

A nighttime photograph of the Sydney Harbour Bridge, illuminated with warm lights, spanning the water. The city lights of Sydney are visible in the background and foreground, creating a vibrant urban scene. A large, stylized white 'C' shape is overlaid on the right side of the image, partially obscuring the city view.

Applying the 2025 World Economic Forum key themes to your business

A practical guide for business
leaders

Accelerating transformation in the Intelligent Age

Are you letting your business be shaped by the challenges of today, or are you shaping them to define tomorrow? The world is being moulded by unprecedented issues, but the leaders of the future are those who actively transform these challenges into opportunities. The question is: **are you ready to step forward and lead with purpose and vision?**

The 2025 World Economic Forum (WEF), under the theme *Collaboration for the Intelligent Age*, calls on leaders to tackle the pressing challenges reshaping our world. This moment demands bold action, not just to navigate disruptions but to seize opportunities and define new possibilities for your business and your customers.

With this responsibility comes the imperative to act with purpose, integrity, and trust. Your business holds the power to do the right thing — for your customers, your people, and the planet — by leading with resilience and innovation. This guide challenges you to ask:

- Are you creating the change your customers need, or are you simply reacting to the world around you?
- How will you leverage transformation to take calculated risks and drive sustainable growth?
- What steps will you take to turn the complexities of today into a strategic advantage for tomorrow?

This guide explores five key themes inspired by the WEF to help you take control of your transformation journey. It's designed to empower IT leaders to lead with confidence, safeguard their organisations, and shape a future that is not just intelligent but inspired.

The key themes we explore in this guide:

Rebuilding trust

Strengthen foundations with resilient cyber security.

Re-imagining growth

Harness AI and cloud for sustainable innovation.

Investing in people

Equip your workforce to thrive in a fast-changing world.

Safeguarding the planet

Drive sustainability without compromising efficiency.

Industries in the Intelligent Age

Tailor digital transformation strategies for resilience and relevance.

Talk to us today about

Proactive incident response

Build confidence with strategies that allow swift, decisive action during any crisis.

Integrated threat detection

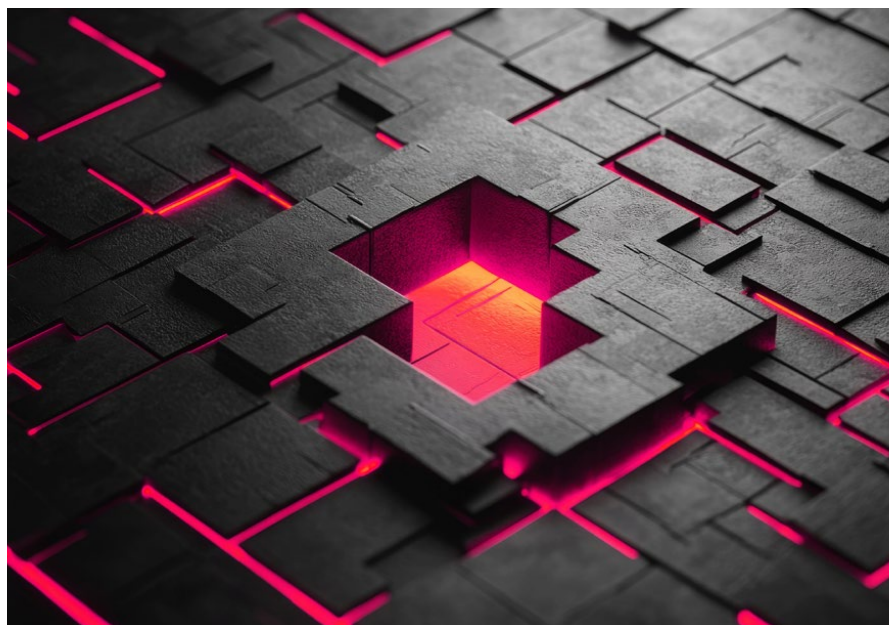
Identify and mitigate risks before they become threats, enabling seamless innovation.

Zero Trust frameworks

Adopt a secure-by-design approach to eliminate implicit trust, ensuring that your organisation's growth is both safe and sustainable.

#1 Rebuilding trust

Leadership in resilient cyber security



How resilient is your business when it matters most?

What's at stake

Trust is the currency of progress, and in a fractured, fast-changing world, it's also the foundation of innovation. Your organisation's ability to lead with confidence depends on safeguarding its core — its people, data, and customers — while boldly exploring new frontiers.

Are you ready to take risks others can't and leap into the future with resilience?



Talk to us today about

AI readiness

Navigate the complexities of AI adoption with programs designed to empower ethical, scalable innovation.

Cloud optimisation

Balance growth and sustainability with tailored cloud solutions, including AWS and Microsoft, designed to improve efficiency, streamline operations, and reduce costs.

Modern workplace productivity tools

Enable smarter collaboration with secure, intuitive technologies like AVD and Windows 365.

#2 Re-imagining growth

Unlocking new opportunities with AI and cloud



Are you leveraging technology to grow smarter, not just bigger?

What's at stake

Innovation requires courage, but it also demands a reliable safety net. With Fujitsu, you can explore new opportunities with confidence, knowing your risks are covered. We are your enterprise-grade stabilisers, ensuring your organisation stays on track while taking bold leaps forward.



Talk to us today about

Seamless and intuitive work environments

Enable secure, mobile, and distributed work environments. Simplify workflows further with ServiceNow integrations, reducing complexity and enhancing user experience. Enable productivity from anywhere, reduce login times, and minimise support tickets while enhancing collaboration.

Streamlined workflows

Optimise workflows and reduce complexity with tailored workflow solutions, enabling faster HR request resolutions and seamless navigation of digital tools.

Building resilient teams

Equip your teams with hands-on knowledge transfer and tailored training programs, ensuring they can adapt to evolving challenges with confidence.

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#3 Investing in people

Empowering your workforce



Are your people empowered to thrive — or are outdated systems holding them back?

What's at stake

Your people are your greatest asset, and their ability to excel directly impacts your organisation's success. In the Intelligent Age, empowering your workforce means providing secure, intuitive tools and fostering an environment where productivity and innovation flourish.

Are your systems enabling your team to focus on what truly matters — or creating unnecessary barriers?

Talk to us today about

Reducing your environmental impact with energy-efficient technologies

Achieve substantial energy savings and lower costs by optimising remote desktop solutions. Automate infrastructure scaling to reduce wasted resources and enhance operational efficiency.

Designing systems for a greener future

Minimise environmental impact through sustainable IT design, including energy-efficient hardware and eco-friendly data centres. Implement procurement policies that promote a greener supply chain. Leverage cyber security strategies to enhance the resilience of energy-efficient IT systems and minimise environmental impacts.

Sustainable cloud management

Leverage scalable, green cloud infrastructure to reduce energy consumption without compromising performance, aligning your IT strategy with your sustainability goals.

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#4 Safeguarding the planet

Driving sustainability and efficiency



Is your technology footprint aligned with your environmental goals, or is it costing you more than you think?

What's at stake

Sustainability is no longer optional — it's a business imperative. As organisations strive to balance profitability with environmental responsibility, IT leaders play a pivotal role in reducing their carbon footprint and building more efficient systems. Are your operations designed to meet today's demands while safeguarding the planet for future generations?

Talk to us today about

Empowering your team with Microsoft partnerships

Unlock the full potential of Microsoft's ecosystem to drive innovation and productivity. With tools like Copilot for AI-enhanced workflows, we ensure optimal performance, security, and impact. Our Copilot Readiness Assessment guarantees a seamless transition to AI-powered capabilities tailored to your organisation's needs.

Custom cyber security solutions built for your industry

Protect your business with cyber security strategies tailored to your specific challenges. From Microsoft 365 assessments to incident response frameworks, we ensure your organisation's systems are secure and ready for growth.

Integrated digital transformation

Enable your team to achieve more with modernised and integrated systems. Our solutions include:

- Cloud Transformation Services to improve scalability and control costs with Azure or AWS.
- Business Application integrations tailored to your operational goals.
- Our Lakehouse Accelerator to enhance data storage, analytics, and decision-making capabilities.

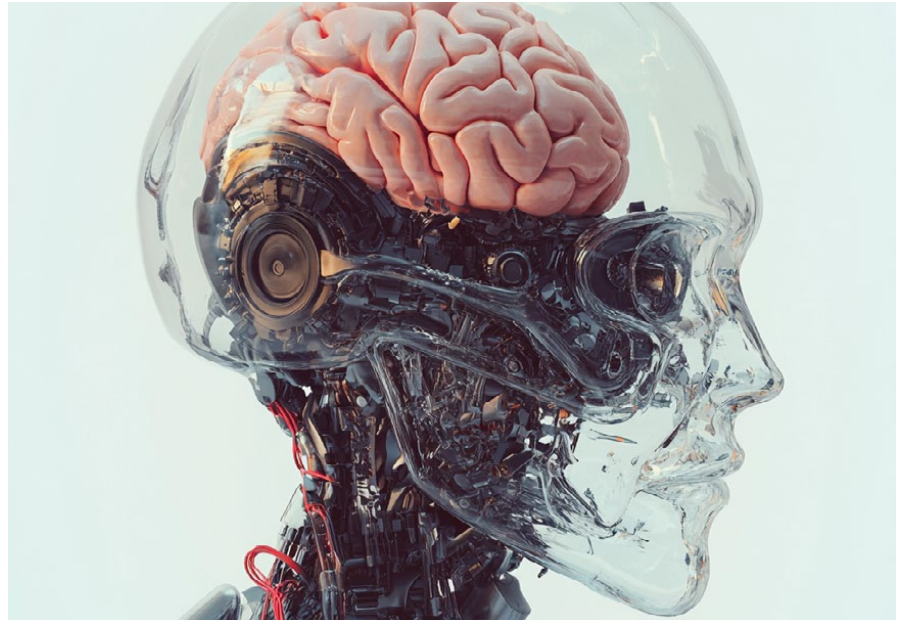
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#5 Industries in the Intelligent Age

Thriving in a world of disruption



Is your organisation evolving fast enough to stay ahead - or are you being left behind?

What's at stake

Every industry faces unique challenges, from rapidly evolving customer demands to sector-specific security risks. Success in the Intelligent Age means not just surviving disruption but thriving by transforming challenges into opportunities. To achieve this, you need tailored solutions that empower your organisation to innovate with confidence.

At Fujitsu, we offer **mature AI-ready solutions** designed to keep your core business, people, data, and customers safe.

With us as your enterprise-grade safety net, you can confidently explore new opportunities, knowing we are covering your risks and enabling bold steps toward growth.

Our empathetic approach focuses on outcomes — empowering you to stay stable, secure, and on track while you lead in your industry.

Final thought:

Lead the change, don't follow it

The Intelligent Age presents both extraordinary challenges and unparalleled opportunities for those ready to lead. At Fujitsu Digital Acceleration Services, we believe in empowering businesses to act with aspiration, trust, and empathy. You have the responsibility to shape a better future — one that balances innovation, sustainability, and growth.

Are you ready to lead
the change? Let's work
together to build a
smarter, safer, and more
resilient tomorrow.

The world is being shaped by today's challenges; the
leaders of tomorrow will shape the world.

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Connect with us to take the
first step in your transformation
journey.

Get in touch