



Preface

A handwritten signature in black ink that reads "Kazuo Imada". The signature is fluid and cursive, written in a professional style.

Kazuo Imada
Corporate Executive Officer
SVP, Vice Head of Digital Transformation Business Group
Fujitsu Ltd.

Today, digital technologies are becoming a driving force behind revolutionary changes occurring throughout society. Connecting all kinds of things such as people, objects, and processes creates new data and gives birth to new knowledge through the application of AI. For people, using the knowledge created from these digital technologies is helping them to be more creative in their work, and for companies, it is being used to develop advanced management techniques, improve customer satisfaction, and bolster product competitiveness. Digital technologies are expanding the possibilities of creating new business opportunities and solving social problems.

Fujitsu proposed a new integration concept called FUJITSU Knowledge Integration in 2015 and announced a co-creation service system the following year. In 2017, Fujitsu established the Digital Transformation Business Group as an expert organization moving forward in-step with customers. This organization aims to develop personnel that specialize in digital technologies as digital innovators and integrate such technologies on the basis of know-how cultivated in co-creation activities with customers.

At Fujitsu, we have been discussing four trends running through digital innovation today. Financial Solution Finplex and Manufacturing Industry Solution COLMINA have already been proposed as solutions in the area of “digitalization of industry and business.” These were followed by the announcement and launch of Customer Engagement Solution CHORDSHIP in the area of “digitalization of customer relations” in November 2017. Going forward, Fujitsu will be providing a series of solutions in the areas of “digitalization of organizations and work styles” and “digitalization of society and the economy.”

Focusing on these four trends, this issue introduces practical examples and solutions for achieving harmony between digital technologies and people as well as software technology that supports digital innovation.