

Fujitsu Technology and Service Vision 2015

e-book



shaping tomorrow with you

A Hyperconnected World

We are experiencing a multi-layering of connectivity between people and things.

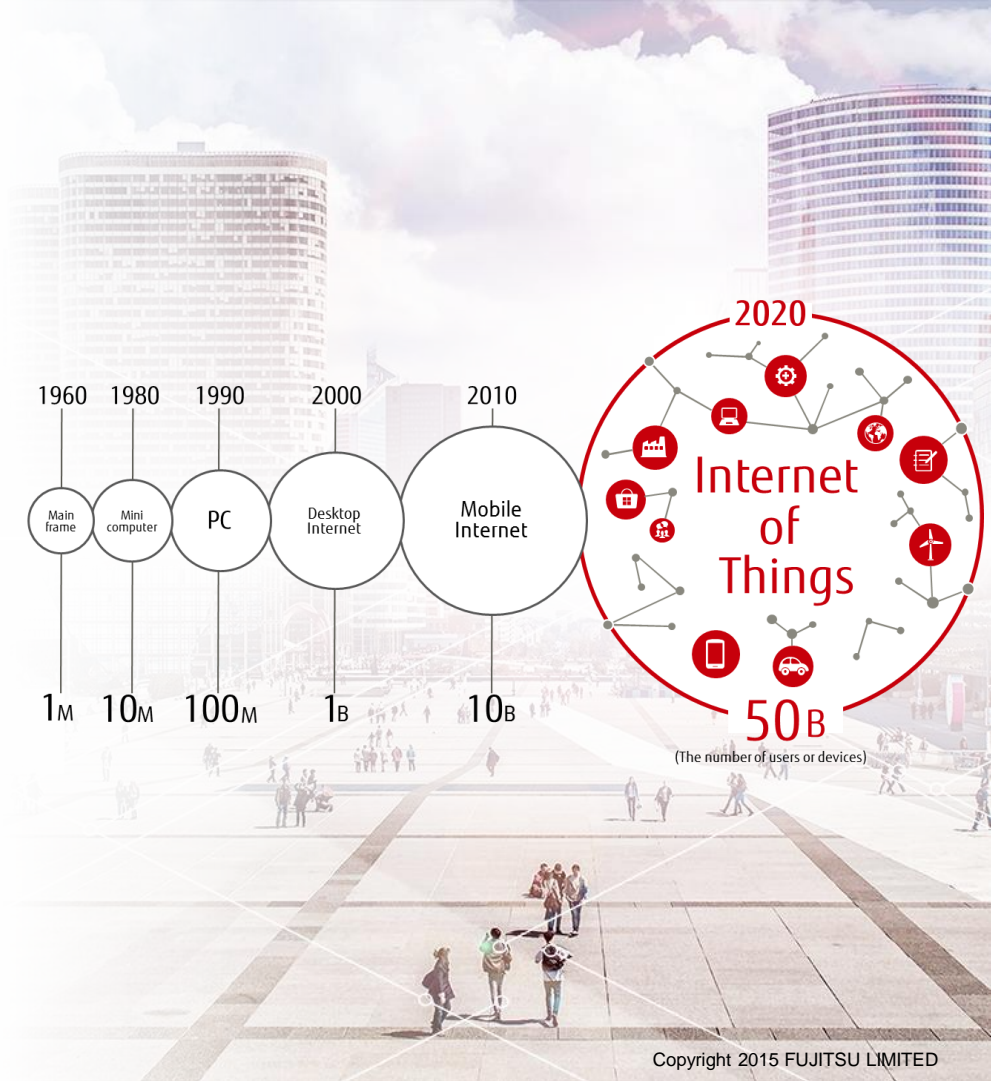
A hyperconnected world brings huge potential for improving the way we live our lives and run our businesses.



Expanding Connectivity

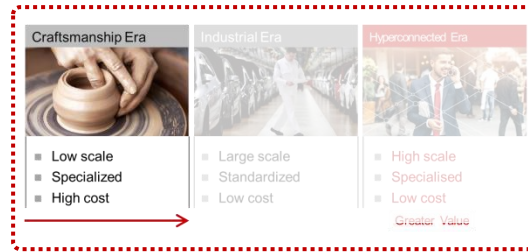
The number of things connected to the Internet will likely reach 50 billion or more by 2020.

The combination of the Internet of Things and Big Data will enable new ways of creating value.



Paradigm Shift

This will drive substantial change.



Before the industrial age, society relied on creativity. Craftspeople used their skills to make the things to order.

But this was limited by people's time and resources, and did not scale. The pace of innovation was slow.

Craftsmanship Era

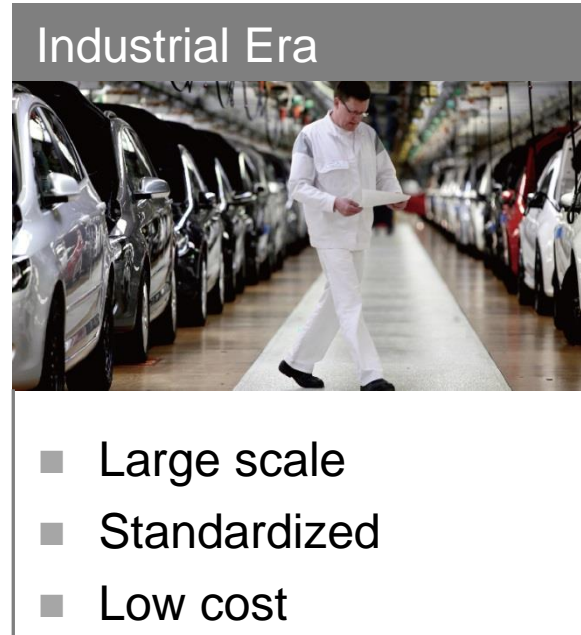
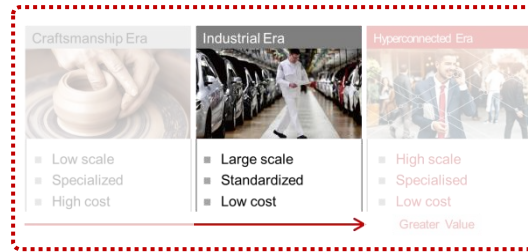


- Low scale
- Specialized
- High cost

Paradigm Shift

In the industrial era, competitive advantage came from owning the factors of production - technology, plant and machinery, labor and financial capital.

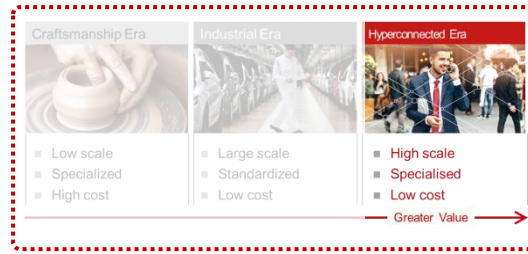
In this asset-centric environment, people became part of the entire business process.



Paradigm Shift

In the hyperconnected era, value comes through connectivity.

With new technology, we can make products to meet diverse and specific needs in ways that deliver value at scale and at low cost.



Hyperconnected Era

■ High scale

■ Tailored, Specialised

■ Low cost

The key to the future is *people*

Human creativity is the key to leading innovation in a hyperconnected world.

New value can come from people leveraging new digital technology.



Human Centric

Our core idea is to put people at the center of everything.

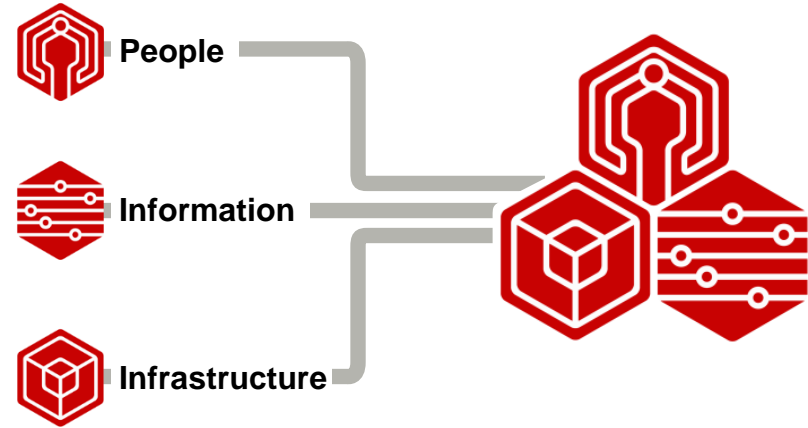
This idea is central to our vision. Fujitsu's goal is to use technology to empower people.



Human Centric Innovation

Human Centric Innovation is an approach to enabling innovation through people.

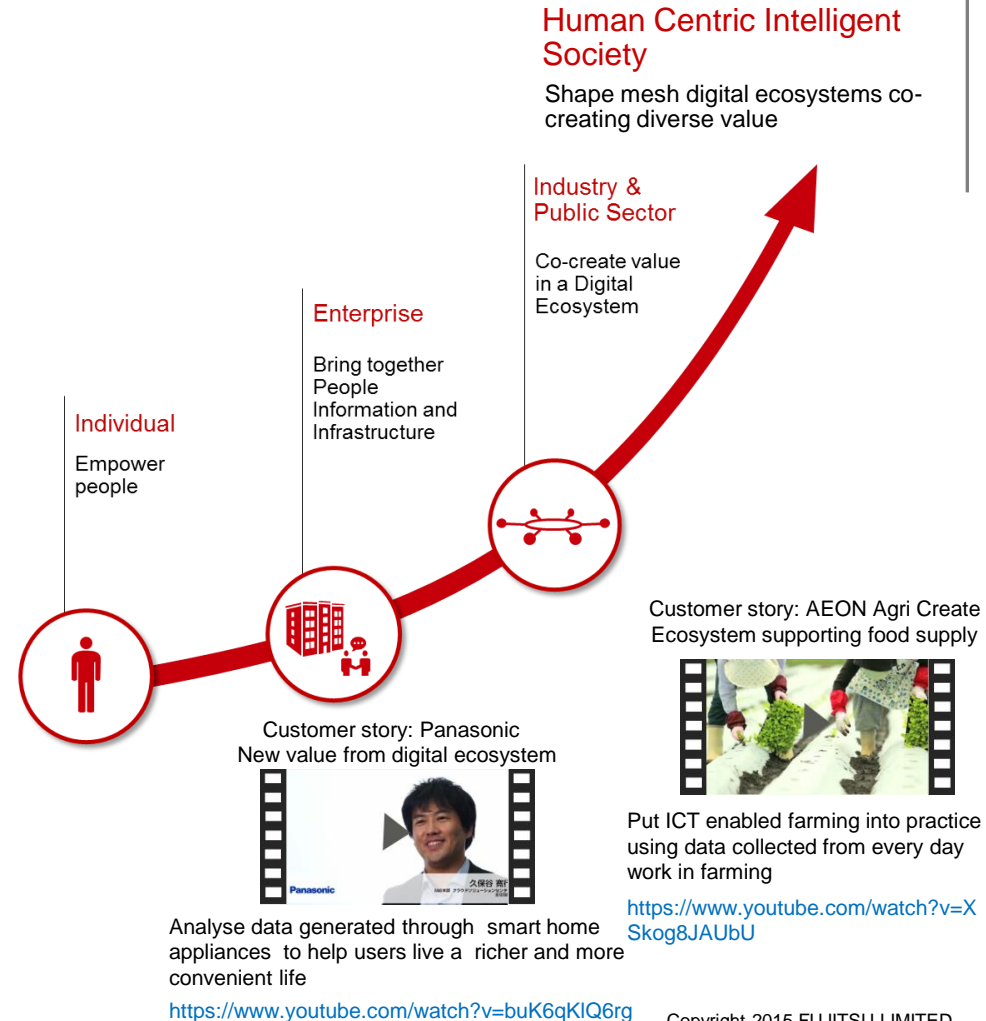
By empowering people through connecting digitalized information and physical things we can create business and social value.



Roadmap for growth

We can use **Human Centric Innovation** to set out a natural business roadmap. We can look at different levels, from the individual, to the enterprise to an entire industry or a set of public services. The roadmap forms a logical sequence of steps.

The culmination of this roadmap is a **Human Centric Intelligent Society**, our vision or a prosperous and sustainable society.



Human Centric Innovation customer stories



Visit the website to navigate into the customer story

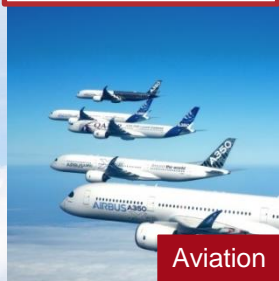
<http://www.fujitsu.com/global/vision/2015/customerstories/index.html>

Toyota Motor



Automobile

Airbus



Aviation

Omron



Manufacturing

CaixaBank



Finance

NTT DOCOMO



Telecom

Group Auchan



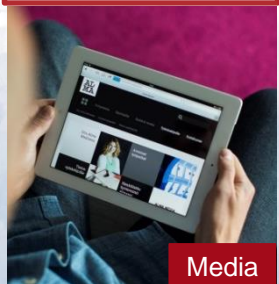
Retail

**Dentsu
Shizuoka Gas**



Media
Energy

Alma Media



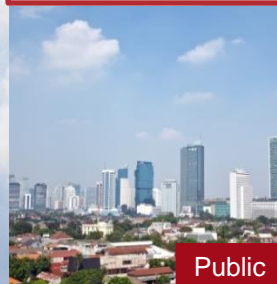
Media

Asahi Shuzo



Agriculture

DKI Jakarta



Public

Tokyo University



Healthcare

TechShop



Education

The Dassai sake brewer

Asahi Shuzo

Let's take one of these examples to walk through how **Human Centric Innovation** created value for a customer.

Asahi Shuzo had a unique business challenge. They needed to stabilize the procurement of a strain of rice for their Dassai sake, to meet the rising demand for the brand in a global market.



The Dassai sake brewer

Asahi Shuzo

This particular rice – called Yamada Nishiki – is notoriously difficult to cultivate and requires skilled and experienced farmers.

The solution Asahi Shuzo found to meet this challenge was Fujitsu's Akisai cloud service, bringing data and analytics to farm management.



Networking to expand sake rice yields

Collecting and applying data through Akisai cloud, farmers can more widely share their experience, skills and tacit knowledge of producing the rice, knowledge that used to be shared only within a closed circle.

With Akisai, even farmers with no previous experience of the strain of rice are able to grow it.



Human Centric Innovation

Innovation comes into play through **people** who can make right decisions and actions supported by combination of **infrastructure** - including networked sensors - and farming data **information**.

People



The farmers put data enabled farming into practice using shared knowledge of growing crops.

Information

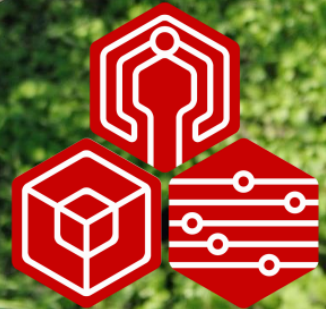


Visualizing the accumulated information from skilled farmers e.g. farming know-how, temperature, humidity, growth status, etc.

Infrastructure



The infrastructure consists of sensors and smart devices, enabling data to be accumulated onto the cloud.



Akisai serves as foundation for various players to align

Using Akisai, the farmer can align with other parties and corporations.

For example, fertilizer producers can use the Akisai data to develop specialized fertilizers for the Yamada Nishiki rice.



Digital Ecosystem

This alignment of different organisations around a set of digital technologies, we call a **digital ecosystem**.

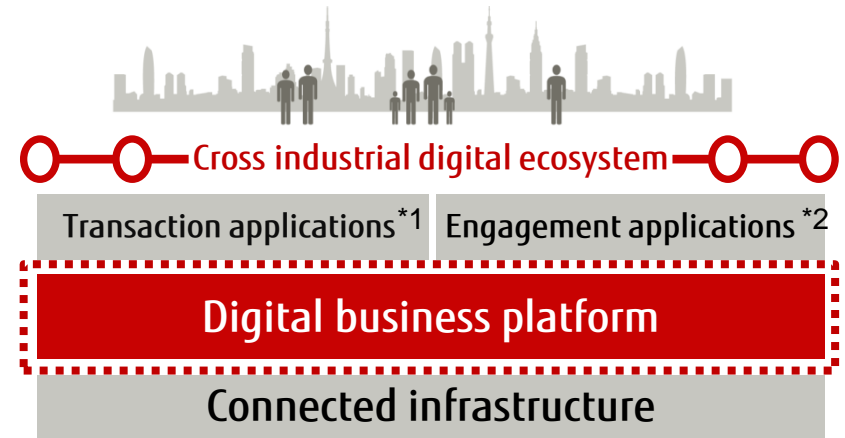
A digital ecosystem can create shared value through connection between products and services provided by various players and the use of technology and knowledge accumulated by the participants.



Digital Business Platform

Digital ecosystems grow around a digital business platform. The platform enables this growth by providing open digital interfaces e.g. application programming interfaces (APIs).

The platform can help create new value by aligning ‘older’ transactional applications and ‘newer’ engagement applications.



*1: 「Systems of Record : SoR」

The style of system such as taking orders, managing production and supply chains and financial accounting.

*2: 「Systems of Engagement : SoE」

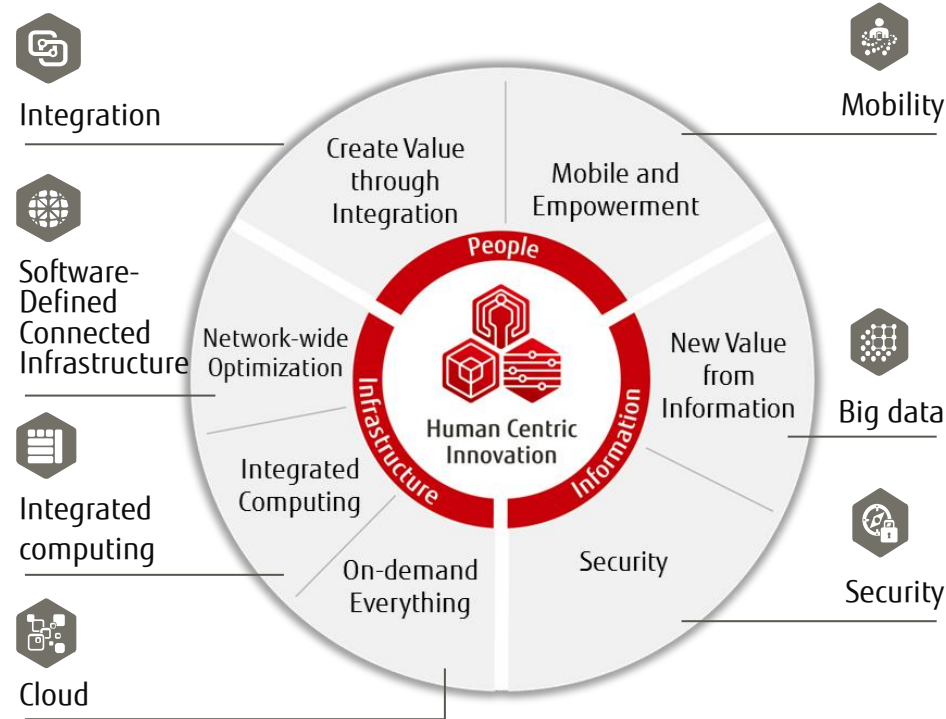
New type of technology architecture which connects people through various mobile devices and provides a rich and empowering experience.

Technology and services we provide

Fujitsu offers an extensive portfolio of services, products and solutions including the digital business platform.

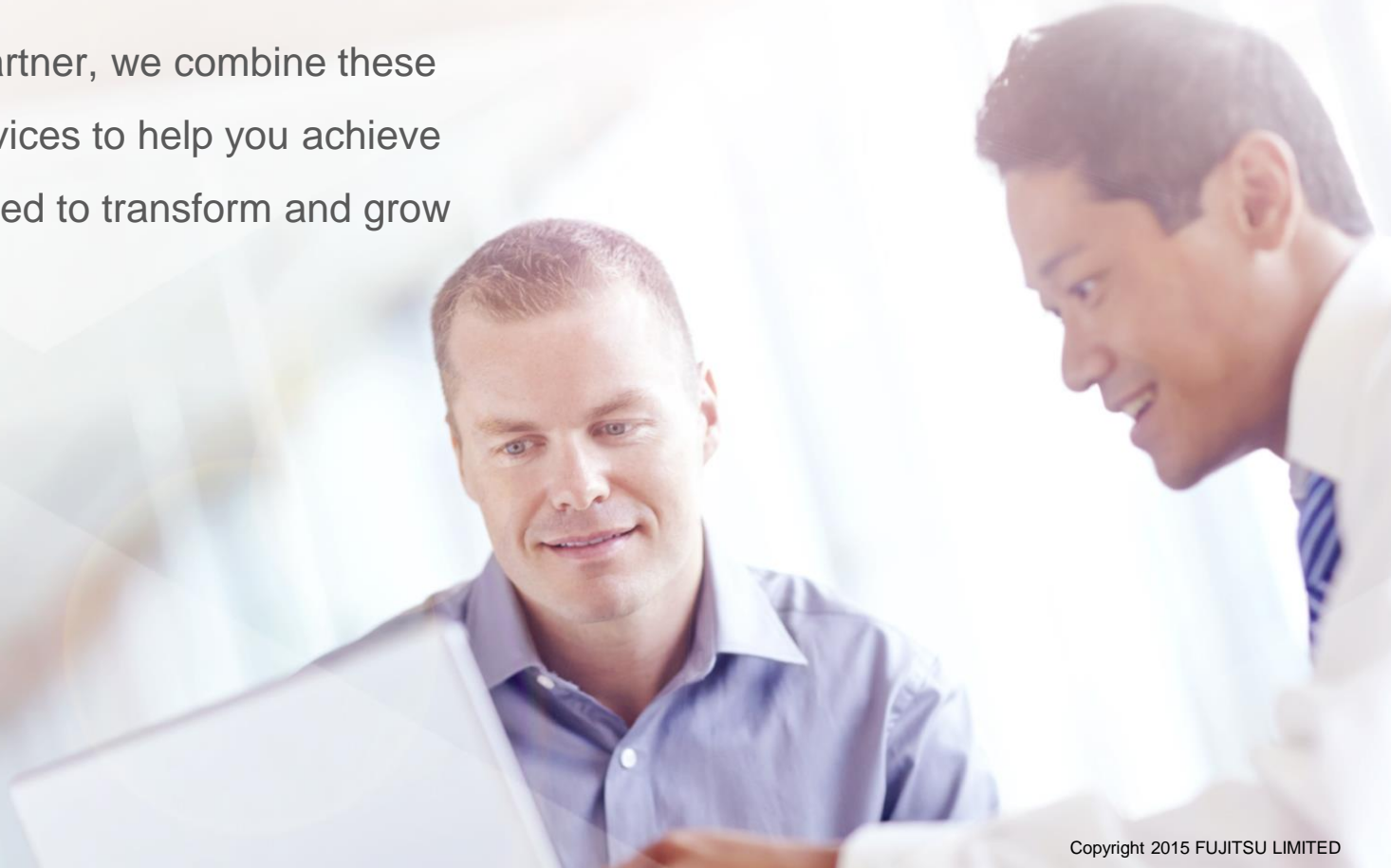
Our portfolio provides all the building blocks to build systems for the hyperconnected era.

We are one of few ICT companies which can provide such a wide portfolio, and we will continue to strengthen our capabilities with our own intellectual property complemented by our partners' technologies.



Fujitsu as your innovation partner

As your innovation partner, we combine these technologies and services to help you achieve the innovation you need to transform and grow your business.



Human Centric Intelligent Society

Fujitsu's vision is to build together with our customers and partners a safer, more prosperous and sustainable world. We call this a Human Centric Intelligent Society.



Fujitsu Technology and Service Vision

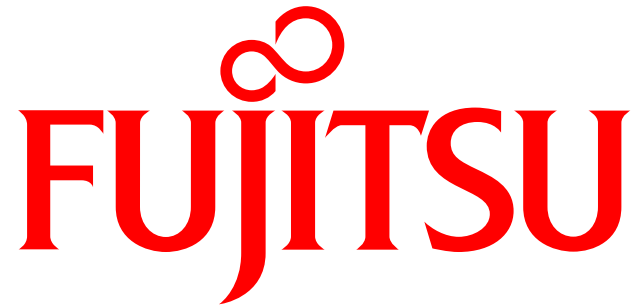
We put these ideas together in the **Fujitsu Technology and Service Vision**. It is available in the form of a booklet as well as a video, and you can find it on our website.

Video: Human Centric Innovation in Action



<https://www.youtube.com/watch?v=VGNgccAM0ng>





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