



## Preface

### Special Issue on Knowledge Integration

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Today, we are all faced with a big wave of digitalization that has been called the fourth industrial revolution. This “digital transformation” is not simply playing the role of conventional ICT in driving change such as by making business more efficient or making life more convenient. Rather, it is shaking the foundation of our customers’ business enterprises and bringing about profound change in social living patterns. All kinds of individual, social, organizational, and corporate activities are now being recorded as digital information, which can be applied in diverse and novel ways. For example, digital information is now being used to make predictions concerning weather, traffic congestion, etc., at levels of accuracy far higher than those of the past, to foresee equipment failures beforehand, and to engage in personalized marketing that can stimulate latent consumer demand.

In addition, new players called “creative disruptors in the digital era” are driving “digital disruption,” which has the effect of redrawing the existing market landscape with bewildering speed by using groundbreaking services that exploit digital technologies. This digital disruption is not limited to specific industries or markets. For our customers, becoming a part of this revolution and keeping ahead of this digital wave is essential to business continuity and growth.

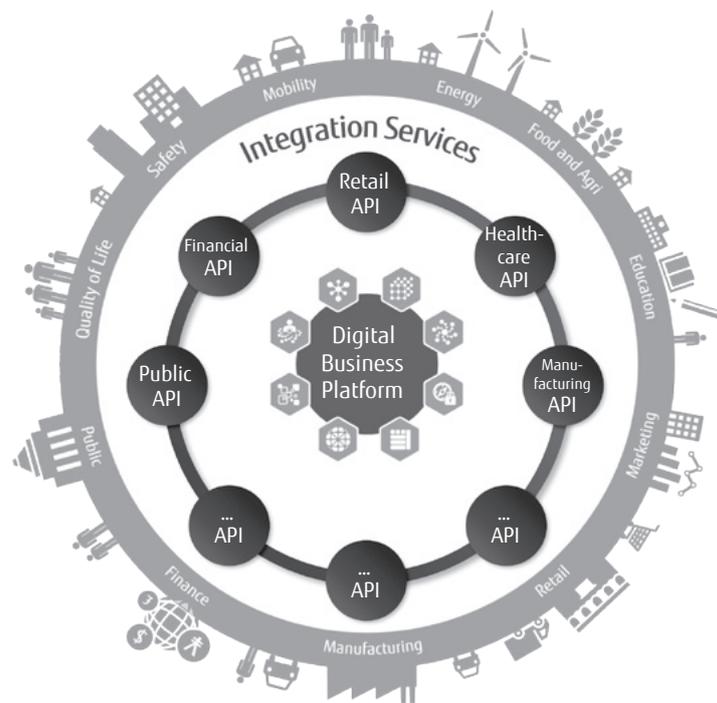
Through the provision of ICT products, solutions, and services, Fujitsu has accumulated a vast wealth of knowledge such as the know-how to apply ICT for business operations and an understanding of our customers’ business needs. Fujitsu combines all this knowledge in a way that exceeds conventional industry and market boundaries. It also combines all that knowledge with the customer’s knowledge of its own business to propose ways of creating new value that leverage the customer’s strengths within this digital transformation. We call this concept “FUJITSU Knowledge Integration,” which we announced in 2015. In 2016, we announced the initiatives and services to embody this concept as “Knowledge Integration in Action” and opened “FUJITSU Knowledge Integration Base PLY,” a gathering place for putting creativity into practice together with our customers.

In the one year since its announcement, Knowledge Integration in Action is already bearing much fruit. However, an initiative toward the creation of new value is not something whose

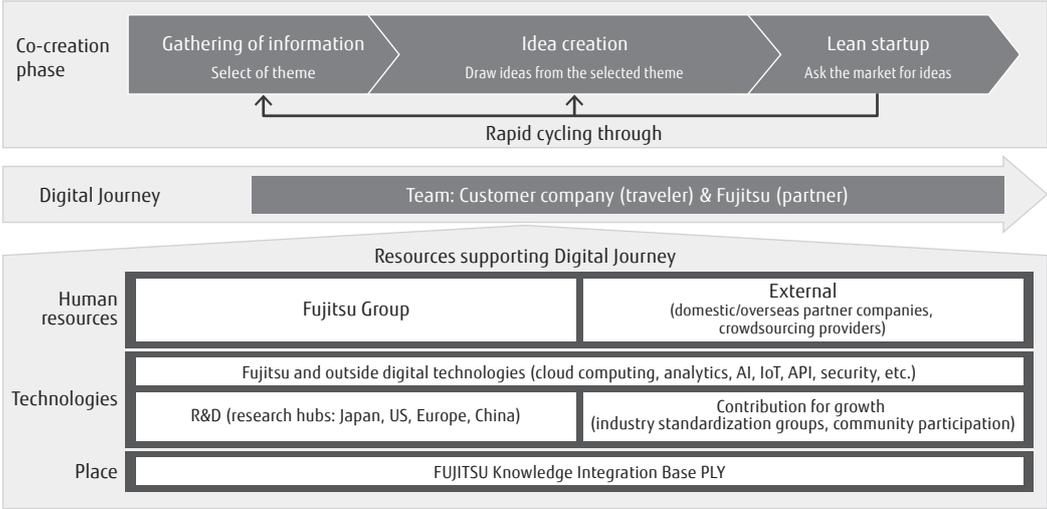
success is guaranteed. It involves working with the customer in reviewing different options or trying a different method, that is, in searching for the best way forward. We announced this concept of searching for a way of achieving new value as “Digital Journey” in 2017. Through Digital Journey, Fujitsu seeks to form a team with the customer as a partner and walk together toward the creation of new value.

Fujitsu assumes a role of applying advanced technologies such as IoT, virtual reality / augmented reality / mixed reality (VR/AR/MR), AI, cloud computing, analytics, security, and application programming interface (API) management. By leveraging a variety of tools (techniques, references) to cultivate ideas and by making good use of PLY where creative activities can flourish in an open atmosphere, Fujitsu seeks to connect its own knowledge and its customer’s knowledge to create a wide variety of ideas. In addition, I would like to see us implement these ideas quickly and to try them out on the actual market, improving them through a high speed feedback loop. Using an “overall view of co-creation activities” as a guide, we can achieve new values for the customer, overcoming the big waves of digital transformation.

This special issue introduces activities toward new business creation and business innovation that Fujitsu has undertaken together with our customers as Knowledge Integration in Action. To each of our readers, I hope you find these articles informative and I look forward to your ongoing support and feedback.



**Industry linking by FUJITSU Knowledge Integration**



Service framework for co-creation