

Media Backgrounder

Fujitsu Uvance

Moving forward for a sustainable world

February 2022

Overview

Technology is advancing at incredible speed, but this rapid pace of change is putting huge pressure on our planet. At Fujitsu, we believe that it is our responsibility to create the world we all need, and we believe technology is the most powerful tool to make it happen.

[Fujitsu Uvance](#) is about realizing opportunities without imposing a cost to our society and leveraging innovation to improve life for everyone.

What is Fujitsu Uvance?

- Introduced in October 2021, Fujitsu [Uvance is Fujitsu's new global business](#) focus for delivering its transformation portfolio for a sustainable world. The word "Uvance" combines the concepts of universal progress and sustainable transformation.
- It illustrates Fujitsu's purpose – to make the world more sustainable by building trust in society through innovation. By leveraging cutting-edge technologies, expert skills, and industry knowledge from Fujitsu and its partners, customers can create new possibilities by connecting people, technology and ideas, aligning business transformation with sustainability and social impact.

Imagining the world in 2030

- In creating Fujitsu Uvance, Fujitsu imagined the world in 2030. This is the target year for achieving the UN's Sustainable Development Goals (SDGs). Fujitsu's vision for that year is that people, regions, companies, things and data are connected, generating innovation that delivers value to people, resolves societal problems, and creates a green and sustainable society where no one is left behind.
- Fujitsu Uvance leverages Fujitsu's technological capabilities and problem-solving expertise across Seven Key Focus Areas (Sustainable Manufacturing, Consumer Experience, Healthy Living, Trusted Society, Digital Shifts, Business Applications, Hybrid IT) to offer unprecedented value to customers while contributing to the achievement of its purpose.



Vertical Areas

Sustainable Manufacturing

Circular, traceable manufacturing with consideration to the environment and people

Consumer Experience

Payments, logistics and retail that provide consumers with diverse experiences

Healthy Living

Supporting all kinds of people in living in ways that promote wellbeing

Trusted Society

Creating communities that embody safety, security, and resilience

Horizontal Areas

Digital Shifts

Data-Driven Work Style Reform

Business Applications

Cloud Integration Applications

Hybrid IT

Cloud Security

The Fujitsu difference

Uvance is how we put Fujitsu's purpose into practice across our business. With Uvance as our starting point, we are focused on developing our business and working with our customers to solve social problems. We believe business success and a sustainable society are compatible aims. Our objective is to bring about a sustainable world, to promote wellbeing on a global scale and with our customers we are aiming to solve social issues.

Additional related information:

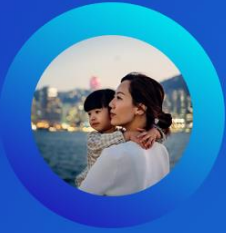
<https://www.fujitsu.com/global/about/purpose/>

<https://corporate-blog.global.fujitsu.com/fgb/>

Media contacts

(to be added here)

We are Fujitsu



We use technology to make happier lives



Our purpose is to make the world more sustainable by building trust in society through innovation



We build new possibilities by connecting people, technology and ideas



We put people first

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