



Co-creation for Success

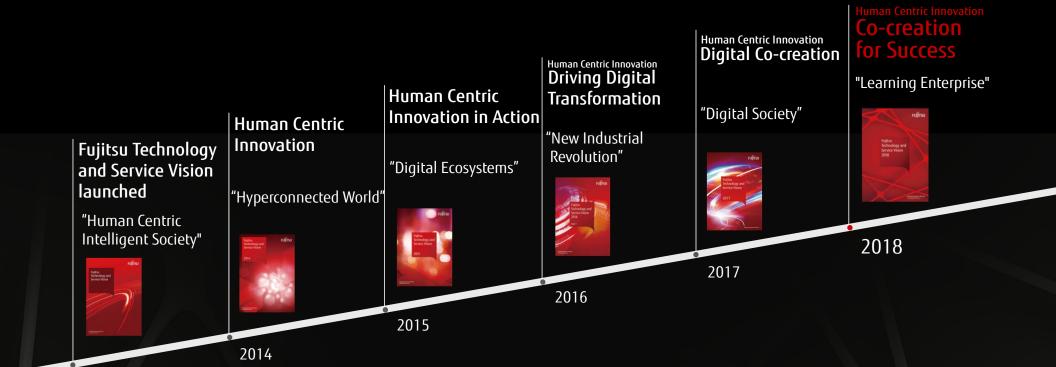
Yoshikuni Takashige

Vice President Marketing Strategy and Vision Fujitsu Limited

Fujitsu Technology and Service Vision

2013







90% of organizations have a clearly defined digital strategy

74% say that digital projects are not linked to the overarching strategy

88% feel the leadership team has a clear view of all digital projects

72% admit shadow digital projects are the only way they can deliver meaningful innovation

Fujitsu research 1600 business leaders August/September 2017



87% say a culture of innovation exists in their organization

66% said failed digital projects put them off pursuing them in the future

86% see their company's ability to change as being crucial to future success

71% worry about their ability to adapt

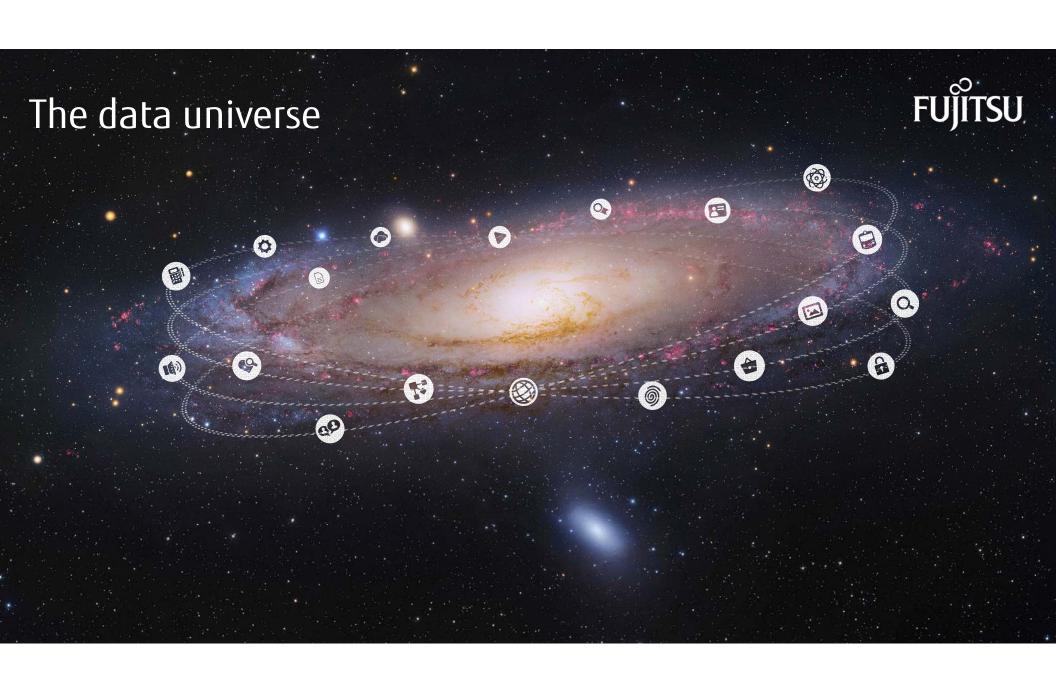
Fujitsu research 1600 business leaders August/September 2017



How can you transform data into value?

How can you be better prepared for the future?

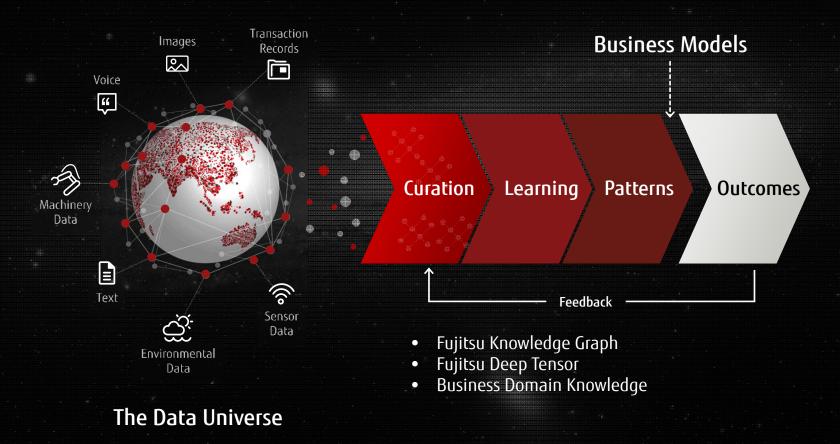
What are key success factors?





Transforming data into value





Transforming data into value





Manufacturing

Use scan images and engineering expertise to learn how to quality assure key parts



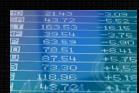
Healthcare

Bring together patient data and medical open data to learn to diagnose risk factors in mental illness



Shipping

Combine weather data and operational data to learn to plot optimal, weather compensated routes



Finance

Learn from securities transaction data to spot anomalies like errors in data entry and fraud



Life Science

Combine genome data and medical open data to explain the links between genome and disease



Infrastructure

Use sub-surface scan images to learn how to spot cavities and sink holes underneath roads



Media

Use written content and language syntax to learn to write breaking news summaries for the TV



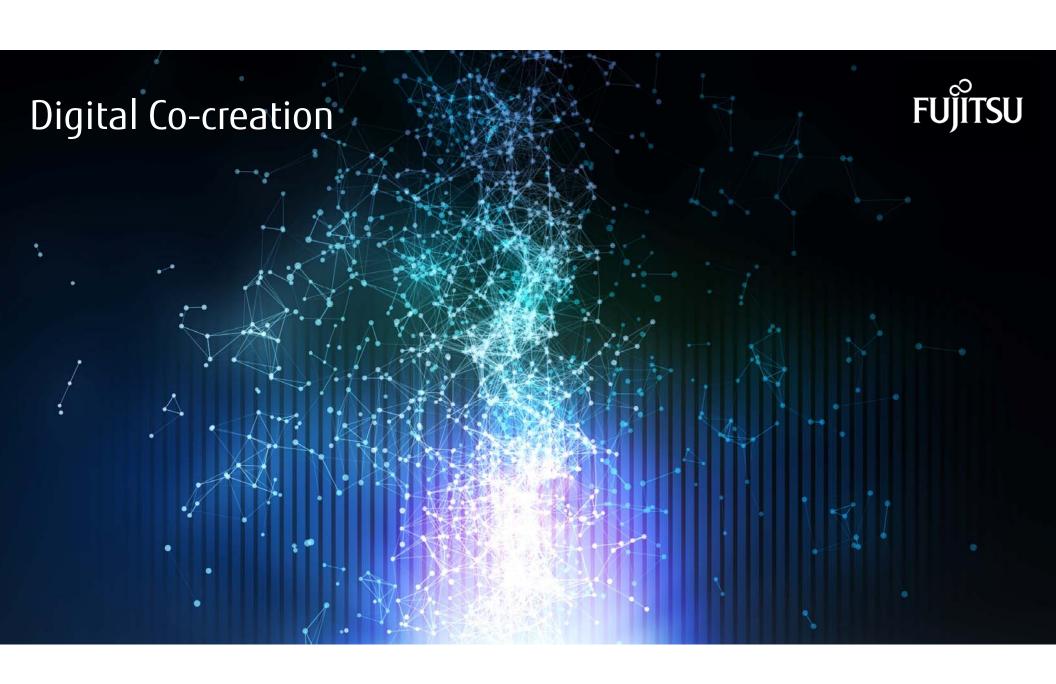
Security

Convert network log data into a graph form and learn to how to interpret these to spot security anomalies

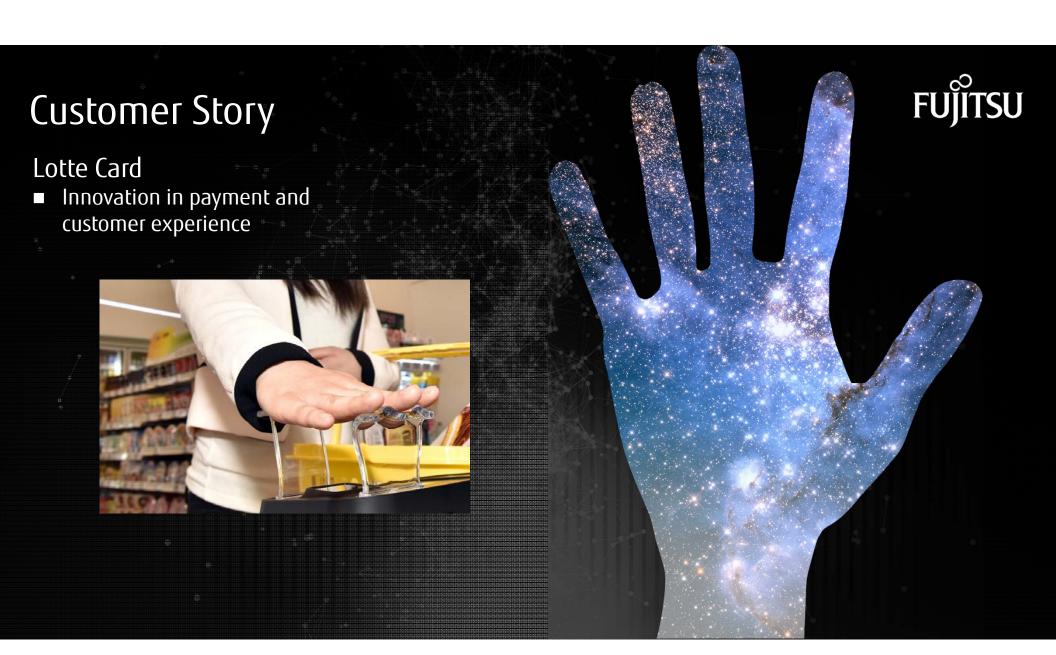


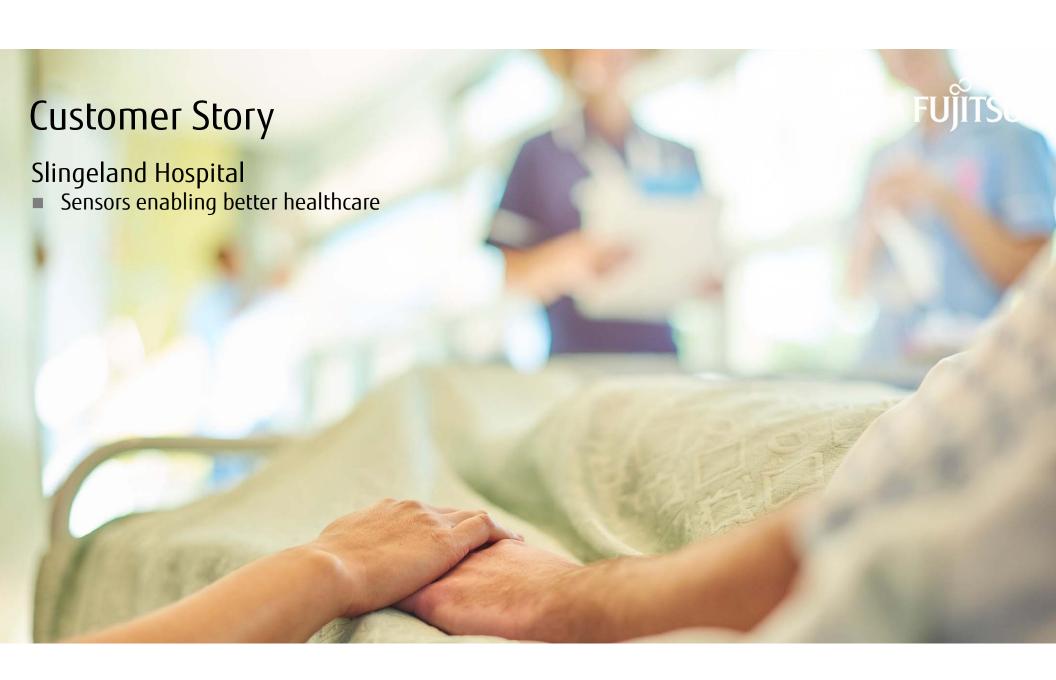
Safety

Combine temperature and humidity data, worker activity and vital signs to learn to spot heat stress









Our strategy







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Customer Story

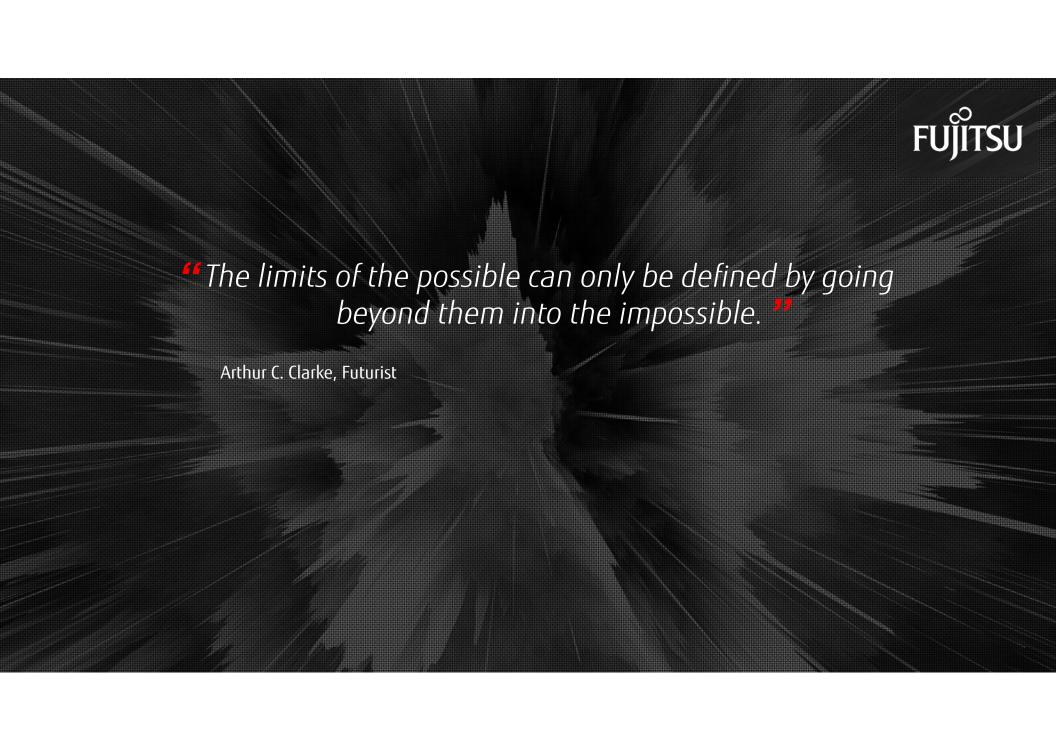
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Toyota Technical Service Division

■ Kaizen x Kaikaku





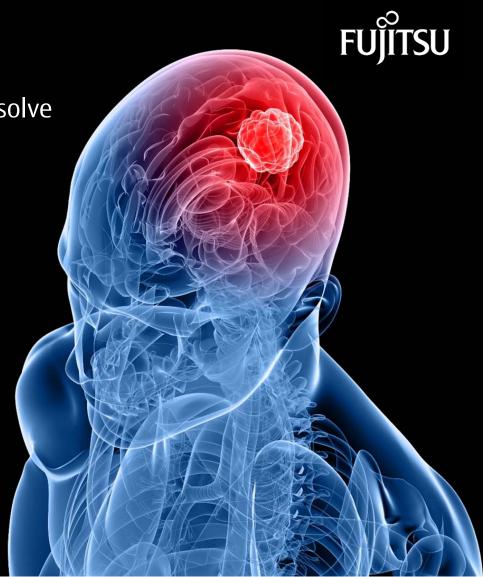


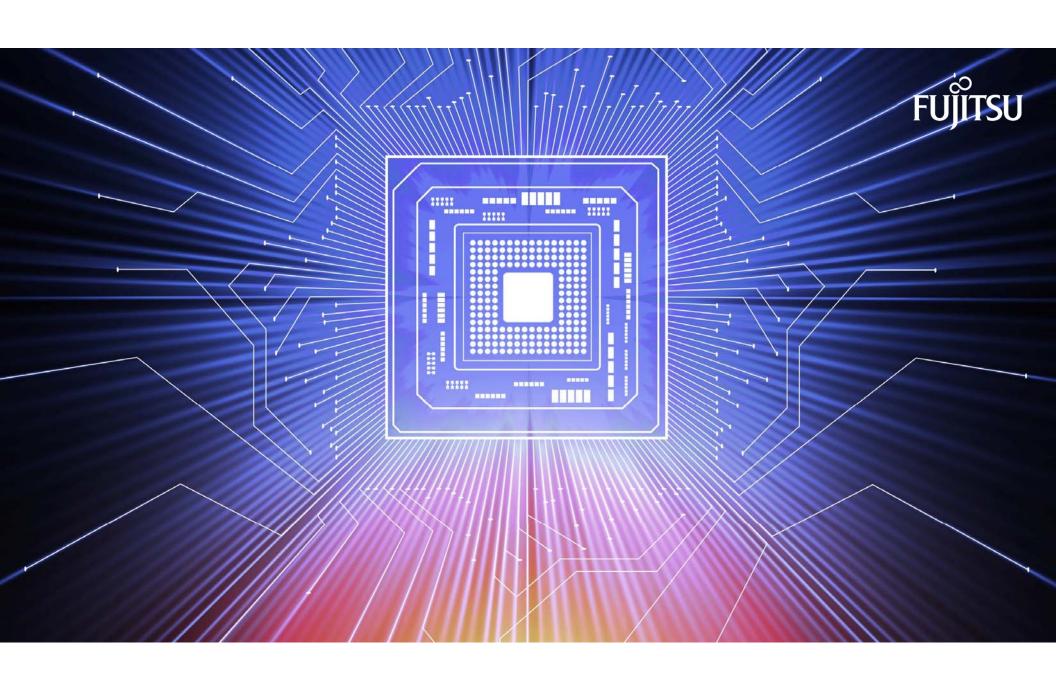


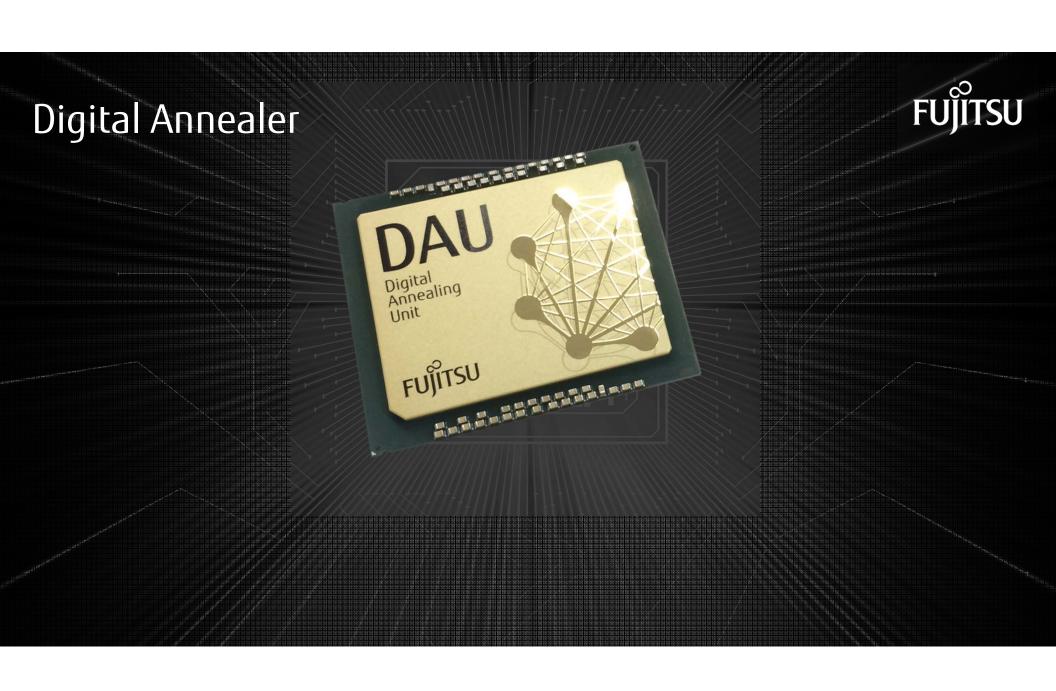
Complex challenges

■ Problems that conventional computers cannot solve

■ Complex combinatorial optimization problems







Applicable to tough challenges





Drug Discovery



Molecular structures



Financial portfolio



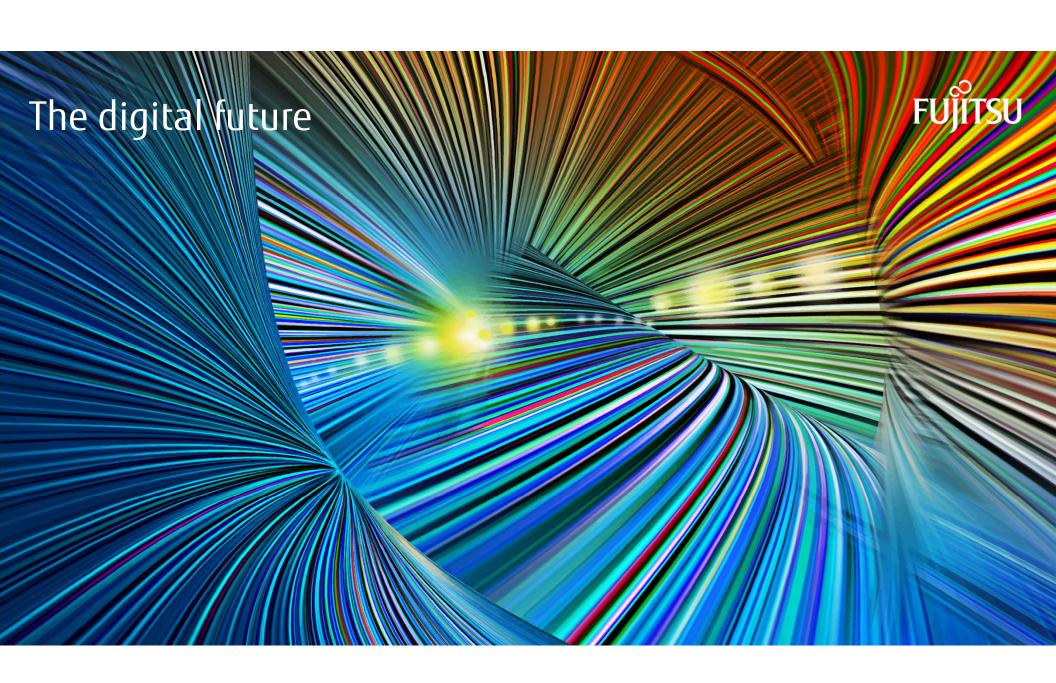
Aerodynamics

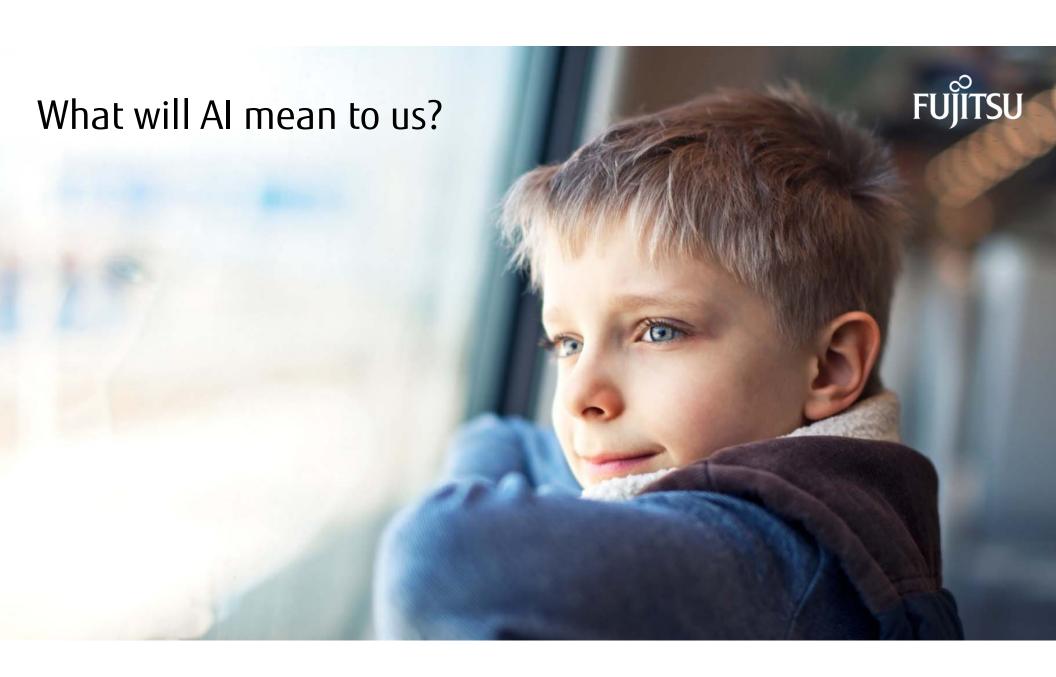


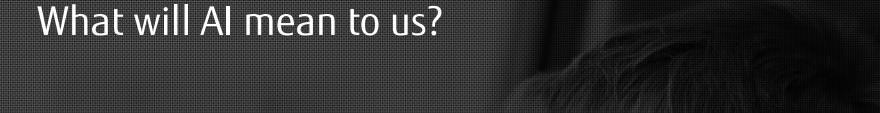
Manufacturing



Logistics



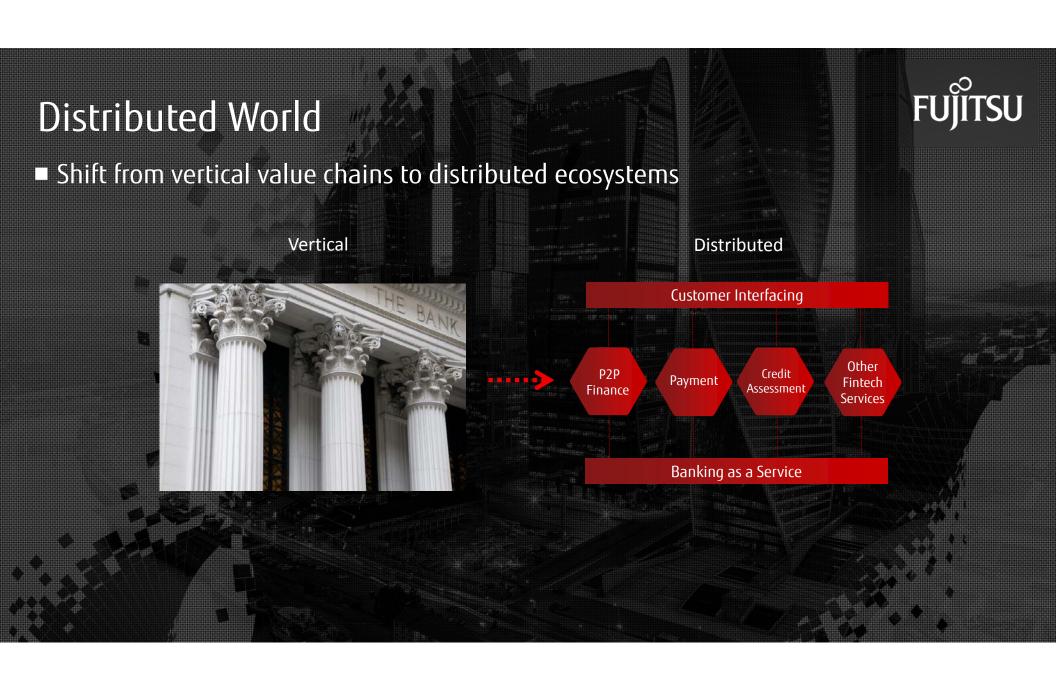


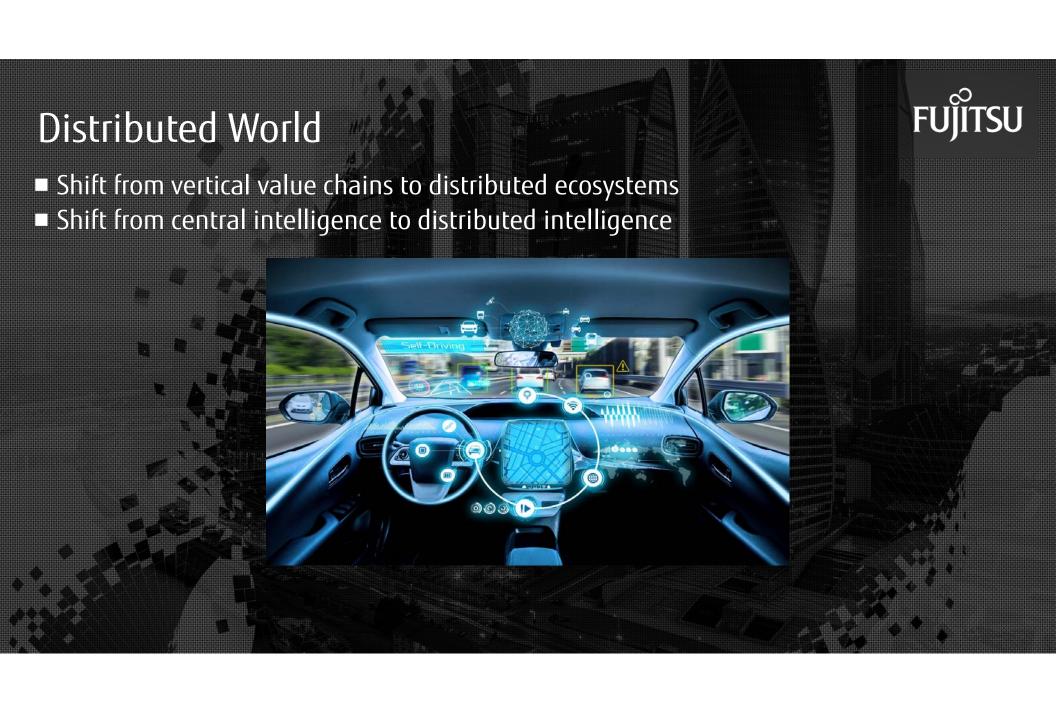


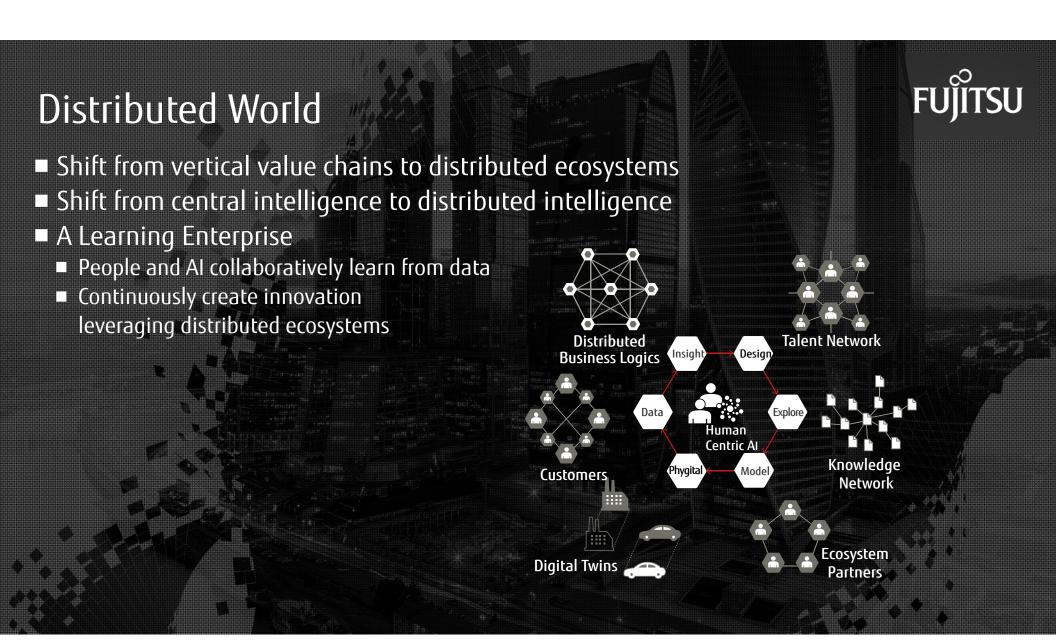
- 69% Al will replace some of human jobs
- 68% People and AI will work collaboratively
- **61%** 'Al Native' generations will emerge
- Enterprises exploiting Al across the entire business processes will emerge

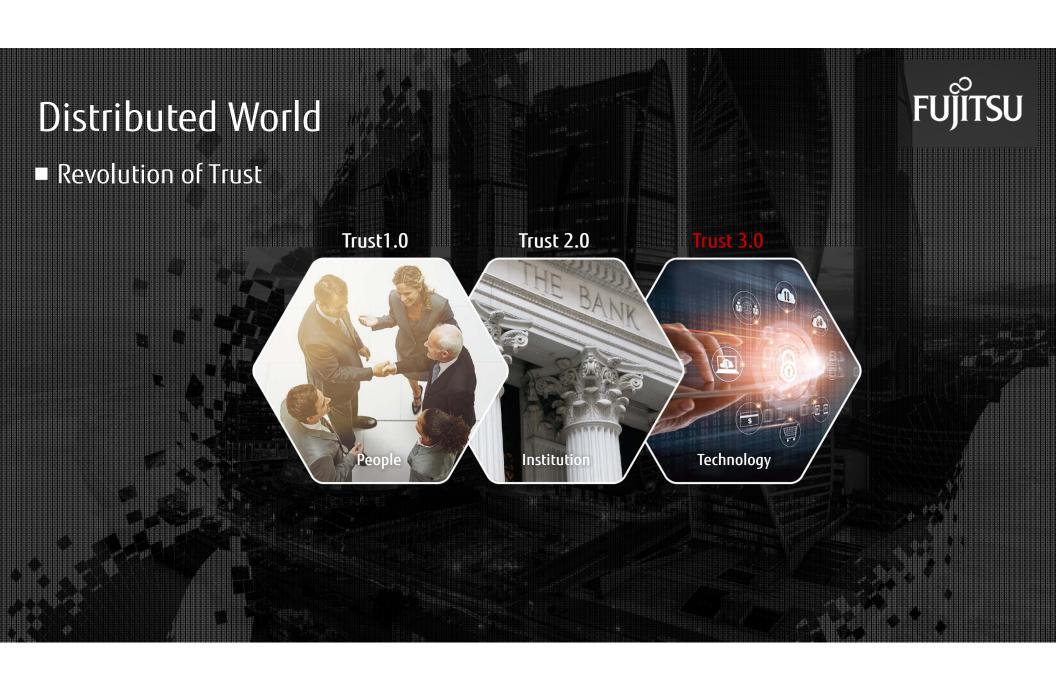
Fujitsu research 1500 business leaders February 2018















Human Centric Intelligent Society

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 Fujitsu contributes to the UN's Sustainable Development Goals through working toward our vision





































Human Centric Intelligent Society

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■ Fujitsu contributes to the UN's Sustainable Development Goals through working toward our vision

SDG2 2 NRO WINDER	Sustainable Food and Agriculture Increase food productivity and resilience
SDG3 3 GOOGHAIN AND ACCORDED TO THE STATE OF	Wellbeing of People Realize a high quality of life for everyone in an aging society, and eradicate difficult diseases by medical innovation
SDG8 8 EGDY HORE AND STORMES CROWNS	Decent Work and Sustainable Economic Growth Accelerate innovation and realize a human-centric way to work
SDG9 9 NUSTI MONITOR IN MONITOR I	Sustainable Industrialization Realize intelligent industrialization through innovation
SDG11	Sustainable Cities Enable intelligent mobility, and increase safety and resilience to disasters

Recap



'Real Digital' isn't easy...

Value comes from transforming data

Co-creation, the best route to growth

Your partner for industrial transformation

The digital future = distributed





shaping tomorrow with you