

Fujitsu Forum 2014

FUJITSU

Human Centric
Innovation

■ **Date** Thursday 15 to Friday 16 May 2014

■ **Venue** Tokyo International Forum, Yurakucho

Hosted by:

Fujitsu Limited

Co-hosted by:

Fujitsu Users Association

shaping tomorrow with you

Message from Fujitsu's President

March 2014

Our world is in the midst of rapid change. There are new challenges for society and business. These include the changing structure of global markets due to the globalization of economies around the world, the pressure put on the supply of food, water and other natural and energy resources due to the rising global population, responses to population aging, and planning for natural disasters.

Amid these challenges, the role of information and communication technologies (ICT) has also been evolving. ICT now has the power to connect not only humans together but all manner of objects as well via the Internet, and to help people make decisions through the instant analysis of the massive amount of information generated by such communications. The power of ICT can generate innovation that will greatly improve people's lives, business, and society as a whole.

Fujitsu is committed to accelerating innovation by supporting people with the evolving capabilities of ICT to help bring solutions to our customers' businesses and to various societal challenges. Our goal is to work with our customers and communities to help bring about a prosperous future in which people can live in peace of mind.

I am very pleased to announce that Fujitsu Forum 2014 will be held on May 15 and 16 this year, with its theme being Human Centric Innovation. This theme reflects our desire to help our customers transform their businesses.

Fujitsu Forum 2014 will feature a variety of seminars and demonstrations on new initiatives across all industries in which ICT is used on the following topics: helping improve communities and support people in living prosperous and enjoyable lives; new ways of using evolving ICT, such as mobile applications and Big Data applications so as to support business transformation and growth; and the advanced products, services, and technologies that make such transformations possible.

Please allow me to extend my personal invitation to you to join us at Fujitsu Forum 2014. I firmly believe that you will experience insights that will help you take your business to new levels.

Sincerely,



Masami Yamamoto

President
Fujitsu Limited

Thursday May 15 Day1 Timetable

Keynote Speech / Special Presentation

10:00

Challenging Ourselves to Create Business Innovation and a Better Society
~Human Centric Innovation~



Masami Yamamoto
President
Fujitsu Limited

K1-1

11:00

Fujitsu's Value Chain and the New Industrial Revolution



Tango Matsumoto
Corporate Senior VP
Fujitsu Limited

13:00

Cloud First, Mobile First: Microsoft and Fujitsu Partnering for Your Success

K1-3



Yasuyuki Higuchi
Chief Operating Officer
Microsoft Japan Co., Ltd.



Motoaki Nishiwaki
Evangelist
Microsoft Japan Co., Ltd.



Tango Matsumoto
Corporate Senior VP
Fujitsu Limited



14:00

14:50

Kawasaki City's Sustainable Urban Development Program
Urban development using ICT

K1-4



Norihiko Fukuda
Mayor
Kawasaki City



Urakawa Chikafumi
Corporate Executive
VP and Director
Fujitsu Limited

15:50

Optimize Employee Engagement through Work Style Innovation

K1-5



Yasufumi Hirai
President and
General Manager
Cisco Systems Japan



Shingo Kagawa
Corporate VP
Fujitsu Limited

Seminar

11:20

Creating New Value by Utilization of Big Data

S12-1

12:10

Big data

13:00

The Impact of Risk to Cyber Security on a Company's Growth Strategy

S13-7

13:50

Security

16:30

Supporting the Big Data Era via New Business Information Strategies

S17-3

17:20

Front Line Security Research in Support of the Hyperconnected World

S17-4

Security

Special Session

A Connected World Will Change Business and Society

11:20~12:10

GSS

The Future as Described in Fujitsu Technology and Service Vision



Vernon Turner
Senior VP & General Manager
IDC
(Analyst)



Chiseki Sagawa
Corporate VP
Fujitsu Limited



Dr. Joseph Reger
CTO
Fujitsu Technology Solutions



Yoshikuni Takashige
VP & General Manager
Fujitsu Limited

Friday May 16 Day2 Timetable

Special Presentation

9:30

Workstyle Revolution Driven by Smart Devices and Wearable's

Realizing innovation through linking devices and services

K2-1



Kenji Fujita

Operating Officer
Digital Strategy and Planning
Nikkei Business Publications, Inc.



Kuniaki Saito

Corporate Senior VP
Fujitsu Limited

10:30

Massive Scale out Processing Drastically Changing ICT

K2-2

9:30~10:20



Kouichi Kumon

Member of the Board
Fujitsu Laboratories Ltd.

11:10

Contributing to Innovation and Conducting Business Aggressively with "Speed"

A simple and high speed ICT utilization platform provided by SAP and Fujitsu.

K2-3



Tomitaro Anzai

President and
Representative Director
SAP Japan



Kazuo Imada

Corporate VP
Fujitsu Limited

12:10

13:00

Oracle Global Cloud Strategy

K2-5



Hiroshige Sugihara

Representative Corporate Executive Officer,
President & CEO, Oracle Corporation Japan



Takato Noda

Corporate VP
Fujitsu Limited

14:00

Seminar

9:30

Big Data Analysis
Case Studies
-Learning to Create
New Value

S21-2

10:20

Big data

11:00

Smart Cities
Enriching Our
Lives and Society,
and Creating Potential
for New Markets

S22-2

11:50

Energy

► Day1

Keynote Speech

K1-1

Thursday May 15 ► 10:00~11:00

Challenging Ourselves to Create Business Innovation and a Better Society ~ Human Centric Innovation ~



Masami Yamamoto
President
Fujitsu Limited

The market has changed drastically, following the globalization of the economy and rapidly advancing technical innovations. At the same time, there is an urgent need to address even bigger problems, such as environmental pollution, resource and energy problems, and readiness for natural disasters. By supporting people with the power of the latest information and communications technology, Fujitsu hopes to contribute to the growth of businesses and the resolution of social challenges. This presentation introduces Fujitsu's activities dedicated to driving innovation for our customer's businesses, while also helping to create a prosperous society.

Fujitsu's Value Chain and the New Industrial Revolution



Tango Matsumoto
Corporate Senior VP
Fujitsu Limited

The new industrial revolution will change the world and see everything connected through networks, creating new value for society through the power of ICT. During this presentation we introduce Fujitsu's initiatives aimed at supporting people with advanced technology and helping them work in harmony with ICT.

Cloud First, Mobile First: Microsoft and Fujitsu Partnering for Your Success

K1-3

Thursday May 15 ► 13:00~14:00



Yasuyuki Higuchi
Chief Operating Officer
Microsoft Japan Co., Ltd.
 Guest video appearance



Motoaki Nishiwaki
Evangelist
Microsoft Japan Co., Ltd.

We are moving into a world of "Cloud First, Mobile First". This session, presented by Motoaki Nishiwaki, one of the top Evangelists in the IT industry, showcases perspectives on how Microsoft and Fujitsu can help customers and partners to be successful in the "Cloud First, Mobile First" era.

Be the first to hear the latest news on Windows, Tablets and Cloud strategies such as Office 365, Azure, A5, A5+.



Tango Matsumoto
Corporate Senior VP
Fujitsu Limited

Kawasaki City's Sustainable Urban Development Program Urban development using ICT

K1-4

Thursday May 15 ► 14:50~15:50



Norihiko Fukuda
Mayor
Kawasaki City



Urakawa Chikafumi
Corporate Executive
VP and Director
Fujitsu Limited

Using Big Data for urban planning and nurturing scientific talent, is the central framework of an agreement entered into by Fujitsu and Kawasaki City in February this year. This presentation will introduce some of our initiatives, and our commitment to the sustainable development of Kawasaki City.

Optimize Employee Engagement through Work Style Innovation

K1-5



Yasufumi Hirai
President and
General Manager
Cisco Systems Japan



Shingo Kagawa
Corporate VP
Fujitsu Limited

Thursday May 15 ▶ 14:50 ~ 15:50

Japanese organizations have identified how new work styles can create value through engaging employees with diverse backgrounds and skills sets.

During this presentation we will introduce how work style innovation empowers human resources to optimize their strengths including Cisco's experience.

Special Session

GSS

Thursday May 15 ▶ 11:20 ~ 12:10

A Connected World Will Change Business and Society

The Future as Described in Fujitsu Technology and Service Vision

In the era of "Internet of Things", how will the massive amounts of information generated by things connected with each other, and the new knowledge that is extracted, reshape the future of business and society? This seminar investigates how various aspects of future business and society are emerging, as well as the key technologies driving this change, through dialogue between Fujitsu and an external analyst.



Vernon Turner
Senior VP &
General Manager
IDC
(Analyst)



Chiseki Sagawa
Corporate VP
Fujitsu Limited



Dr. Joseph Reger
CTO
Fujitsu Technology Solutions



Yoshikuni Takashige
VP & General Manager
Fujitsu Limited

►Day2

Workstyle Revolution Driven by Smart Devices and Wearable's

K2-1

Realizing innovation through linking devices and services



Kenji Fujita

Operating Officer
Digital Strategy and Planning
Nikkei Business Publications, Inc.



Kuniaki Saito

Corporate Senior VP
Fujitsu Limited

Friday May 16 ► 9:30 ~ 10:30

During this presentation we will show cases studies where businesses are linking smart devices (tablets and smart phones) with services, and creating work style revolutions that result form next-generation ubiquitous front-ends, such as wearable technology.

Contributing to Innovation and Conducting Business Aggressively with "Speed"

K2-3

A simple and high speed ICT utilization platform provided by SAP and Fujitsu.



Tomitaro Anzai

President and
Representative
Director
SAP Japan



Kazuo Imada

Corporate VP
Fujitsu Limited

Friday May 16 ► 11:10 ~ 12:10

In order to bolster competitiveness, its essential that you have a creative idea and the speed to put it to action. By utilizing Cloud, Big Data and Mobile, we will propose a new Information and Communication Technology (ICT) landscape that will make business happen and contribute to the customers growth and innovation.

Massive Scale out Processing Drastically Changing ICT

K2-2



Kouichi Kumon

Member of the Board
Fujitsu Laboratories Ltd.

Friday May 16 ► 9:30 ~ 10:20

The key to more advanced, intelligent services is data processing capabilities. The world of millions of pages of data and trillions of sensors demands high performance information and communications technology. Here we will present details of our research aimed at developing technology that can enable this kind of massive scale-out.

Oracle Global Cloud Strategy

K2-5



Hiroshige Sugihara

Representative Corporate
Executive Officer,
President & CEO,
Oracle Corporation Japan



Takato Noda

Corporate VP
Fujitsu Limited

Friday May 16 ► 13:00 ~ 14:00

Oracle's vision on leveraging disruptive technologies such as cloud, mobile, social, analytics and big data, and the Internet of Things can help you shape your business strategy and achieve real-world results. We introduce advanced Oracle Customer reference in global.

Seminar

Business Innovation

Creating New Value by Utilization of Big Data

A Needs Based Approach

To assist customers to optimize use, and create reliable benefits when it comes to big data, Fujitsu has created 10 offerings that model usage where there is a high level of need. This seminar introduces key points for achieving optimal big data utilization, in conjunction with our Big Data Initiative.

Thursday May 15

▶ 11:20 ~ 12:10

Big data

S12-1

Fujitsu Limited

Supporting the Big Data Era via New Business Information Strategies

Big Data Case Studies from Leading Customers

The big data utilization field is in the process of changing from being predominantly about marketing towards utilization methods that tie in directly with our customers' businesses. This seminar will present case studies of customers who are undertaking cutting-edge initiatives, and Fujitsu's new information business strategy supporting these initiatives.

Thursday May 15

▶ 16:30 ~ 17:20

Big data

S17-3

Fujitsu Limited

Big Data Analysis Case Studies - Learning to Create New Value

A Curators Key to Success

Fujitsu's Data Curation Service creates new value based on data-oriented analysis. This seminar will explain the key points separating success from failure in big data analysis, along with successful case studies based on Fujitsu's experience providing this service to customers in a wide range of industries and businesses.

Friday May 16

▶ 9:30 ~ 10:20

Big data

S21-2

Fujitsu Limited

ICT Supporting Innovation

The Impact of Risk to Cyber Security on a Company's Growth Strategy

ICT has become indispensable for front line sales and business, and so cyber security is now required to protect ICT from new threats. This seminar will clarify the true nature of cyber-attacks, and their impact on business management, as well as approaches and methods for dealing with these attacks.

Thursday May 15

▶ 13:00 ~ 13:50

Security

S13-7

Fujitsu Limited

Front Line Security Research in Support of the Hyperconnected World

Targeted Attack Countermeasures and Personal Data Use

This seminar will introduce the utilization of front line security technologies, including topics such as cyber-attack countermeasures that minimize damage by detecting devious attacks as quickly as possible, privacy protection to enable personal data to be utilized, and new biometric authentication supporting net services.

Thursday May 15

▶ 16:30 ~ 17:20

Security

S17-4

Fujitsu Laboratories Ltd.

Smart Cities Enriching Our Lives and Society, and Creating Potential for New Markets

Changing Markets Bringing New Business Opportunities

The Smart City energy business has moved from the feasibility study to the implementation stage. This seminar will discuss the potential of new markets engendered by radical changes such as regulatory changes and the widespread adoption and utilization of renewable energy. This presentation will also introduce Fujitsu's technologies supporting these possibilities.

Friday May 16

▶ 11:00 ~ 11:50

Energy

S22-2

Fujitsu Limited

Human Centric Innovation : What Fujitsu Can Do for Customers

How do business and society bring about innovation? Through encouraging human creativity that drives competitive advantage. As a trusted innovation partner, Fujitsu helps people by using the power of ICT to create new value together with our customers. This is Human Centric Innovation, a new approach to the discovery of innovation in the future. At Fujitsu Forum 2014, we will showcase studies on innovation in society and businesses as well as how ICT provides support.

Social Innovation

People are able to realize a prosperous and sustainable society through the bringing of innovation to businesses and communities using the power of ICT. Here, we introduce case studies of the initiatives taken by Fujitsu to realize a sustainable society together with our customers.

- Traffic and Vehicles
- Energy
- Food and Agriculture
- Community
- Education and Medical Care



Theme stage



● Short Seminar Sessions

Brief 30-minute seminars will be held at the event site to explain Fujitsu's technology.

B1F

Examples of Co-creation
with Customers

Fujitsu carefully responds to all kinds of requests from customers who run global businesses. Here, we introduce customer case studies in which we committed to strengthening business competitiveness of our customers and addressing societal challenges.

Business Innovation

Innovation in businesses is made possible by ICT, which helps people make decisions and take action. Here, we introduce new forms of business that have been realized by the use of ICT.

- Innovating Work Practical
- Innovating marketing
- Utilization of Big Data
- Revolutionizing Manufacturing



B2F
Exhibition Hall

ICT Supporting Innovation

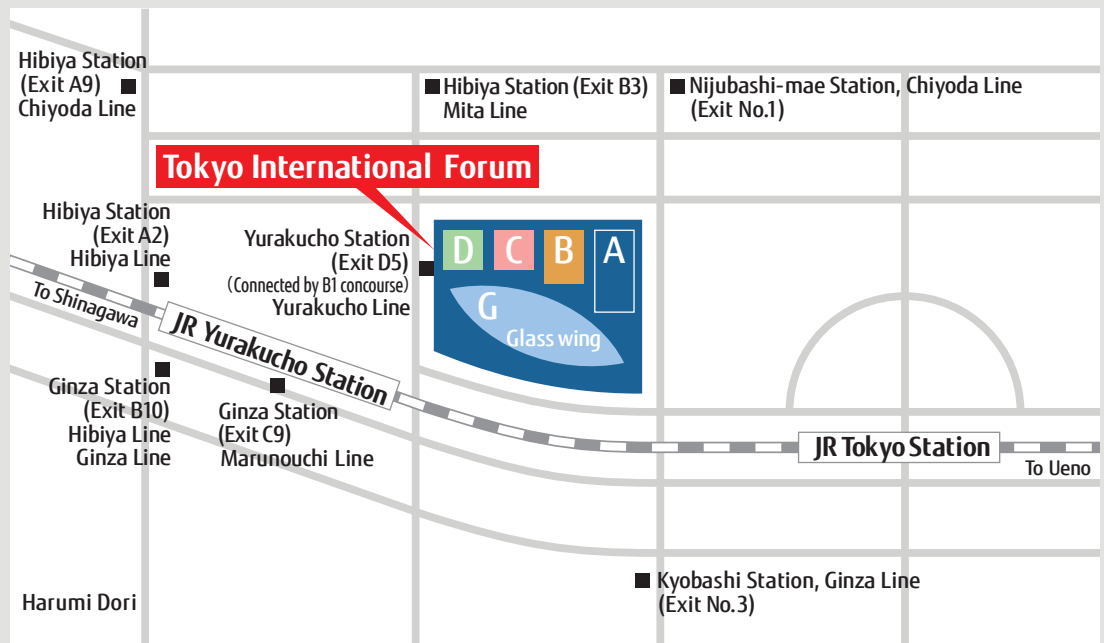
Fujitsu's ICT helps bring about innovation in this age of the Internet of Things. Here, we introduce Fujitsu's ICT that enables a flexible and agile response to change.

- ICT optimization
- Security
- Other cutting-edge technologies



Please complete a
questionnaire at the site
to receive a souvenir.

Access Map



■ JR

1 minute walk from the International Forum
Exit at Yurakucho Station

■ Subway

1 minute walk from Yurakucho Station,
Yurakucho Line
(Connected by B1 concourse with [Exit D5])

Sponsors

