



Fujitsu
World Tour
2018

FUJITSU
shaping tomorrow with you

Human Centric Innovation

Co-creation
for Success



Bruno Sirletti

Presidente e Amministratore Delegato

Fujitsu Italia

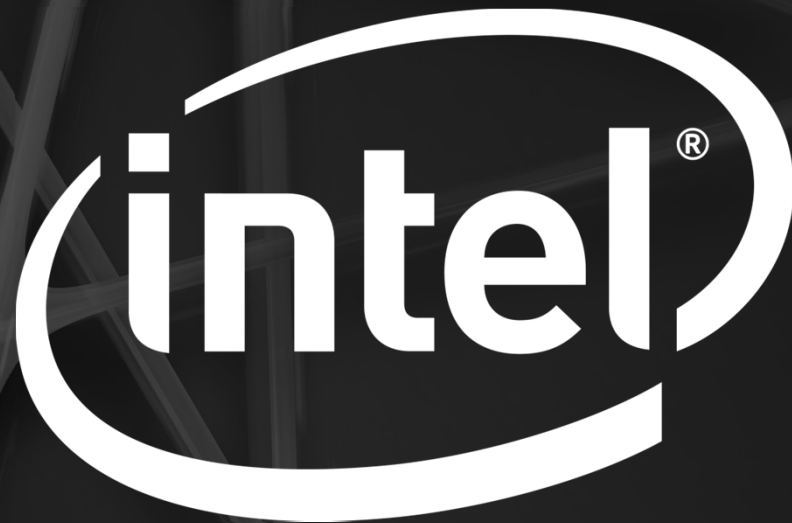
Fujitsu World Tour Agenda



- 10:30 **Welcome**
Bruno Sirletti Presidente e Amministratore Delegato, Fujitsu Italia
- 11:00 **Human Centric Innovation – Co-Creation for Success**
Yoshikuni Takashige, Vice President of Marketing Strategy and Vision, Fujitsu Limited
- 11:45 **Il valore della tecnologia nel team di Luna Rossa**
Massimiliano Ferrini Head of Product Business di Fujitsu Italia
Gilberto "Gillo" Nobili, Operation Manager e membro del Sailing Team di Luna Rossa
- 12:30 **Lunch & Exhibition Area**
- 14:00 **Sessioni parallele:**
Digital Workplace, Hybrid IT, Channel

Thanks to our Event Partner

FUJITSU



A digital society



Instead of standardized service and products, personalized value is delivered to each individual in a digital society.

Customer-oriented products and services

Outputs tailored to individual needs

The rise of intelligence

New connected ecosystems

As a consequence,
service providers must deliver:

- Innovation and new ideas
- Business knowledge, good design and user experience capabilities
- Agile solutions quickly

How effective are Italian Companies with Digitalization?

Digital projects in Italy: Businesses struggle to deliver



21 percent organizations has experienced
a failed digital project with a lost of **€ 559.984**

78 percent say their customers expect
them to be more digital

7 in 10 feel they're trailing the competition

6 in 10 say shadow IT is still the only path
to meaningful innovation

7 in 10 are facing a digital skills shortage

33% have cancelled digital projects in the past
two years

Digital business in Italy : Aspirations and headaches



The skills gap is a concern and real issues lurk beneath the surface

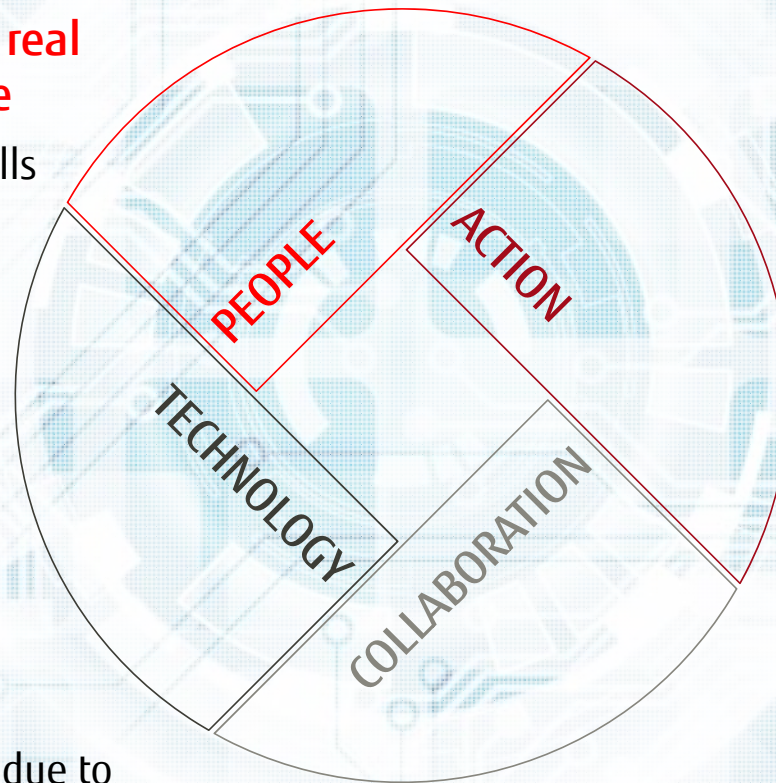
57% admit clear lack of digital skills

68% say this is the main block to tackling cyber security threats

Businesses fear they're falling behind competitors – and customers

78% admit that their customers expect them to be more digital

57 % say they will lose customers due to digital



Businesses are tackling transformation – but silos and shadow IT remain serious problems

62% say shadow digital projects are the only way to complete meaningful innovation

Co-creation is taking off, but caution and self-interest may prove stumbling blocks

64% say a lack of quick wins through co-creation would quickly end partnerships

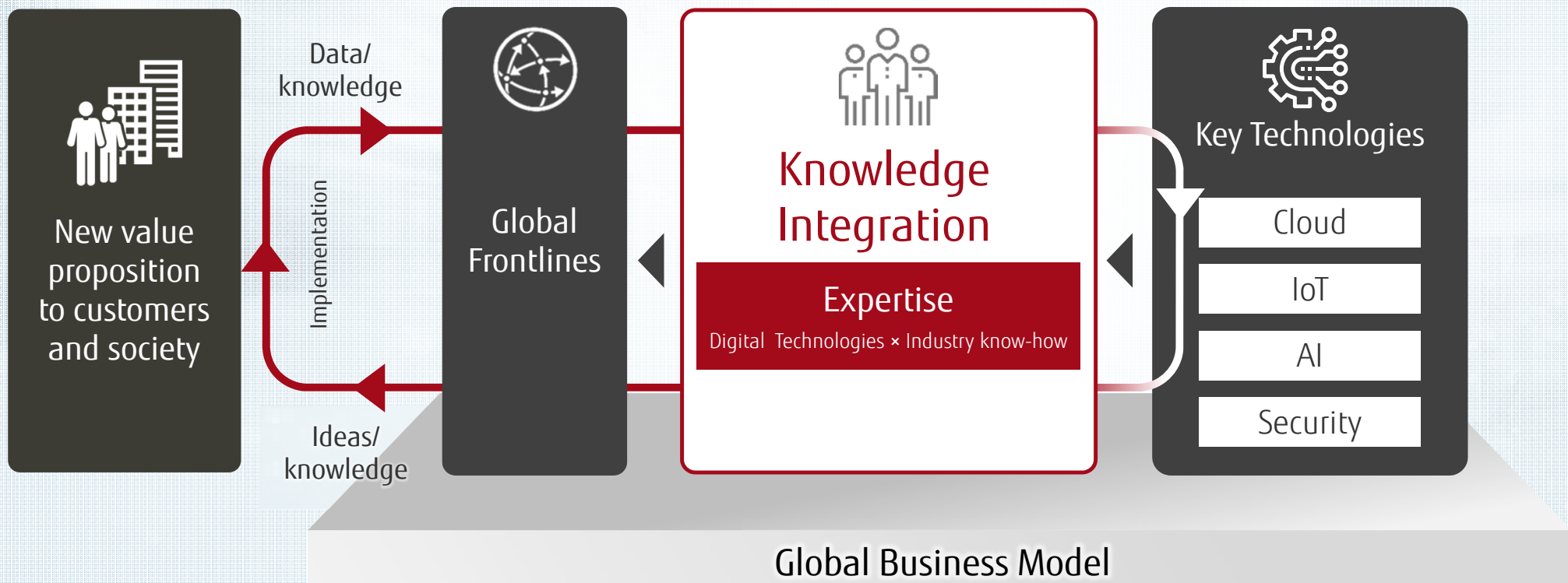
Fujitsu Management Direction

Innovative integration with digital expertise



Continual customer value creation with enhanced integration capabilities

Connected Services



Cloud



More than 56% of large organizations expect that, within two years, the majority of their IT capabilities will be delivered through some form of cloud service – public, private, or hybrid*

Global rollout of Fujitsu Cloud Service K5

Fujitsu and NetApp support compliance requirements with private storage for public cloud customers including K5

Strengthened key partnerships with Microsoft, VMware and Oracle to optimize and manage Hybrid IT and multi-cloud environments

Introducing K5 Playground

* Source: MaturityScape Benchmark: Cloud Worldwide, 2017 by IDC Research

Internet of Things



By 2020, more than 20 billion things will be connected in the combined consumer and business worlds*

Industry 4.0 Competence Center in
Munich, focused on Industrial IoT

Investing in IoT-controlled robotized
production for Augsburg IT Campus

New: Launch of INTELLIEDGE, a new
solutions line for Industry 4.0 / Industrial IoT

* Source: Gartner news release, February 2017

Artificial Intelligence



By 2020, Artificial Intelligence will be a top five investment priority for more than 30 percent of CIOs*

Establishment of AI Center of Excellence in France

New personalized customer service in gas stations

Improving clinical decision-making with 95% accurate risk assessments by AI

New: Successful implementation of AI-powered quality control system for leading wind turbine manufacturer Siemens Gamesa

* Source: Gartner news release, July 2017

Criminal data breaches are predicted to cost businesses a total of \$8 trillion over the next five years*, with nearly three billion customer data records expected to be stolen this year alone

Implementing Advanced Threat Centers
in UK and Germany

Global network of 13 24×7
Security Operations Centers and 2,000-plus
people

New: Cyber Threat Intelligence managed
service to proactively combat cyberattacks

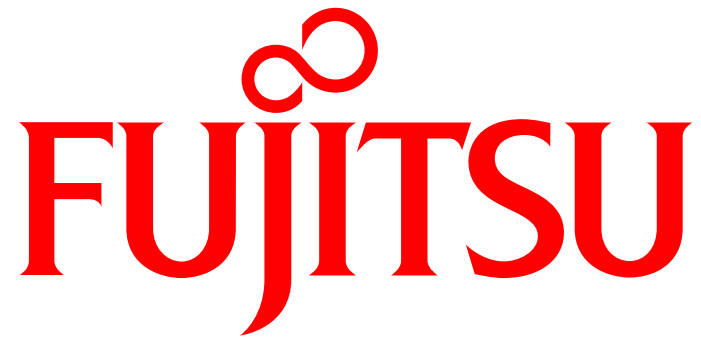
* Source: Juniper Research

Digital Co-creation



For Fujitsu and its customers,
Digital Co-creation:

- Proposes a unique approach utilizing digital technologies
- Brings together innovative Fujitsu technology and expertise with unique customer know-how
- Enables customers to master digital transformation by creating new solutions to business challenges



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