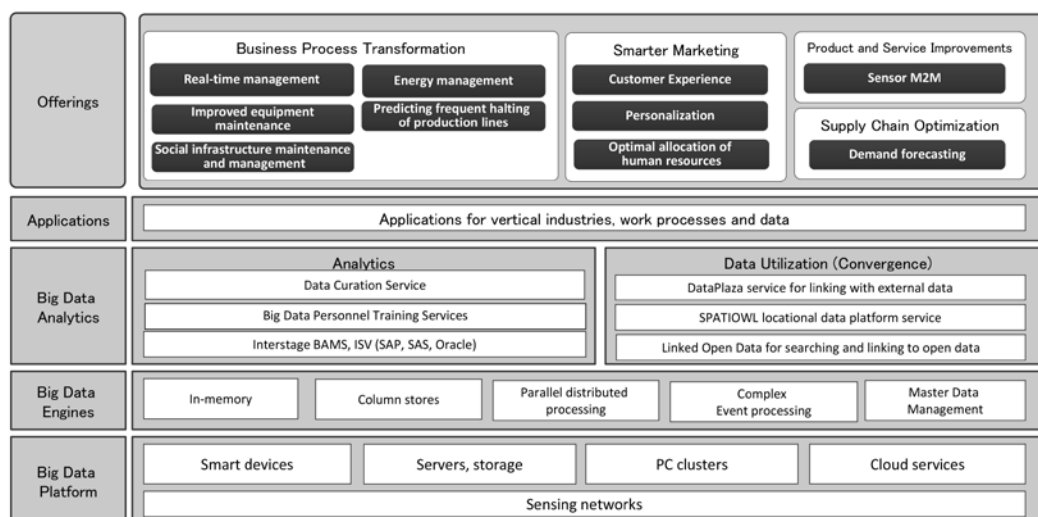


# Big Data

Since restructuring its lineup of big data products and services under the June 2013 FUJITSU Big Data Initiative, undertaken to accelerate innovation for customers and society, Fujitsu has been collaborating with numerous customers on planning and implementation. Fujitsu combines its array of cutting-edge big data technologies – covering sensors, networking, data storage, management, and analysis – with a team that provides comprehensive support to help create new value from data, and realize innovation for customers and society.



## ■ Features

### Ten Offerings (Solutions)

Fujitsu has developed a 10-item menu of big data offerings, representing topics of particularly high needs, identified from approximately 200 big data models it has used to support its customers. Action can be taken quickly upon the introduction of big data as customers who are exploring the use of data can obtain a concrete image of the model to be put in place and the impact it will have upon deployment. Fujitsu plans to expand its lineup moving forward.

### Operational Data Management & Analytics

This is a solution that enables sophisticated big data analyses that can be easily performed even without specialized analytics know-how. As a first step, Fujitsu is offering analytics models for which business needs are especially high, including demand forecast modeling, customer behavior analysis modeling, and management analysis modeling.

### FUJITSU Integrated System Analytics Ready

This is a data-management platform that combines hardware and operations-management software into a big data engine designed for real-time information utilization in business units. It performs analyses using a variety of data sources, including a company's existing business data and other internal and external sources, allowing for high-speed processing.

## ■ Structure

### Fujitsu opened its Big Data Initiative Center in June 2013 to help customers utilize big data.

Customer service team: 30 people...Planning and putting in place a promotional structure for customer inquiry support and an optimal combination of services

Support team: 800 people...Consultants, Curators, System engineers, platform engineers, Researchers and Shared technology engineers

## ■ Revenue and Sales Target

FY2013 (Revenue): 100 billion yen

FY2014 (Sales Target): 150 billion yen