Fujitsu World Tour 2016

Utrecht 13 June 2016

FUJITSU

shaping tomorrow with you

Human Centric Innovation in Action

Mobilizing the Enterprise

One size does not fit all...

FUJITSU

powered by intel

Speaker

Ronald Bottenberg

Consultant Client Computing Devices

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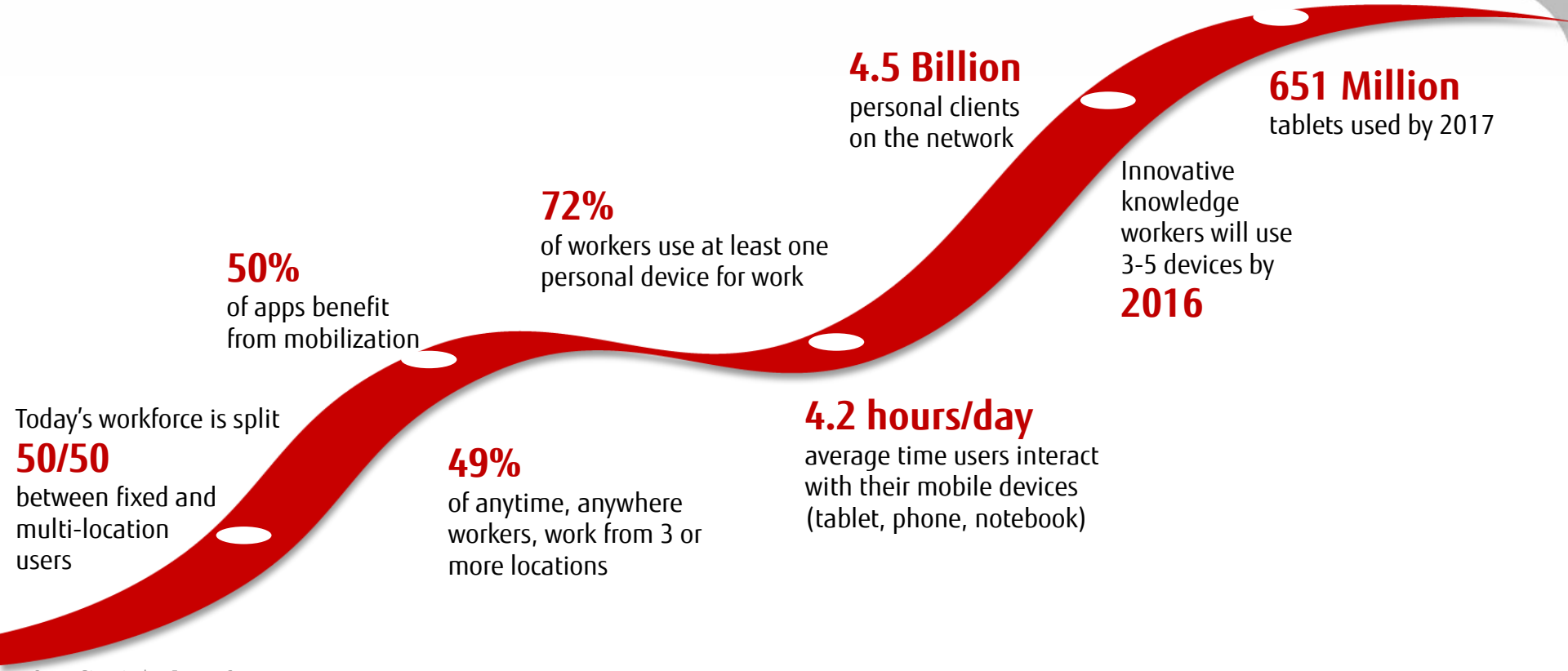
Mind Shift to a New Mobile Paradigm



Sources: Dimensiondata, Forrester, Gartner

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...Mobilizing the Enterprise?

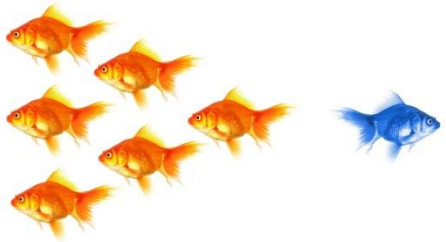
The “Social-Work-Management Dilemma”

URBANIZATION

Demographic trend

INDIVIDUALIZATION

Social trend



C-x-O priority

CONTROL STRUCTURE

Employee priority

FLEXIBILITY INNOVATION

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Mega-trends
… changing the way we live & work

Internet of Things
Apps
Augmented Reality
Cloud
Hyper-Connectivity

TECHNOLOGY

Bio-Security
New Ecology
Globalization

Individualization
Work-Life Balance

SOCIETY

Entrepreneurship
User-centric IT

Growing Population
Silver Society
Ageing Population
Urbanization

DEMOGRAPHICS

Health
Sustainability

Generation Y
Living architectures

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The Internet of Things

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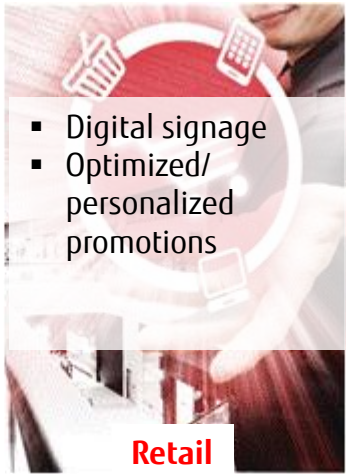
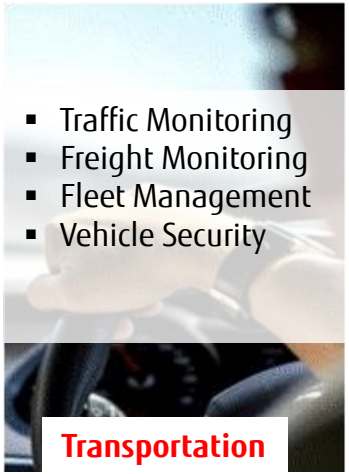
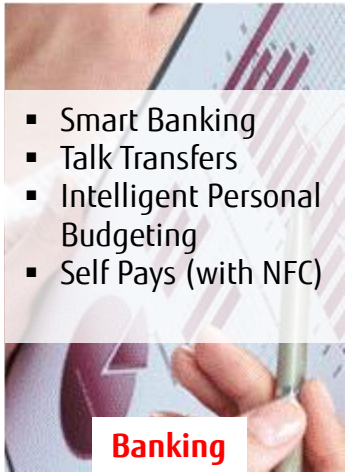
Digital Revolution … Implications on Work

- Hyperconnectivity and IoT are emerging
- Digital transformation of services, products, processes and things







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Growing Consumerization

Over the last years
***user IT added** …*

*… **more** to productivity than corporate IT*

- 1980 – 2010: Corporate IT driving innovation
  → *"You do it our way…"*
- 2010 – 2015: Users driving innovation
  → *"…No, I don't"*
- From 2016: Let's cooperate

79% of CIO's say personal devices increased productivity

23% of business data is stored in "consumer cloud"

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Why Companies Mobilize

Design mobile apps that take greater advantage of native device capabilities

Create new customer channels and enhance customer interactions

Lower cost of customer acquisition

Enhance existing products/services or revenue streams enabled or enhanced by mobile access

Redefine business processes by allowing mobile access to information

Enhance existing products with mobile capabilities

ROI

84% of companies increased productivity through mobility

79% of companies achieved measurable mobility ROI

75% of companies generated new revenue through mobility

Source: IDG Connect for Unisys

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Mobility Needs

EMPLOYEE

- work-life-integration
- Experience and Cool ID
- Easy sharing and collaboration
- Sleek and thin, plus new concepts
- Latest technology
- Individualized Hard- and Software

BUSINESS

- Employee satisfaction
- Attract talent
- Empower greater productivity
- Optimal collaboration of virtual teams
- Enable work-life-integration

IT LEADERS

- Data security and privacy
- Compliance and Governance
- Support new OS, form factors, concepts and technologies
- Easy deployment and management
- Reliability
- Long stability and global availability

Mobility is about delivering high quality, productive experiences, at any time and in any location.

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Fujitsu's Approach to Human-Centric Mobile IT

DEVICES AND EXPERIENCES USERS LIKE

ENTERPRISE GRADE FEATURES BUSINESSES REQUIRE

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New dimensions of security risks through mobile ICT usage

Chongqing's 'mobile lane'

source: Huffington Post

Security in the digital age

Helping hackers hit the jackpot

61% Reuse password across different sites

12% Of people believe their passwords are very secure

50% Of desk-workers use their personal devices for business purposes ...

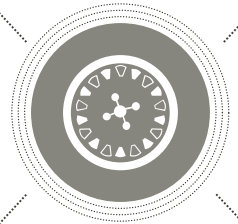
Refuse to use any kind of security mechanism on those devices — **1 in 3**

Have shared their password with their spouse ... 10% with a friend — **26%**

Write their passwords down — **42%**

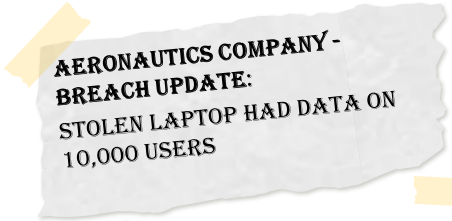
39% of all malicious cyber attacks are the result of negligence including password theft

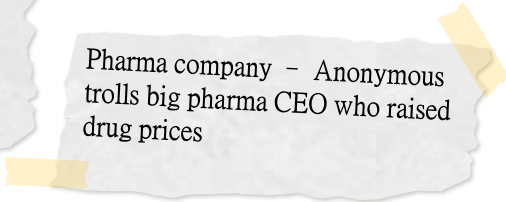
$200k Annual cost of difficulties logging on for a 500-person company



$3.79 million Average cost of a security breach to a large organization

15 Number of passwords the average person has to remember. 60% cannot-remember all their passwords





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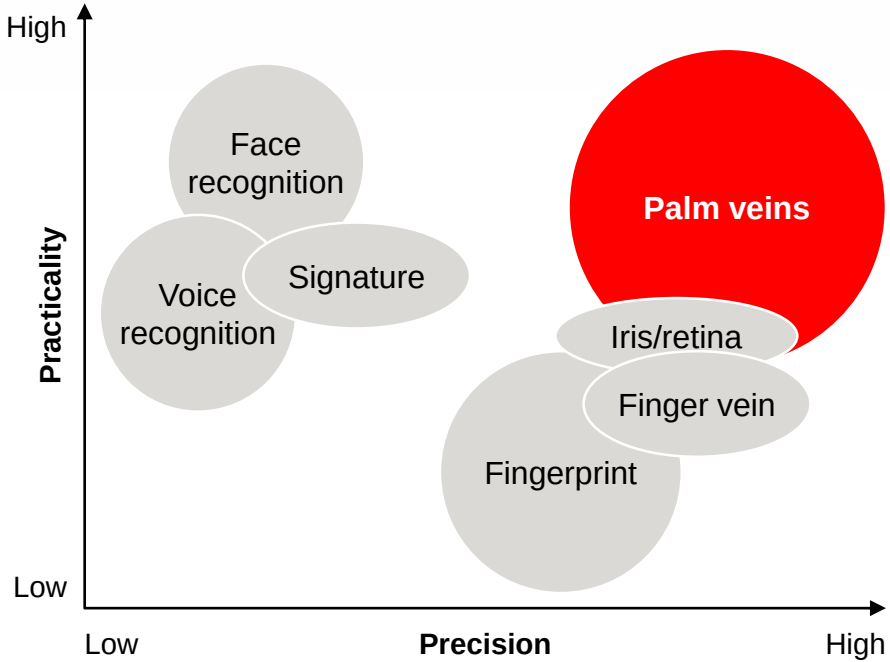
Precision of biometric authentication



False acceptance rate (FAR) & false rejection rate (FRR) compared

Authentication Method	FAR (%)	FRR (%)
Face recognition	~ 1.3	~ 2.6
Voice pattern recognition	~ 0.01	~ 0.3
Fingerprint recognition	~ 0.001	~ 0.1
Finger vein recognition	~ 0.0001	~ 0.01
Iris/retina recognition	~ 0.0001	~ 0.01
Fujitsu palm vein recognition	~0.00001	~ 0.01

Fujitsu's palm vein scanner is the most precise and practical technology.

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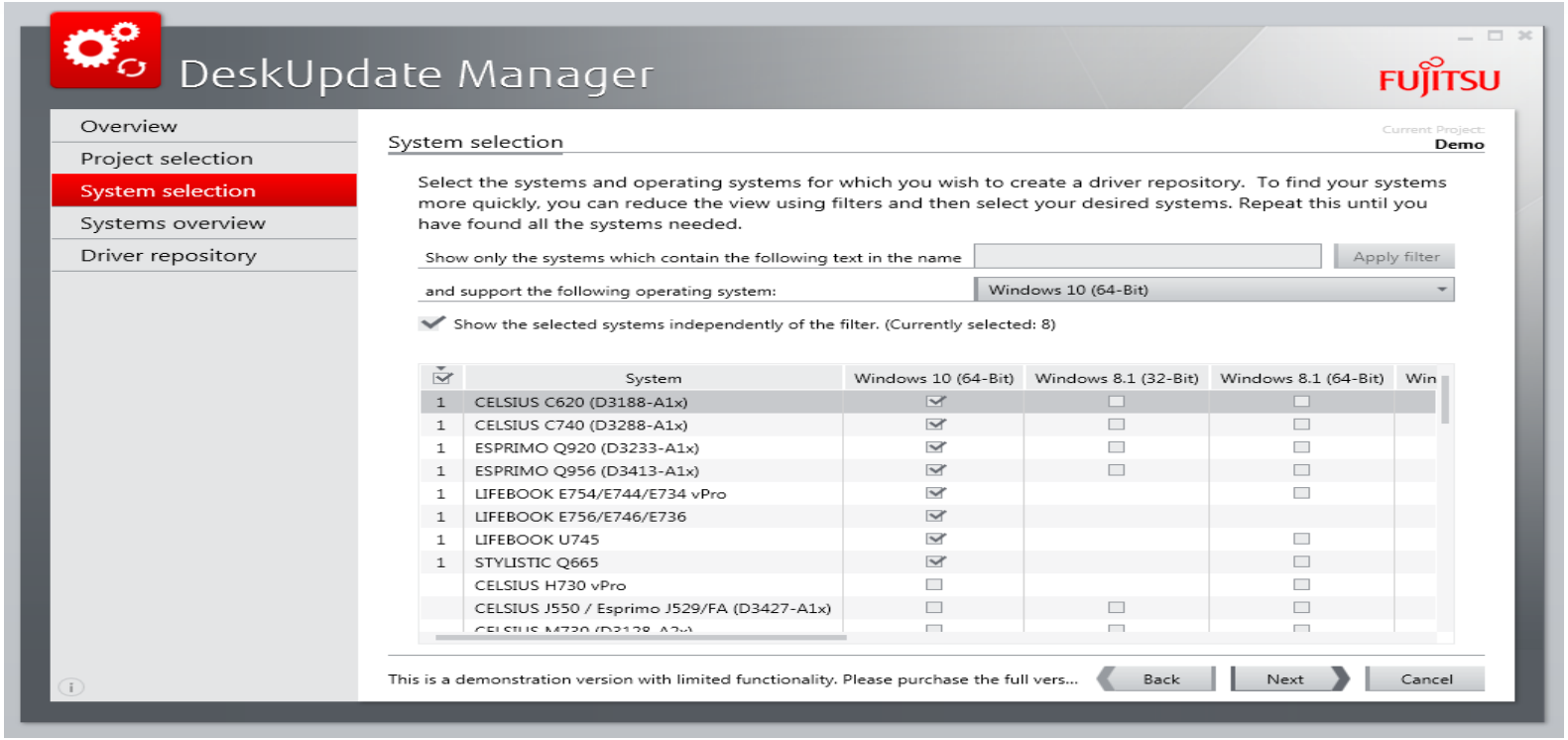
Manageability of the mobilized devices

- Availability of Windows 10 drivers via DeskUpdate / DeskUpdate Manager



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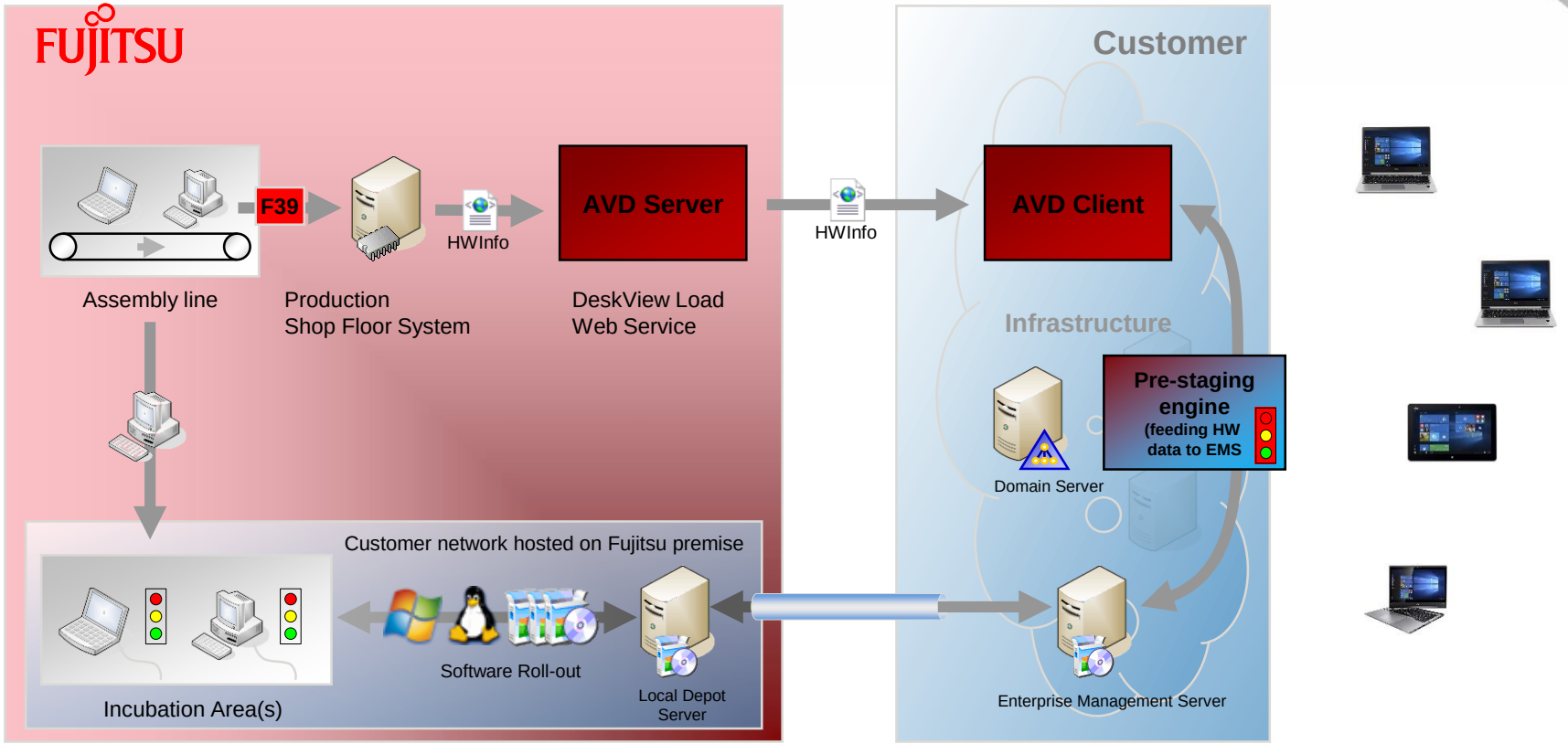
Assembly → Pre-Staging → Roll out



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User Profile Based Device Options

Optimized for battery life — Optimized for performance

Stand up computing — Content creation

RUGGED TABLET

TABLET

2 in 1 Devices & ULTRABOOK™

Clamshell Notebook and ULTRABOOK™

Offering all range of devices ...

Outstanding Experiences Across all Mobility Use Cases

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Fujitsu's Family Concept
The Enabler of Fast and Easy Deployments

LIFEBOOK E5 Series

LIFEBOOK E546

LIFEBOOK E556

LIFEBOOK E7 Series

LIFEBOOK E736

LIFEBOOK E746

LIFEBOOK E756

:: EACH FAMILY :: Same BIOS, Bit Image, components

:: SAVE TIME & SIMPLIFY :: Evaluate ONE, deploy various

:: MANAGEABILITY & SECURITY :: Full set of security and remote management capabilities

:: FLEXIBLE CHOICE :: Users choose their preferred form factor

Fujitsu Family Concept – TCO reduction built-in

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Fujitsu's 2 in 1 Devices As Individual as You Are

Tablet Capabilities

STYLISTIC R726

STYLISTIC Q555

STYLISTIC Q616

STYLISTIC Q736

Notebook Capabilities

LIFEBOOK T936

LIFEBOOK T726

:: FLEXIBILITY:: Convenience of two devices in one

:: SECURITY:: Hardware-embedded security

:: MANAGEABILITY:: Manage one device per user, not two

:: SOFTWARE:: Single instances of a software per user

The most important mobile device category!

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Fujitsu's STYLISTIC R726

Made in Germany

STYLISTIC R726
Business Tablet, Business Notebook, One Device

intel CORE i7 vPro inside

2 in 1 – designed for multi-mode working

Integrated Tablet Stand, slim Magnetic Keyboard, durable material, anti-glare display option

Next-gen. enterprise-grade security, manageability and connectivity, service-friendly

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Fujitsu's STYLISTIC Q Family

STYLISTIC Q555

2 in 1
for best mobility
combined with
enterprise security

STYLISTIC Q616

2 in 1
with enhanced
Ultrabook™
performance
and larger display

STYLISTIC Q736

2 in 1
with full performance
and largest
screen real estate

2 in 1 Design

Common Cradle and Design

Anti-Glare Display, service-ability, enterprise-grade securtiy, manageability and connectivity

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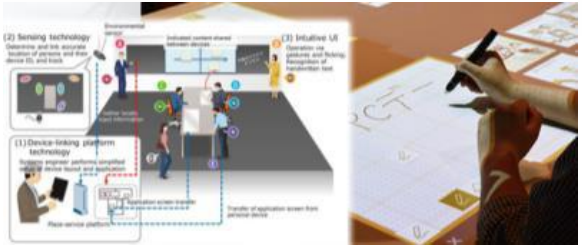
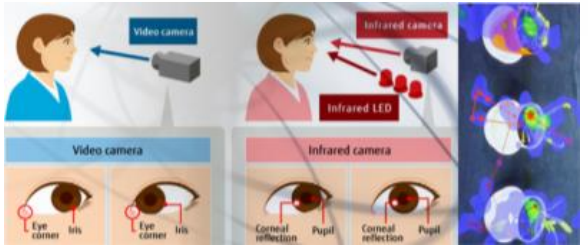
Fujitsu Innovations for the Future Workplace

Smart meeting room solution



Fujitsu Room UI Technology



Eye tracking device

Head Mount Display

Fujitsu PalmSecure solutions

Shared Clean Desk solutions

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So, is it all mobilized and virtual now?

55%

of the interpretation of what we say is based on **facial expressions**

38%

…is in **how** the words are said

7%

…comes from the actual **words** spoken

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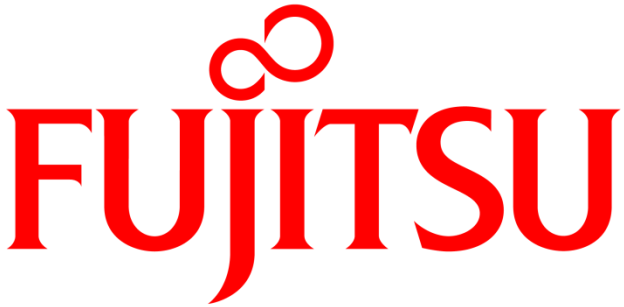

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