



Together we are
creating a more
connected society

shaping tomorrow with you

Fujitsu is creating a more connected society



A new world is emerging. It is a world of connectivity where people and the things around us are all linked together sharing information. More connectivity means more collaboration. It means vanishing boundaries. It means changes to the way businesses work and how society creates value.

In this world the key to growth is how people will use ICT to deliver value. This is Fujitsu's Technology and Service Vision, to create what we call the Human Centric Intelligent Society.

[The Rise of Human Centric Innovation](#)
Read the full article. ❖

Fujitsu around the world

- Fujitsu employs 162,000 people worldwide, with 14,000 based in the UK and Ireland.
- Half of the companies in the Fortune 500 are Fujitsu customers.
- We service more than 4 million end users in over 175 countries.
- Fujitsu service desks resolve more than 50,000 incidents every day in 41 different languages.
- We invest more than \$2.2 billion a year in R&D, which has led to over 100,000 global patents.



A vision for people, information and infrastructure



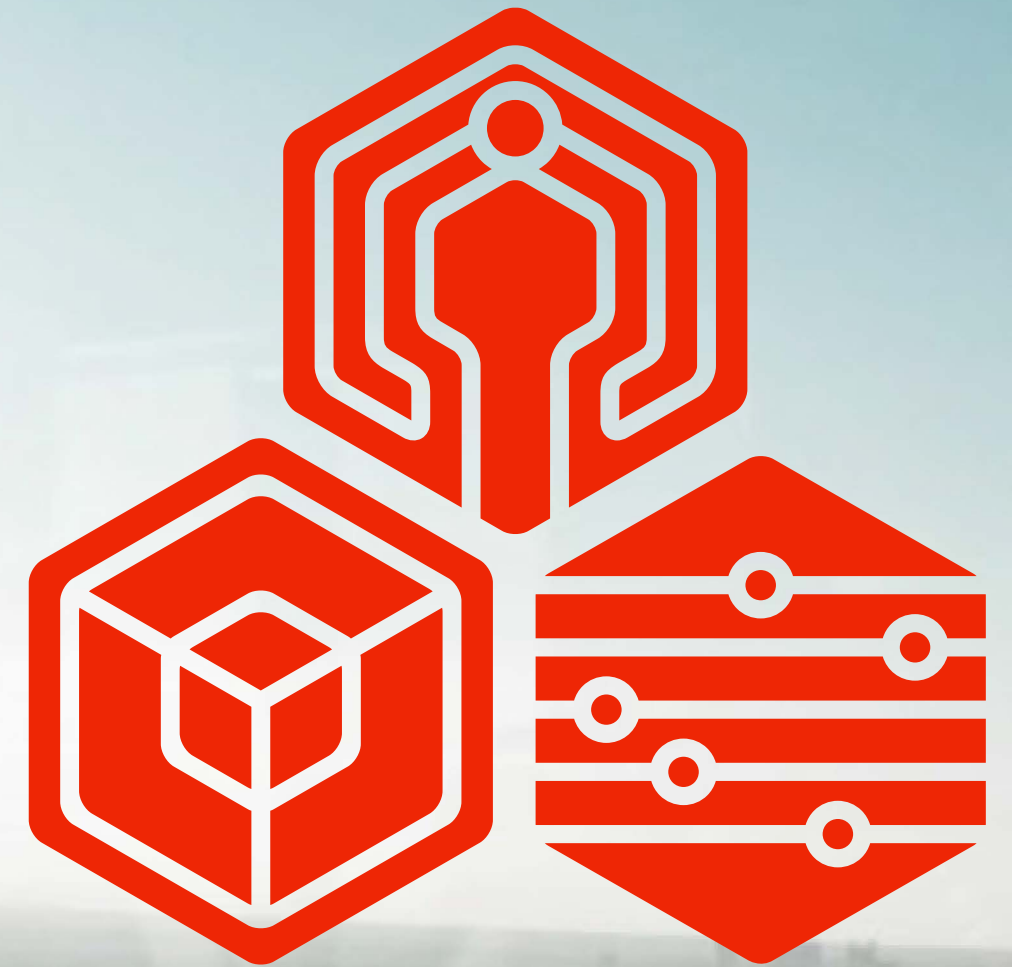
The Human Centric Intelligent Society may sound complex but it's really very simple: it's one where people's lives are enriched by ICT and innovation is everywhere; leading to a stronger and more self-sustaining society. This fresh approach

to innovation will come from three key principles: people, information and infrastructure. This is at the heart of Fujitsu's Technology and Service Vision, and it resonates with many powerful issues affecting people and businesses today. We're working in partnership

with our customers to make our vision a reality. Together, we share a belief that ICT has the power to enhance every life, every society and every business. A connected society will pave the way for sustainable growth for everyone – not only by making us more efficient,

but also by helping people to collaborate and make better decisions – creating new value for products and businesses. It will enable us to organise information intelligently and exploit new insights and knowledge.

With instant access to knowledge through smart devices and the cloud, technology now connects people, rather than the other way around. And with the convergence of the physical and digital spheres, society is facing a major turning point where information will transform our world. We will have information at our fingertips that we can gather, process and organise into a meaningful form. A new 'intelligent society' will be born, constantly exploiting new insights and knowledge.



Enriching lives, building business

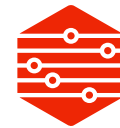
It will take ambition, collaboration, and determination to create the Human Centric Intelligent Society. Here are the three key principles that we believe will make it happen.



Human empowerment - creating innovation through people

The relationship between people and innovation is changing. Human centric technologies give people unprecedented access to the tools they need to innovate and ICT projects no longer require lengthy set up times. Technologies can now be acquired instantly via the cloud, and turned off just as easily.

Equally, collaboration between people within the organisation, as well as open collaboration outside of it, is easier than ever. Mobile solutions and social networks provide a platform for people to work together without geographic constraints. In an era where anybody can innovate, empowering employees in this way is a path to growth.



Creative intelligence - powering business and society with information

Information is the greatest untapped resource in the world, a resource that is increasing at an unimaginable rate. But as the world's computing power grows dramatically, big data can provide powerful knowledge that will transform business, society and individual lives. We're providing cloud services and on-premise software to exploit big data, and creating new ways to harness data for every day application.

Businesses and people also need to feel confident about information security, governance and privacy protection. New technologies providing the intelligence to anticipate and minimise cyber attacks, and tools such as ultra-reliable biometric authentication, are crucial to this.



Connected infrastructure - optimise ICT systems from end-to-end

In a hyperconnected world sensors will be embedded into virtually any every-day object. From shoes to food packaging, from bicycles to tooth brushes, these devices and their supporting infrastructure will form a mesh of interconnections. Much is possible. Installing sensors in factories, plants, roads, tunnels, bridges, power and water infrastructure, for example, provides a rich source of real-time information.

This trend will be driven by a desire from businesses to improve product performance and deliver greater service value. It gives organisations the ability to fix faults pre-emptively, use resources more effectively and deliver innovative new services. The economic impact will be huge.

Fujitsu is shaping the future

Dr Joseph Reger, CTO, International Business at Fujitsu,
The emerging opportunities and threats of the Internet of Things:



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The threat and opportunity of the Internet of Things, CIOs should be readying their organisations for an era when 60 billion sensors dominate the Internet, says Dr Joseph Reger.

[Read the full article](#) ❖

Fujitsu has a long-standing history of innovation and world firsts, some of which are highlighted in this video which looks at some of the current ground-breaking projects.

[Watch Fujitsu's innovation timeline](#) ❖

There are six major trends that we believe will be instrumental in creating a Human Centric Intelligent Society.

1. The physical and digital worlds merge

As the real and virtual worlds become more closely connected, new ideas are taking shape every day. We can engage with each other in real time through social networks and smart devices. And we can build ecosystems that add value to the things we use in daily life – from our domestic appliances to the vehicles we drive.

4. Real-time data informs good decisions

In the past, our decisions depended on historical information. But now we can harness big data in real time, and use it to create powerful knowledge that will help us all to be more efficient, more profitable, safer and healthier.

2. A world connected by Information

The boundaries between regions, companies and industries are being broken down, as insights and knowledge are shared. This will bring enormous benefits, from global medical collaboration to easier exchange of information within and between businesses.

5. Connected people collaborate

Social networks are now integral to our business lives. In the future, we believe that collaboration will become the natural working style – and that ICT will help people to be as productive as possible while enjoying a truly healthy work-life balance.

3. New computing power creates breakthroughs

In business, science, engineering and across society, radical improvements in computing power and the development of cloud services are opening up new possibilities. We can now address new information modelling and analysis, thanks to the power of supercomputers.

6. Intelligent infrastructure empowers society

By integrating information gathered from people, businesses and infrastructure and by analysing it and harnessing its power – we can solve complex issues across society. We can create more energy-efficient cities, enhance education and even make big advances in healthcare.

Our vision in action

The virtually fraud-proof ATM

Bradesco is one of Brazil's major retail banks. They asked for help improving ATM security – a big problem for all South American banks and their customers. So we worked together to integrate one of the most secure biometric technologies available today – palm vein recognition – into their network of 35,000 ATMs. Now, Bradesco customers simply hold their hand over a sensor at the cash point and are instantly and securely identified. And because palm vein technology is so reliable, Bradesco's fraud-related costs are down to almost zero.



How supercomputing is revolutionising medical research

In medical research, Fujitsu's supercomputing is supporting some of the world's leading research organisations by providing non-stop, high-volume measurement and analytical systems. These allow researchers to turn the massive data streams they collect into new scientific discoveries and findings. Take HPC Wales and the University of Glamorgan where High Performance Computing is transforming computational biology into potentially the most important science of the modern age.



Our vision in action

Sensing the way through Tokyo's traffic

In Tokyo, Fujitsu's Spatiowl service has turned around 4,000 taxis into real-time traffic sensors. Fitted with GPS probes, they relay information to the cloud: their location, of course, but also more granular data such as when their anti-lock brakes are engaged.

Spatiowl can also take information from roadside sensors, mobile devices, social media and weather reports. Not only does it provide a live map of the status of Tokyo's streets, it can also detect when rain slows traffic, cars are skidding and areas may be flooding. Congestion hotspots can be spotted in real time and road safety improved. Courier companies can forecast delivery times and plan routes in real time. And disaster response agencies can plan rescue scenarios, potentially saving lives.



How the cloud is helping crops to grow

In Japan, Fujitsu has brought together two of mankind's greatest innovations – farming and ICT. Weather-proof servers are located in fields, where they detect environmental and climatic conditions through cameras and sensors. They send their data to a central computer, which analyses data and provides recommendations that help maximise yields and ensure steady, reliable crop production.

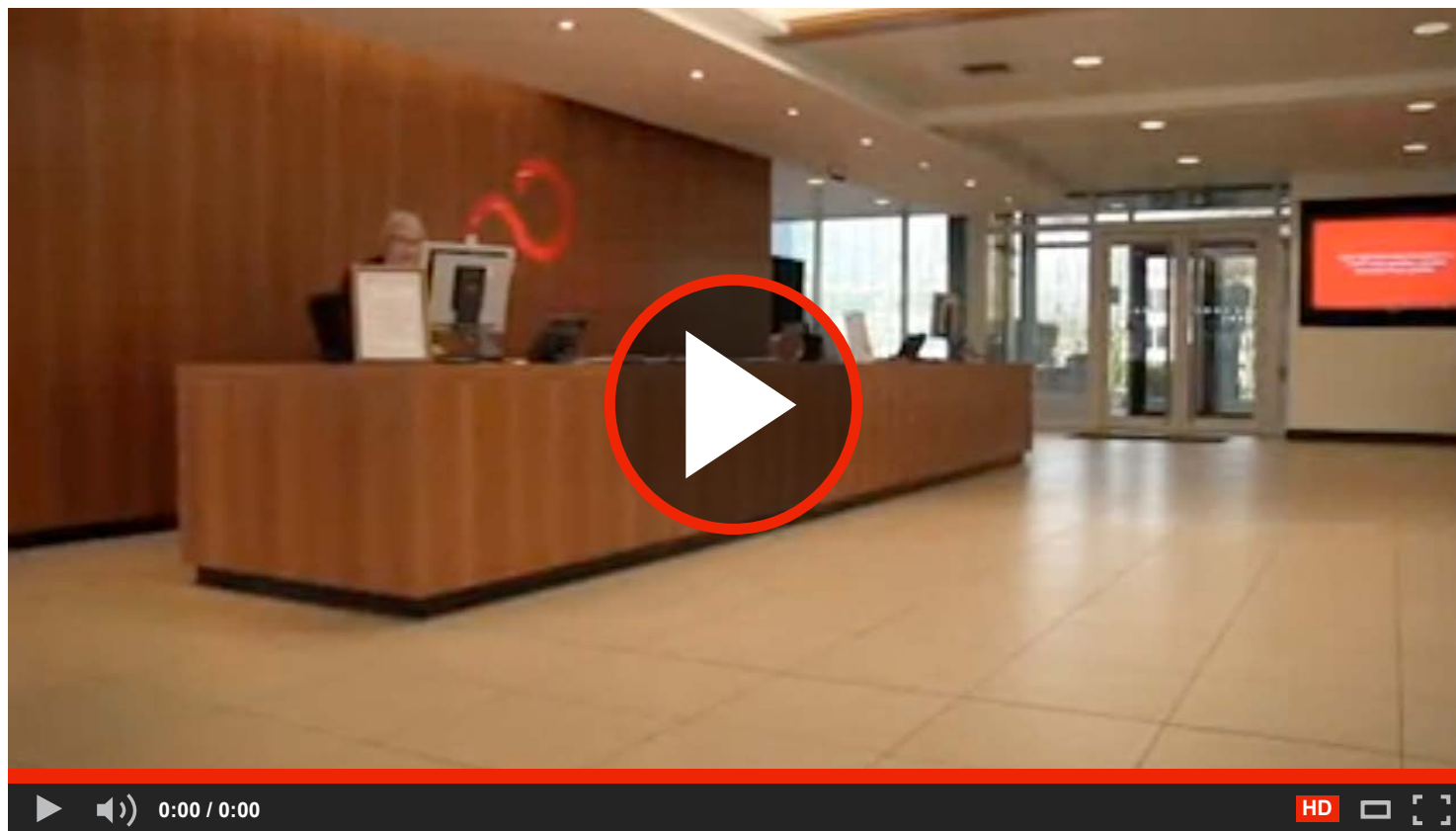
Driving responsible business

Part of working towards our vision of a Human Centric Intelligent Society is about respecting the communities we serve across the world – and building a smart, sustainable business that supports them. Fujitsu is the largest Japanese employer

in the UK and Ireland, where we have been a major ICT provider to government and businesses for over 50 years.

We are proud of our heritage and proud to remain at the forefront of responsible business practices. Being a

responsible business means more than simply delivering outstanding results for our customers. It means looking after and respecting our people and our suppliers, and supporting the wider communities within which we operate.



Corporate Social Responsibility at Fujitsu ❖❖

Sustainable by design ❖❖

Meet Fujitsu's apprentices ❖❖

Women in IT at Fujitsu ❖❖

PEOPLE

- In 2013, we recruited just over 900 new employees, of which almost half were under the age of 25.
- Over 100 young people have been offered apprenticeships and paid double the minimum Government suggested apprenticeship pay in 2013.
- Our graduates represent around 20% of Fujitsu employees under the age of 25.
- We have attracted an above-average percentage of female employees for our sector, with women making up a quarter of our senior leadership team.
- We are Gold Members of the Business Disability Forum and part of its Technology Taskforce.
- We were awarded the Gold accreditation from Investors in People in 2013.

ENVIRONMENT

- We have been recycling PCs since 1988, today none of our waste goes to landfill.
- We are developing new smart energy solutions, with over £10m invested in R&D in the UK and Ireland in 2012.
- We have created a multi award-winning data centre near London that is twice as efficient as previous generation data centres.
- We are ranked in the top 5 of Greenpeace's Cool IT Leadership Board.
- We developed the world's first zero watt monitor, PC and server.

PARTNERSHIPS

- We have collaborated with major charity partners such as Shelter, the UK's leading housing and homelessness charity, for whom we have raised over £300,000 in cash and contributed over £460,000 in pro bono services and equipment during our two year partnership.
- We have been a Prince's Trust Patron for over 5 years, investing in improving the lives of disadvantaged young people.
- We support Business in the Community (BITC), including seconding our employees to disadvantaged communities to pioneer the Business Connectors Programme.
- We achieved 96% and were awarded 4 stars in BITC's 2014 Corporate Responsibility Index, placing Fujitsu in the top 10 of UK's most responsible companies.
- We raised almost £50,000 for Children in Need in 2013, in addition to providing a call centre manned by volunteer Fujitsu staff.
- Through our long term relationship with the Armed Forces, we support SSAFA, the UK's oldest Armed Forces charity and Toe in the Water, a sailing rehabilitation charity.

SUPPLIERS

- Our supply chain includes around 800 small to medium sized enterprises (SMEs).
- SMEs represent over 20% of our third party spend over the last 2 years.
- A third of the SMEs we work with are located in the 20% most deprived areas of Britain.
- We have signed up to the UK Government's Prompt Payment Code.
- We are accredited with Suppliers Diversity Europe.

A complete capability

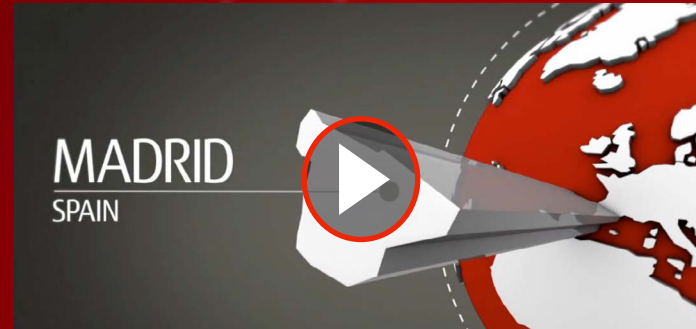
Our style is to work closely with our customers to understand your business and your goals, and to help you harness technology to shape the future you want. We offer a complete range of global capability solutions to meet every ICT need, at every stage, from industry leading servers, storage and client systems through to full scale outsourcing.



Our customers



Mitchells & Butlers Case Study ❖❖❖



Madrid City Council Case Study ❖❖❖



Legrand Case Study ❖❖❖



IPF Case Study ❖❖❖



Swedbank Case Study ❖❖❖



Grocon Case Study ❖❖❖



PwC Case Study ❖❖❖



Virgin Media Case Study ❖❖❖



University Campus Suffolk Case Study ❖❖❖



Whitbread Case Study ❖❖❖



BP Case Study ❖❖❖



HMRC Case Study ❖❖❖

[View all Fujitsu Case Studies ❖❖❖](#)

Fujitsu touching lives



Over the last five decades Fujitsu has played a vital role in building and maintaining many of the services that keep the UK and Ireland working. Today, Fujitsu ICT solutions are behind many of the daily services that touch the lives of millions of people every single day.

From managing the distribution of both child benefit and pension payments, to the records of UK's drivers and vehicles, through to enabling utility companies to supply energy and water, to high street shopping and much more besides, we play a part in helping the UK and Ireland to grow and thrive.

Every day, Fujitsu technology is touching lives:

- Enabling the processing of 2.8 million UK passports every year.
- Processing over 9 million self assessment tax returns each year.
- Managing more than 20,000 retail outlets and over 85,000 point of sale devices.
- Processing over 10 million driving licence updates and almost a million new licences each year.
- Helping hospitality companies serve over 570 million drinks and over 130 million meals every year.
- Managing the distribution of child benefit payments to over 6.9 million families in the UK.
- Enabling Ireland's Road Safety Authority to process hundreds of driving test applications every day.
- Supporting 1,000 staff, including 150 judiciary members in 70 locations for the Irish Courts Service.
- Helping to supply energy to 12 million homes and 1 million businesses.
- Helping financial services providers to serve over 40 million customers and operate over 20,000 local branches.
- Enabling more than 9 million SMS messages and over 8.5 million phone calls to be made daily on Ireland's first virtual mobile.
- Helping water companies to supply 1.3 billion litres of drinking water to a third of Britain's landmass everyday.
- Providing the infrastructure for over 40% of the UK's broadband network.
- Connecting 300,000 defence users in over 2,000 locations worldwide.

Looking for more?



Find out more about the Fujitsu Technology and Service Vision ❖❖❖



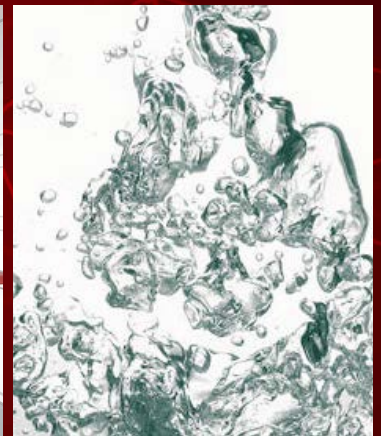
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Sustainability Perspectives ❖❖

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