

Fujitsu World Tour 2016

Keynote

FUJITSU

shaping tomorrow with you

Human Centric Innovation in Action



Digital Waves



1st Wave

The Internet

Connected, online

Online consumer business

2nd Wave

The Mobile Internet

Real-time, anywhere

3rd Wave

The Internet of Things

Convergence of physical & digital

4th Wave

AI and Robotics

Knowledge & automation

Hyperconnected World

A huge impact to every industry

Digital is Different Things to Different People

Business-model transformation



Transforming customer & user experience



Digitalizing business operations



Product leadership & innovation



Our vision

A safer, more
prosperous and
sustainable world



Our Approach: Human Centric Innovation

Bringing together three key dimensions

People



Information



Infrastructure (Things)



Digital Challenges

Organizations face difficult challenges in shifting to digital

Leadership & Talent



Security



Complexity



Adoption



The Digitally Balanced Enterprise



Leading Fashion Retailer

FUJITSU





Assisted Living



Collaboration to thrive in a digital world



A Digital Enablement Platform

Helping organizations transform their business digitally through **connected 2-speed IT delivery**:

Disruptive IT

Exploit/explore
new digital services



Exploit
Existing IT

Traditional IT

Modernize existing
core systems

Hybrid IT

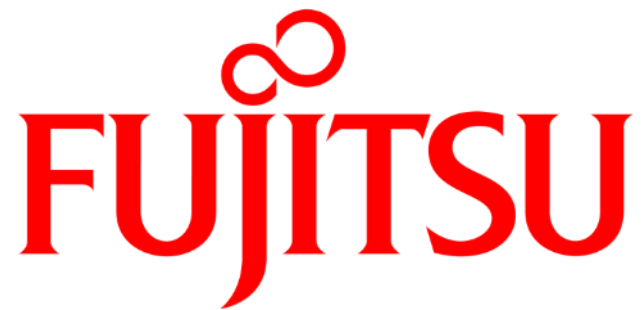
Managing cloud alongside on-premise IT

Our Vision



A safer, more prosperous
and sustainable world





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