

See through
the
technology to
what
matters...

Fujitsu World Tour 2017



shaping tomorrow with you

Human Centric Innovation

Digital Co-creation

Digital is a reality



52%

52% say their business will not exist in its current form in 5 years' time



98%

Digital disruption: the new normal
9 in 10 say digital has already disrupted their sector with 98% saying the same of their own organisation



73%

Taking action: Thriving in a digital world
Three quarters (73%) say technology lies at the heart of an organisation's ability to thrive



71%

Business evolved: survival of the fittest
Three quarters (71%) agree on the need to innovate faster in order to stay relevant



67%

Better together: co-creating digital confidence
Two thirds (67%) say that partnering with technology experts is essential in the future

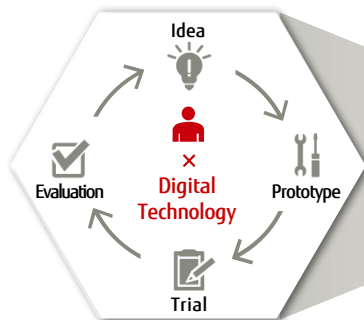
Digital means different things to different people



Digital transformation at 3 levels

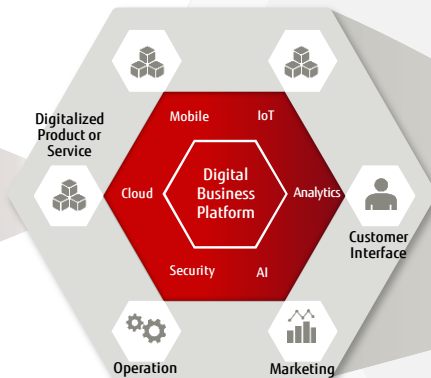
Digital Project

- Apply digital to a function or a product and service



Digital Business

- Apply digital to the heart of business



Digital Arenas

- Co-create greater value with partners



Processes re-imagined



Traditional Business Model



➡ Data flow

➡ Decision flow

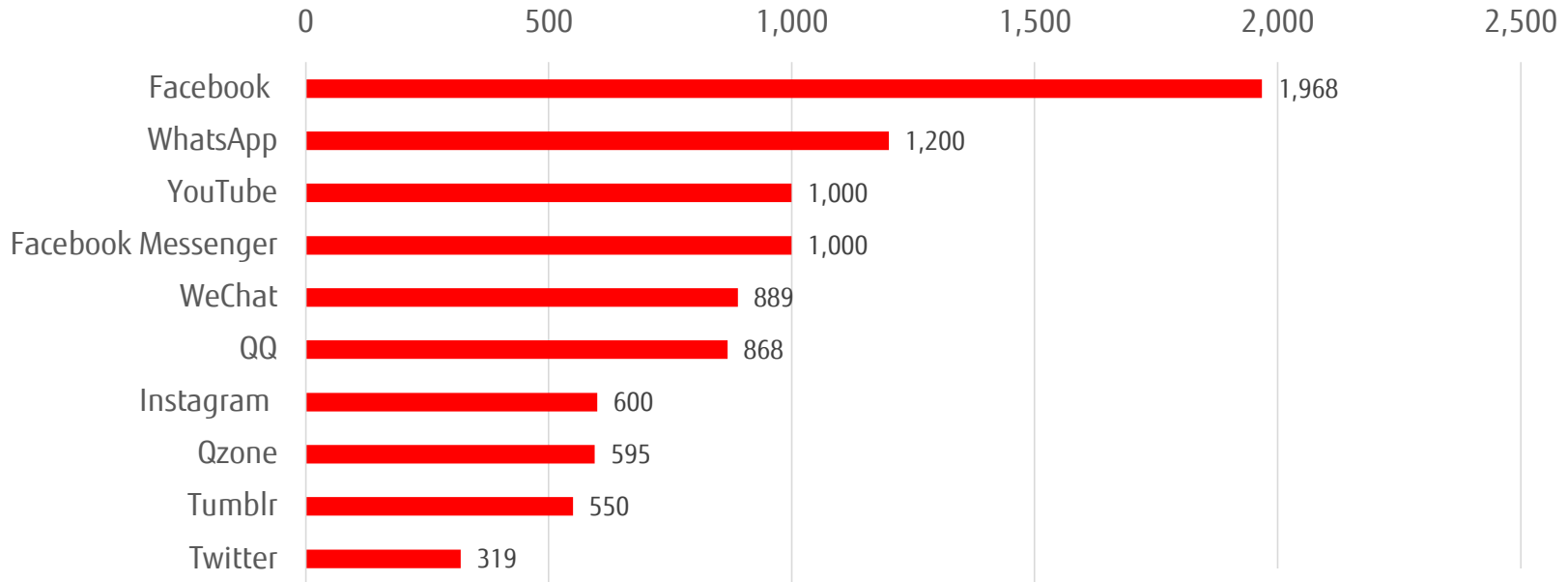
Potential New Business Model



Volumes and Transactions



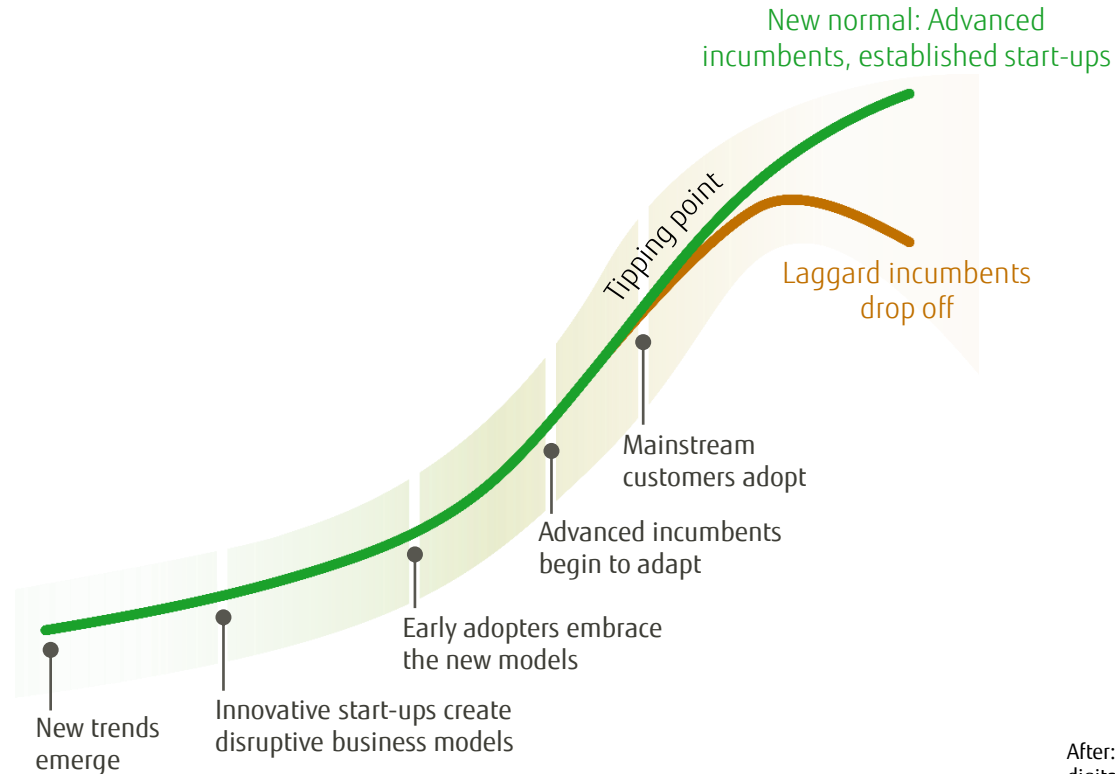
Most famous social network sites worldwide as of April 2017, ranked by number of active users (in millions)



Source: <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>

■ Number of Active Users

Thriving in the digital world



After: Strategic principles for competing in the digital age. Martin Hirt and Paul Willmott

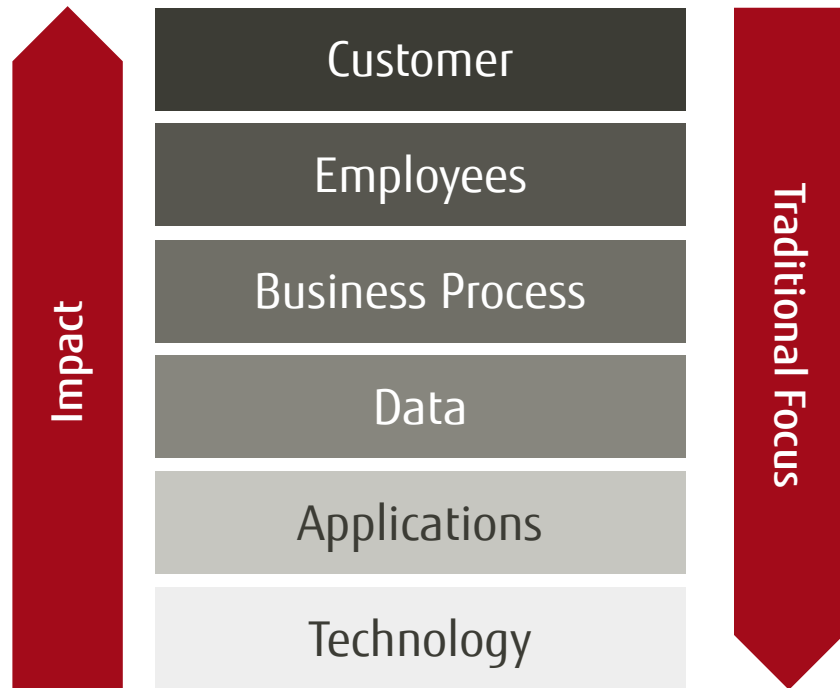
What drives impact in digital?



“Successful digital transformation comes not from implementing new technologies but from transforming your organisation to take advantage of the possibilities that new technologies provide.

Major digital transformation initiatives are centred on re-envisioning customer experience, operational processes and business models. Companies are changing how functions work, redefining how functions interact, and even evolving the boundaries of the firm.”

© 2011 MIT Centre for Digital Business



Digital changes the perspective



Traditional Business >>

Know your
product



Know your
market



Know your
sector



Know your
customer

<< Digital Business

Know your
product



Know your
market



Know your
sector



Know your
customer

"High Speed Salad...or is it?"



How we have designed new interactions...



Providing Thought Leadership

- Created a vision supporting their business problem in transport, construction and 'technology in learning'
- Talked about what we're good at (outside of IT) – people development and talent management

Knowing the Customer

- Understanding key messages/themes to excite our customer – e.g. diversity in construction & transport industry
- Use techniques which we knew would resonate with them

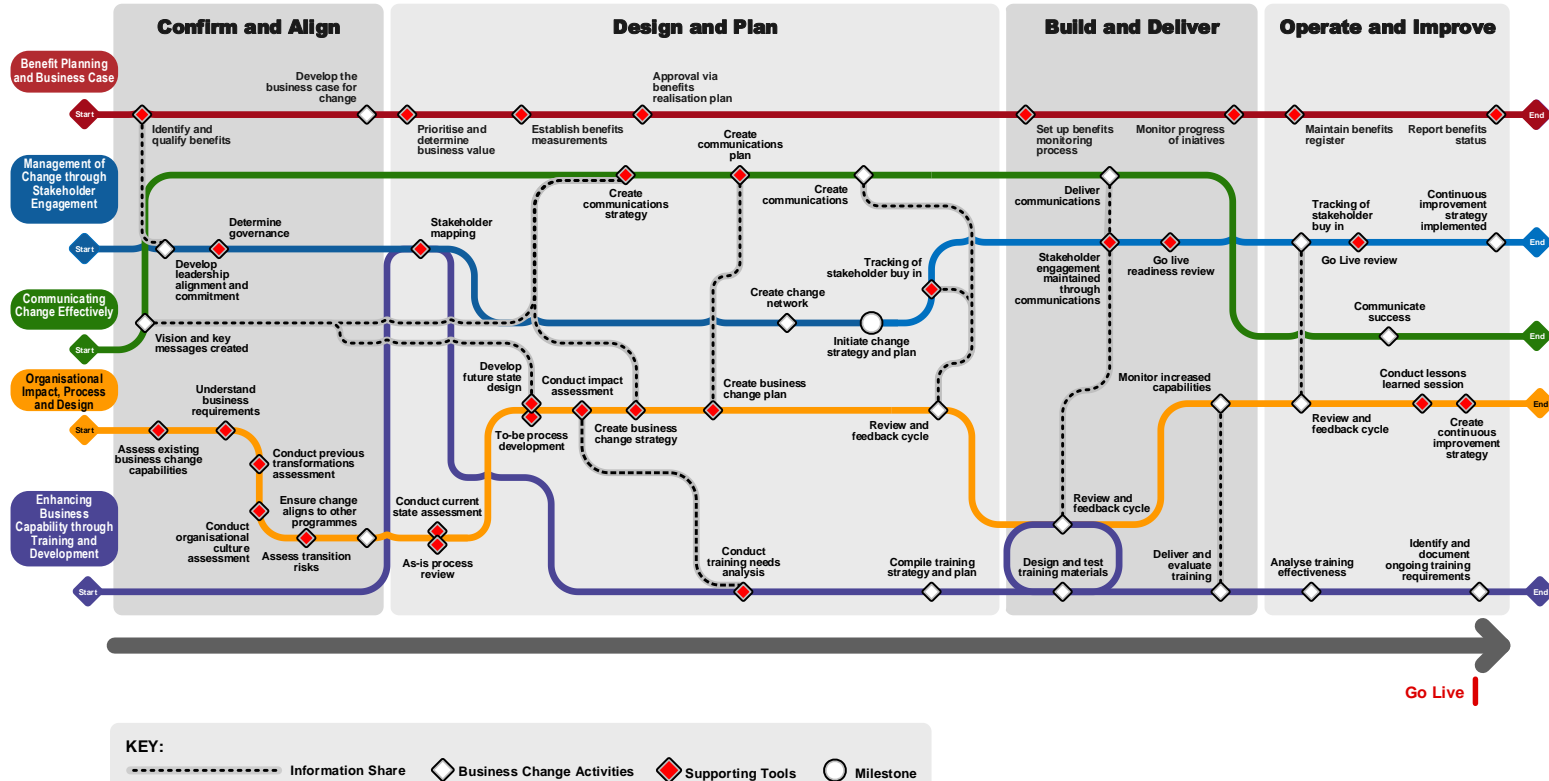
Making the End State 'come to life'

- Position people in to talk to the customer who were closer to the problem
- Created a video, using an iPhone and windows media player which wasn't perfect

Gaining Advocacy from Customers

- Ask our primary customer if we could have a joint conversation with the college together
- Knowledge sharing relevant and useful information

How we help build capabilities in our people...



"It is about people and not bags..."



Digital driving a new operating model



Customer Knowledge and Insight

Know your Processes

- Optimising old processes
- Enabling new processes
- Doing what was impossible

New Markets

- New sources of insight and innovation
- New products and services
- New geographies

New Platforms

- New partners (...and competitors!)
- New shorter value chains (disintermediation)

Data

Digital Governance

Digital Skills

"The revolution isn't coming—it's already under way. In the science of management, the revolution in big data analytics is starting to transform how companies organise, operate, manage talent, and create value."

McKinsey, "Straight talk about big data" 2016

Leadership

Collect

- Strategic focus
- Company wide adoption

Curate

- Data Quality
- Corporate and open data

Analyse

- Prioritise use cases
- Iterative approaches

Act



- Follow insights
- Celebrate success

Security and Trust

Human Centric Innovation



Human Empowerment

-  Better Experience
-  Decision Support
-  Quality of Life
-  Acquiring Knowledge and Skill
-  Creative Work

FUJITSU








Connected Infrastructure

-  Sensors
-  Smart Agriculture
-  Smart Home
-  Smart Healthcare
-  Smart Cars
-  Smart City
-  Smart Factory
-  Robots



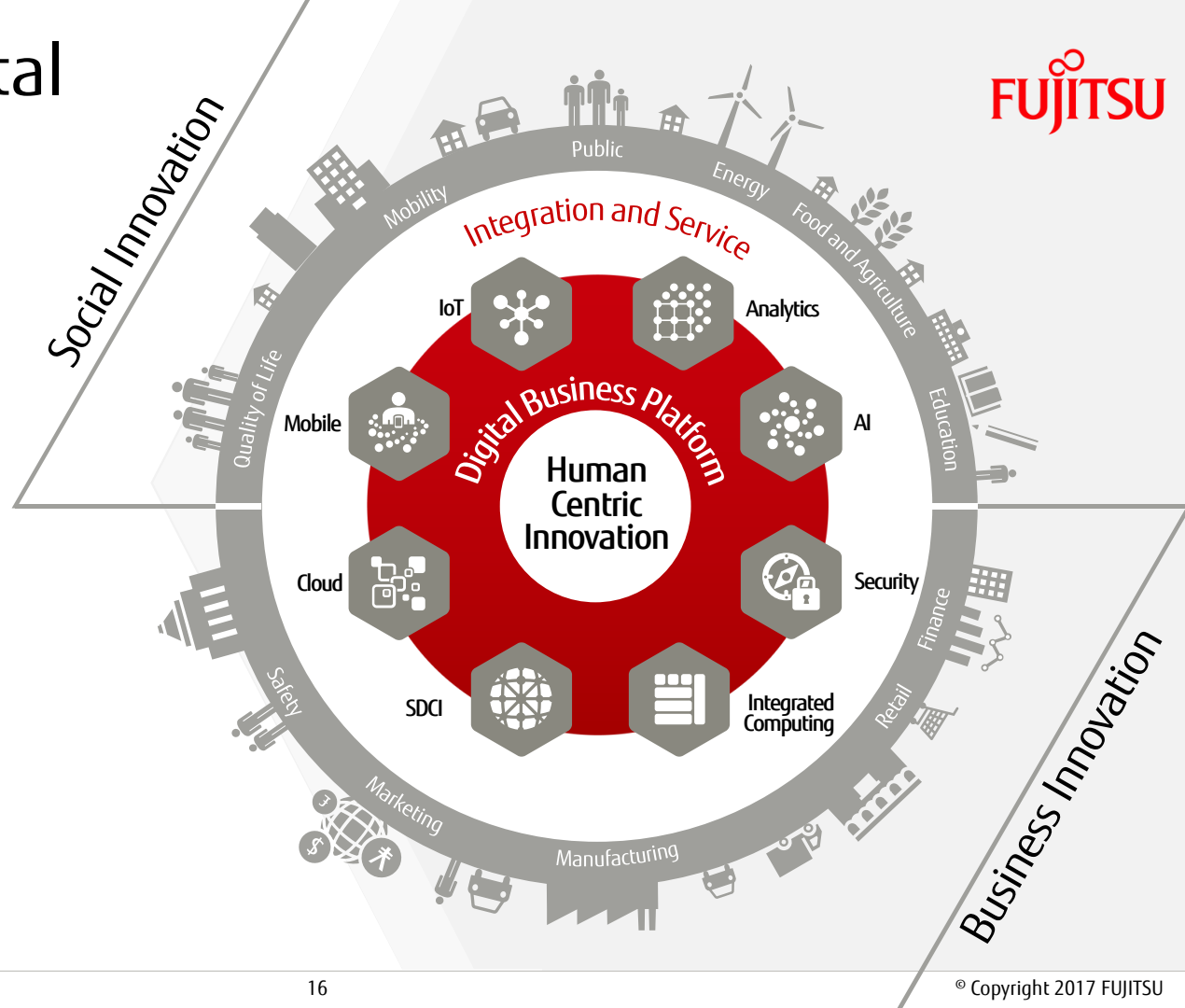
Creative Intelligence

-  Information from People and Things
-  Information Analysis
-  Algorithms and AI
-  Business and Social Information
-  Security and Privacy

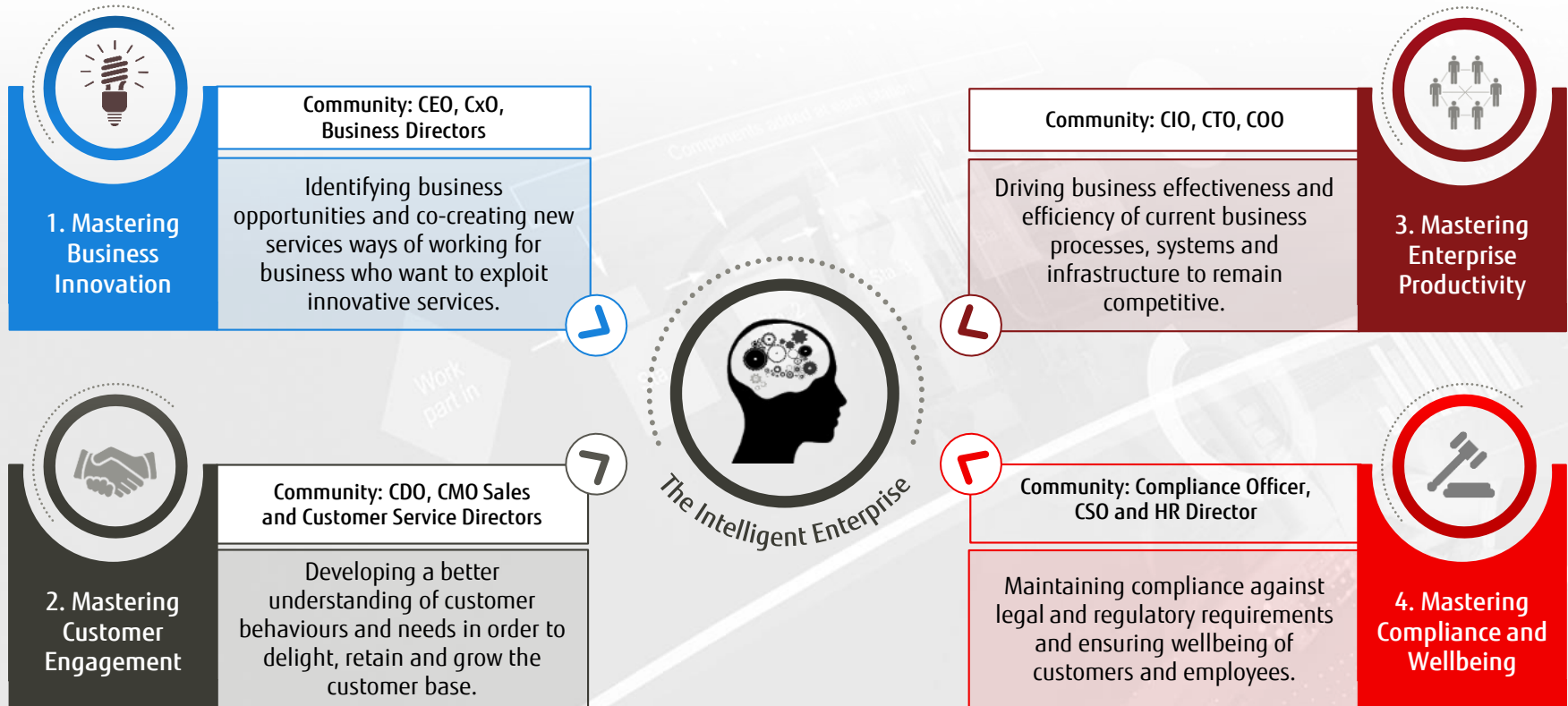
Fujitsu Vision Digital Transformation and Business



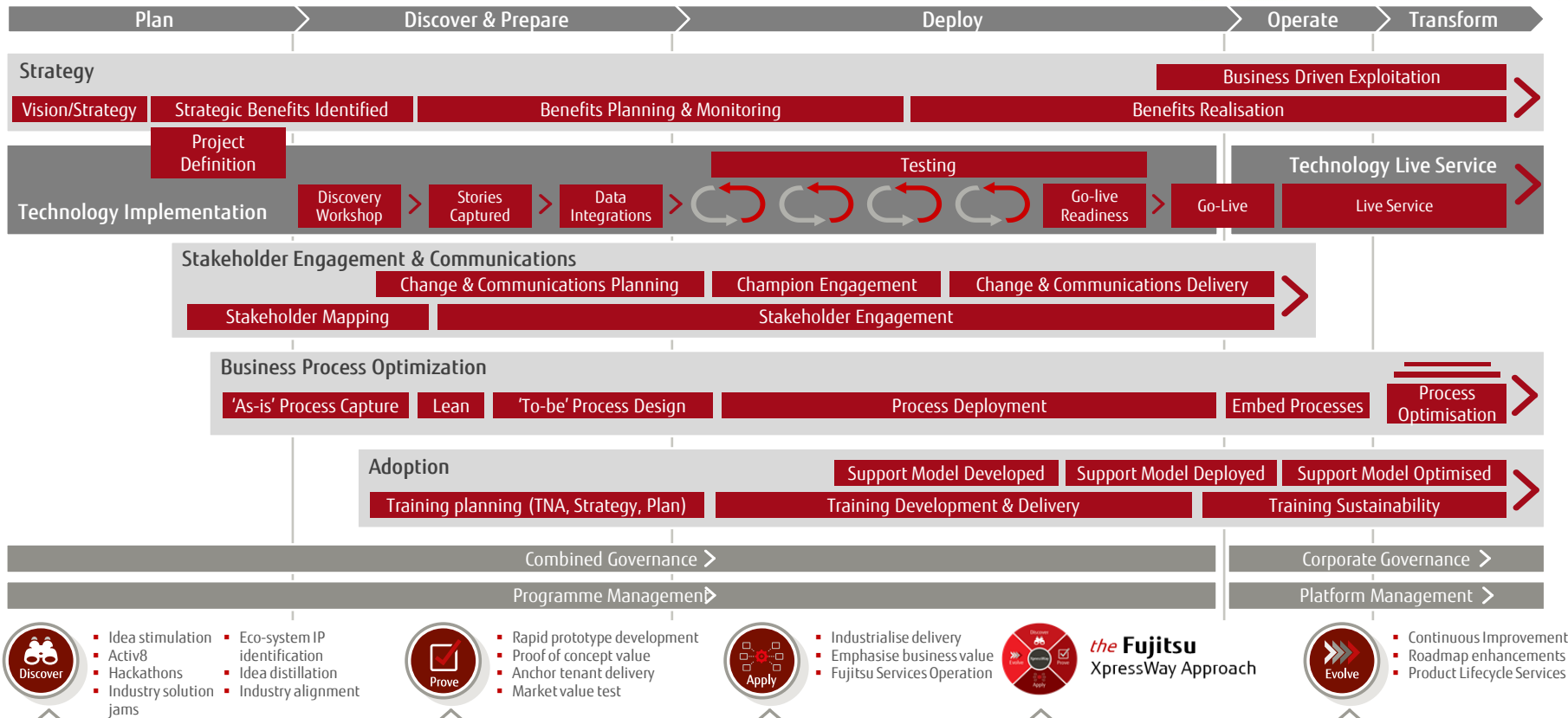
Portfolio of technologies and services, driving digital transformation

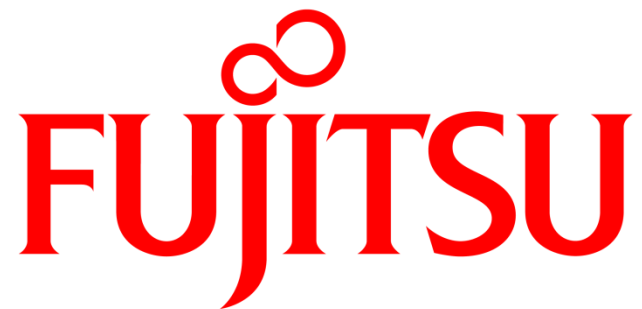


Digital provides different benefits



Enabling the business to change





shaping tomorrow with you