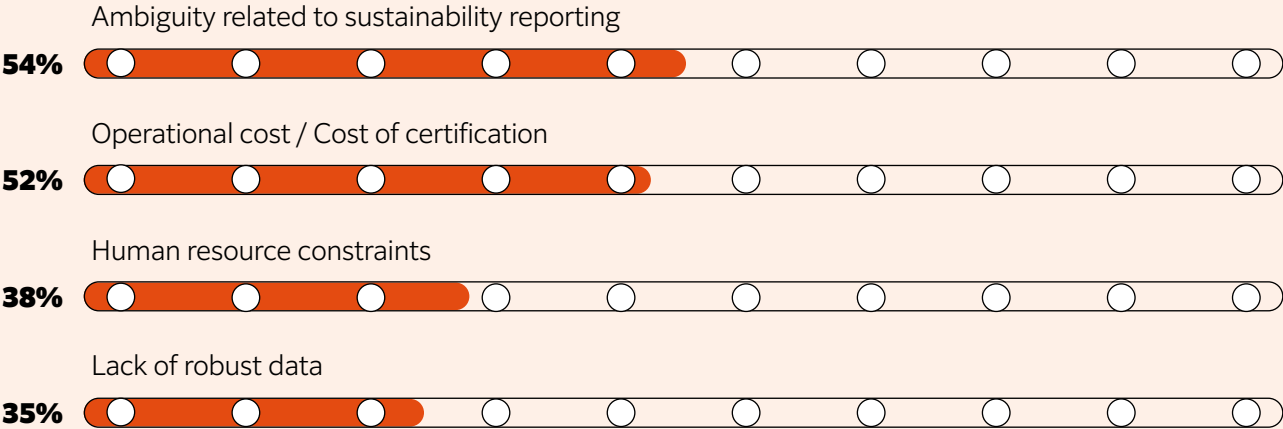


Source: Ecosystem survey, 2023

N=89

However, there are still some gaps that suggest that ESG strategies can be developed further. For example, data gaps (for both reporting purposes and to derive insights) and early adoption challenges, such as selecting a reporting standard and accessing funds, hinder sustainability measures.

## WHAT ARE THE MAIN CHALLENGES THAT ORGANISATIONS FACE WHEN COMPLYING WITH ESG STANDARDS?



Source: Ecosystem survey, 2023

N=89

# HOW INNOVATION CAN SHAPE A BUSINESS' SUSTAINABILITY AGENDA

Businesses need to prioritise specific tasks to set and achieve measurable, transparent ESG practices and goals in order to drive more sustainable and inclusive growth. Innovation is a key ingredient in sustainability because it leads to shorter timeframes for significant change.

“We’re committed to ESG (Environmental, Social, Governance) and the triple bottom line of People, Planet and Profit (known as 3Ps). Business success is not only about making more money, but about the impact we have on the community and our planet. Through our social transformation initiatives, we want to create a safe environment for people to thrive, alongside our commitment to environmental sustainability.”

**Terence Nai Heong**

*General Manager,  
Toppan Security*





# TRANSFORMATION IN ACTION

Transformation In Action showcases four real-life case studies of businesses that have successfully applied digital transformation initiatives to drive growth, enhance customer experiences, and improve operational efficiencies. These case studies provide insights into how businesses can leverage technology to achieve their strategic goals and stay ahead of the curve. Each case study illustrates a different approach to digital transformation and highlights the benefits of a proactive approach to innovation.

These case studies demonstrate the wide range of industries that are embracing digital transformation. Whether you are just starting out or looking to accelerate your own digital transformation project, these case studies offer valuable insights and practical tips to help you succeed.

# THE FIRST PHASE OF DX STARTS WITH DIGITISING DOCUMENTS

## Wellington City Council, New Zealand

“We recently passed our 10 millionth scan, and we’re looking forward to continuing our work with FUJIFILM Business Innovation. They’re not only helping us work smarter, but they’re preserving an essential aspect of our city and nation’s history. It’s a great partnership.”

**Adrian Humphris**  
*Archives Team Leader,  
Wellington City Council*

### Opportunity

Wellington City Council had over 800,000 historic files in their archives, storing everything from paper documents, bound books, maps, plates, CDs and DVDs dating all the way back to 1840.

They wanted to digitise these valuable, historical documents in the event of an incident. To provide better value to the public, digitising these records would also improve access to the information; however to do it themselves, it would take more than 20 years.

Another key challenge was to maintain service for their customers and continue fulfilling record requests.

### Transformation

A revitalization of Wellington City Council’s capabilities transpired. By working with FUJIFILM Business Innovation, the council was able to protect the rich history of the city with document digitization and efficient file management capabilities, and also provide better value and service to the public.

Time consuming manual searching for information has been superseded with Optical Character Recognition (OCR) indexed file search capability.

### The result?

Customer service has significantly improved beating target response times by 60%. A smarter way of working was achieved, through improved service to the public and business as usual operations being maintained.

[View the full case study](#)

# LEVELLING UP PRINT PRODUCTIVITY AND COST REDUCTION

## TIMG, Australia

“The situation review gave us a launch pad to imagine the new fleet, beyond just a wish list of effective workflows and cost savings.”

### Carlo Di Toro

*National Bureau Manager,  
TIMG LitSupport*

## Opportunity

LitSupport Printing Bureaus is part of The Information Management Group (TIMG) a litigation support division which operates 24 branches 24/7 throughout Australia.

Maintaining consistent on-time, error free service delivery for their government, legal and corporate clients (with complete confidentiality and security) is vital to their business operations.

TIMG's ageing print and production fleet was operating legacy devices and mixed service contracts (on different cycles). All of these were costly technology inhibitors and made it difficult for staff to maintain critical service levels.

## Transformation

LitSupport turned to FUJIFILM Business Innovation to upgrade, unify and streamline their product fleet. Implementing the Revoria Press E1 Series together with Workflow solutions and digital mailroom in every branch provided the ideal solution to achieve consistent capabilities and increase productivity.

## The result?

TIMG's early results indicate a 26% reduction of the total cost of operation. A dramatic reduction of stoppages, downtime and maintenance has positively impacted teams, as they are now less fatigued and frustrated.

[View the full case study](#)

# BUILDING COMPETITIVE ADVANTAGE WITH ROBOTICS AUTOMATION

## Kanemitsu Pulley, Thailand

“From our policy of bringing robot technology to enhance our work potential, we chose RPA because we saw technological leadership. It has given us a competitive advantage and we’re on track to become a leader in the engine parts manufacturing industry in Thailand.”

**Sayaka Yamaskawa**  
*President,  
Kanemitsu Pulley*

### Opportunity

Kanemitsu Pulley is a business with big ambitions to innovate and differentiate. Its approach is to utilise the latest technologies and equipment to increase workflow productivity and efficiency.

Kanemitsu Pulley’s digital transformation plans included streamlining the way its departments manage repetitive based work processes, data administration and rule-based work.

Initial discovery revealed HR, Sales & Marketing and IT were burdened with unnecessary paperwork, time-sensitive administration processes and prone to human errors.

### Transformation

By automating Kanemitsu Pulley’s departments with FUJIFILM Business Innovation’s RPA solution, the business experienced a rapid transformation.

Robotics Process Automation (RPA) technology replaces repetitive, monotonous and consuming tasks, freeing up employees so they can spend more time creating business value.

### The result?

The business increased speed of work 5x times, transitioned to be completely paperless, reduced data error occurrence to 0%, improved customer satisfaction with faster service and freed up staff considerably.

[View the full case study](#)

# UTILISING DATA TO ENABLE GROWTH AND FOOD SAFETY

## Delicious Chef King Catering, Hong Kong

“The kitchen can now speed up its production time. Being able to cut 2 hours of production time is day-and-night. It’s now much easier to hire and retain kitchen staff, and this is crucial to ensuring our food quality and production standards remain high.”

### Marine Lai

General Manager,  
Delicious Chef King Catering

## Opportunity

Delicious Chef King Catering prides itself on production efficiency, food safety governance and continuous innovation.

Part of its transformation plan was to better utilise its significant investment in food manufacturing equipment. The business understood it needed an automation capability in its manufacturing process. An integral element of this was its data management capability.

Kitchen conditions also presented a real challenge for IT hardware, inside a hot and humid working kitchen environment.

## Transformation

The transformation started with FUJIFILM Business Innovation providing an IT consultant to design the IT network and infrastructure. The installation of rack coolers and heavy-duty industrial grade monitors solved the environmental problem, while cabling solutions, customised server configuration and multi-function printers improved connectivity.

## The result?

The new data capability fully integrates with the re-engineered production processes, improving food safety and creating a more efficient operation.

The business is now in a much better position to take advantage of its data capability and information management systems.

[View the full case study](#)





# FUJIFILM BUSINESS INNOVATION

At FUJIFILM Business Innovation, we understand that digital transformation is no longer just an option but a necessity for businesses to thrive in today's fast-paced, competitive landscape. Our mission is to help our customers in Asia Pacific transform their businesses by providing innovative solutions and services that enhance their workflow and solve their business challenges. With our extensive knowledge and experience, we aim to be the digital transformation partner of choice for businesses in the region.

We believe that improving our customers' business communication environment is the key to success. By streamlining and automating their operations, businesses can reduce costs,

increase productivity, and enhance customer satisfaction.

We are committed to achieving these goals by integrating cutting-edge technologies such as AI, IoT, and cloud services into our solutions. We help our customers leverage these technologies to gain a competitive edge and drive growth.

With a presence across 13 countries in Asia Pacific, we have a deep understanding of the region's unique business challenges and opportunities. Our solutions and services are tailored to meet the specific needs of businesses in the region, regardless of their size or industry. Whether it's improving document management, enhancing

workflow, or optimizing printing processes, we have the expertise and technology to help businesses transform their operations and achieve their strategic goals. With FUJIFILM Business Innovation, businesses can stay ahead of the curve and thrive in today's digital age.

Get ready to **thrive**.

**Find out how FUJIFILM Business Innovation can help you. Contact our sales representatives today!**



# REFERENCES

- <sup>1</sup> Bernama, Budget 2023: RM100mln in automation, digitalisation grants provided for SMBs, February 2023
- <sup>2</sup> Frost & Sullivan, Smarter connected commerce: evolution and opportunities for Micro, Small, and Medium Enterprises (MSMEs) in Asia-Pacific (APAC), 2022
- <sup>3</sup> IDC, IDC Report Highlights Cloud Data Management Challenges, 2022
- <sup>4</sup> Dr Richard. Claydon, Content Advisory Sessions, February 2023
- <sup>5</sup> Slack, Informal meetings are key to innovative ideas, 2022

© FUJIFILM BUSINESS INNOVATION ASIA PACIFIC PTE. LTD. All Rights Reserved  
FUJIFILM and FUJIFILM logo are registered trademarks or trademarks of FUJIFILM Corporation.

