

Fujitsu World Tour 2016

Digitalize with Confidence

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FUJITSU

shaping tomorrow with you

Human Centric Innovation in Action

Join the conversation

#FujitsuWT

How do we rapidly bring
technology and ideas
together
to thrive in a digital world?

How do we balance
ICT and digital innovation
in order to
digitalize with confidence?

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

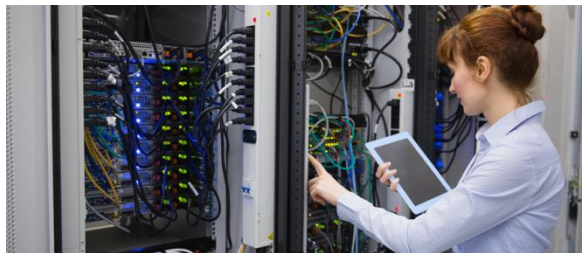
Business-model transformation



Transforming customer & user experience



Digitalizing business operations



Product leadership & innovation



A New Economy



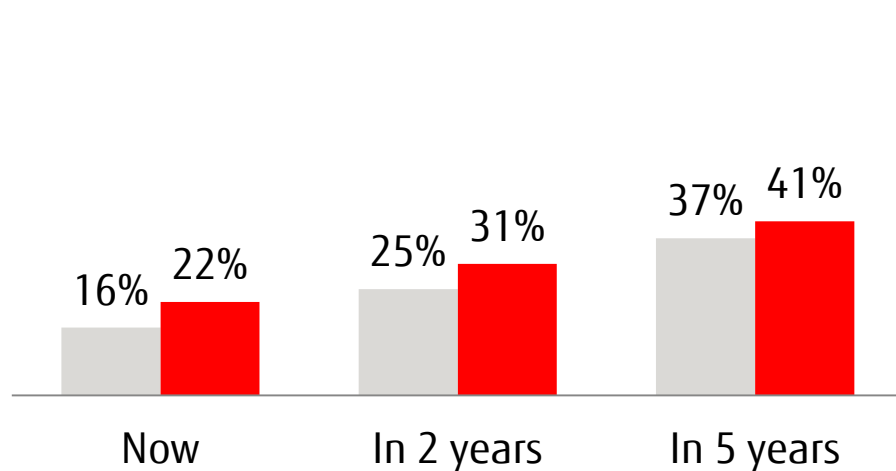
Connected businesses
can create more value



Market Forecast

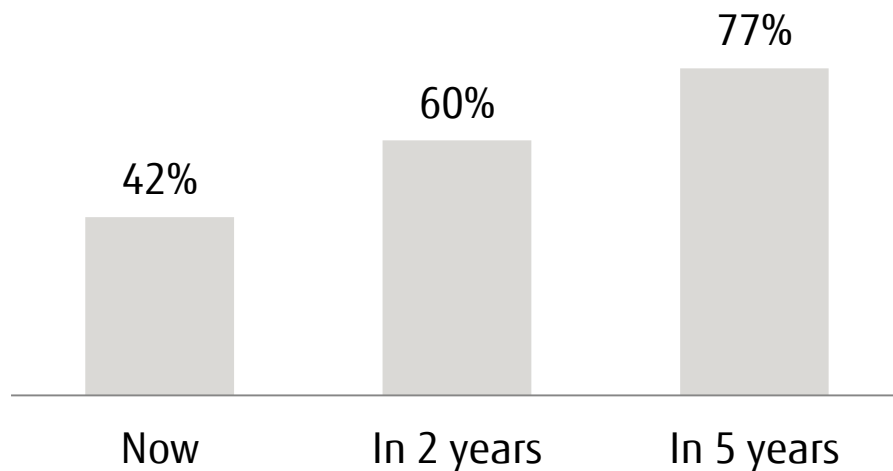
Private Sector

What % of your revenue is digital?



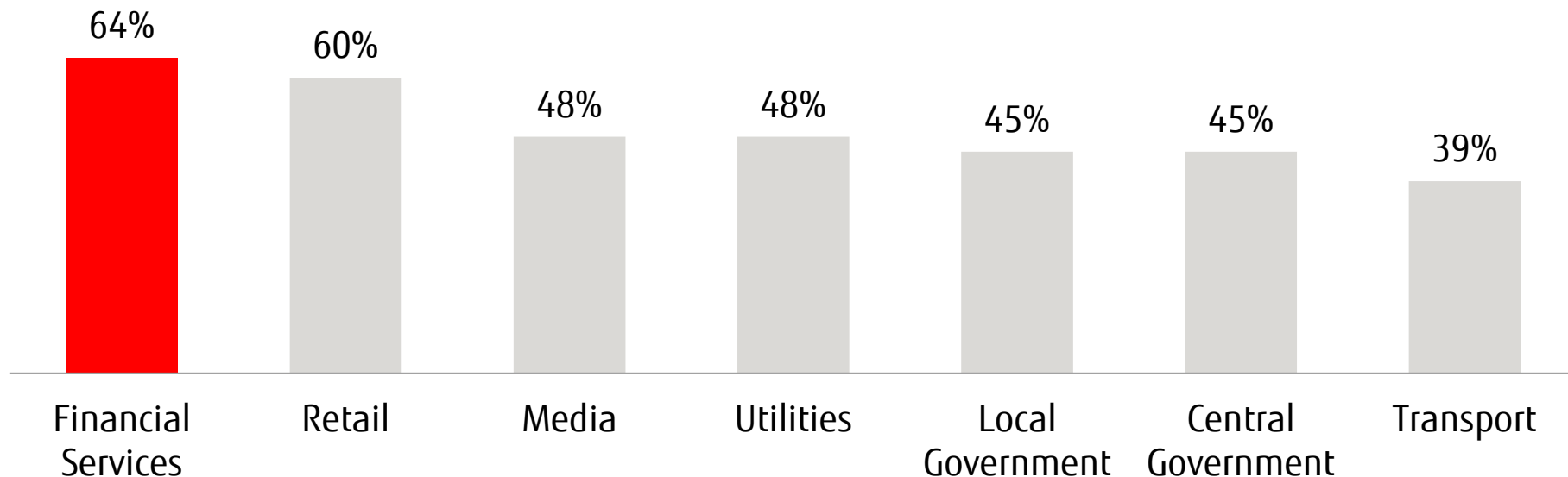
Public Sector

What % of your process is digital?



Different Stages of Maturity

Satisfaction with the quality of digital services by sector



Source: Fujitsu Digital Inside Out research

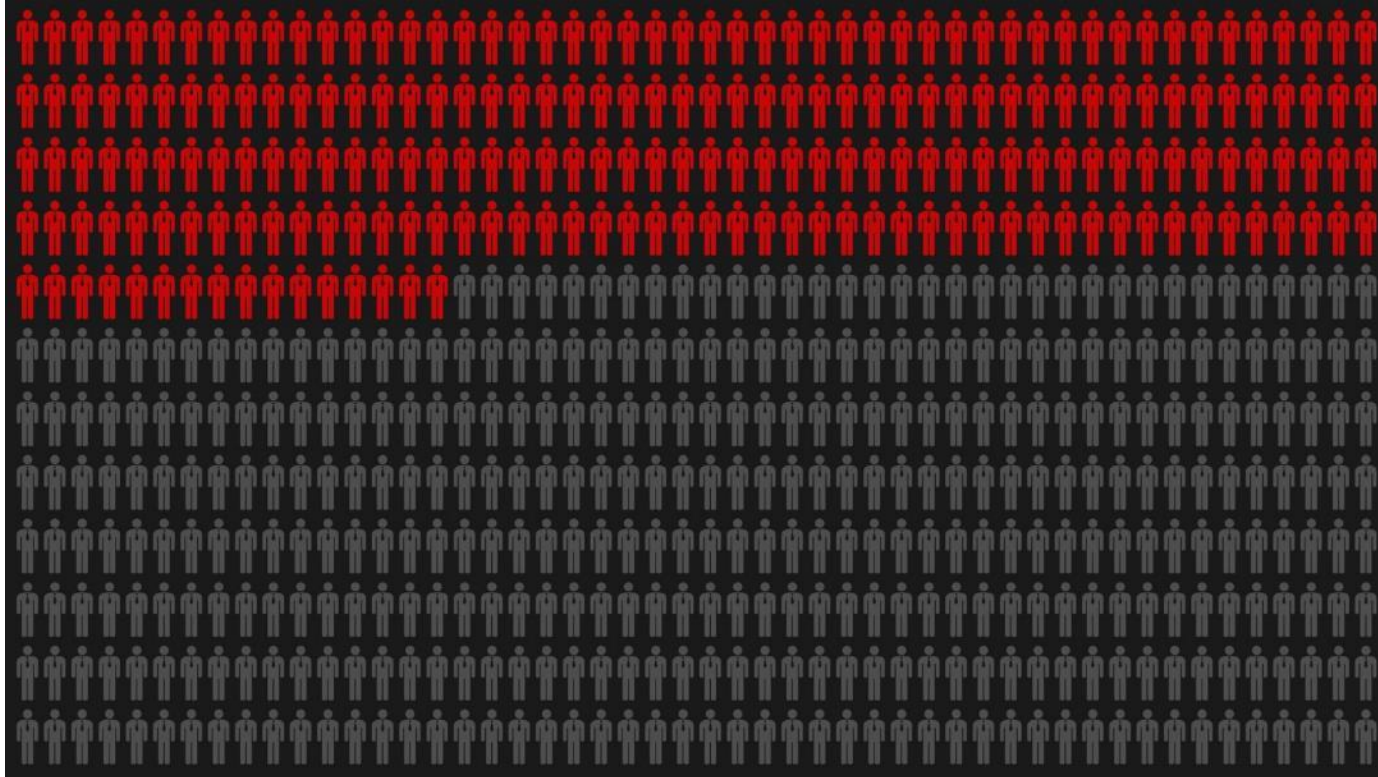
n = 2500

A Digital Gamble?



71%

Digital Alignment?



▶ 36%

Digital Confidence



25%

Digital Transformation



Digital Transformation Inhibitors



1. Inability to foresee project results and outcomes
2. Lack of skills to plan and define digital projects
3. Lack of skills to execute digital projects
4. Inability to integrate with legacy infrastructure
5. Lack of an appropriate technology partner

Our Goal: Human Centric Intelligent Society



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



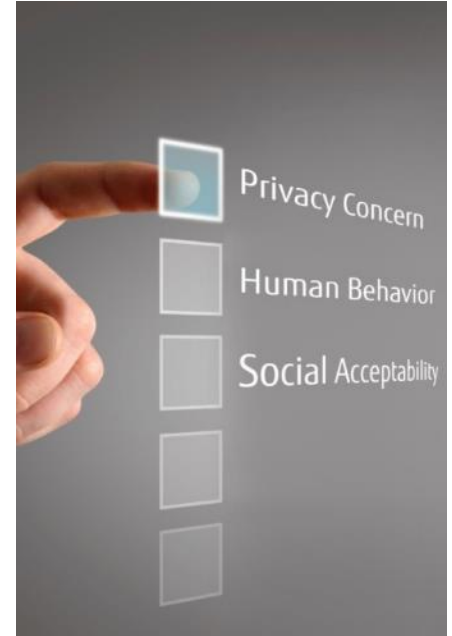
Security



Complexity



Adoption



The Digital Balance



Leading Fashion Retailer (Europe)

FUJITSU



Global Engineering Company (America)



Hospital (Australia)



Maschine Learning (Asia)



How to get into the University of Tokyo?

$$\frac{\partial}{\partial a} \ln f_{a, \sigma^2}(\xi_1) = \frac{(\xi_1 - a)}{\sigma^2} f_{a, \sigma^2}(\xi_1) = \frac{1}{\sqrt{2\pi\sigma}} \exp\left[-\frac{(\xi_1 - a)^2}{2\sigma^2}\right]$$
$$\int_{\mathbb{R}_n} T(x) \cdot \frac{\partial}{\partial \theta} f(x, \theta) dx = M\left(T(\xi) \cdot \frac{\partial}{\partial \theta} \ln L(\xi, \theta)\right) \int_{\mathbb{R}_n} \frac{\partial}{\partial \theta} \pi(x, \theta) dx$$

Our Experience: Digital Projects

8 main fields of Proof of Concept and Proof of Business projects

Customer Analysis/ Marketing



Transportation/ Disaster Recovery



Traceability



Smart Factory



Personal Safety/Security



Smart Agriculture



Facility and Equipment Maintenance



Retail



A Digital Enablement Platform

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

Disruptive IT

Exploit/explore
new digital services



Traditional IT

Modernize existing
core systems

Hybrid IT

Managing cloud alongside on-premise IT

Collaboration to thrive in a digital world

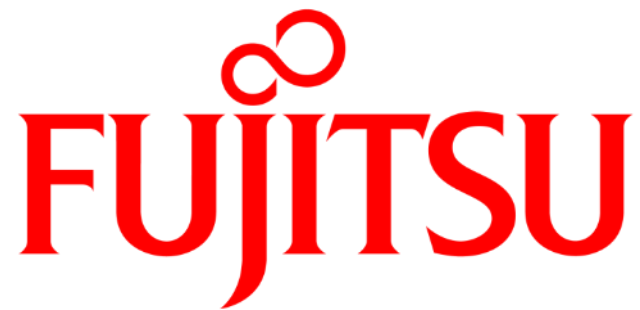


To create...



... a safer,
more prosperous and
sustainable world!





shaping tomorrow with you