

# Digital Transformation Centre

Accelerate your digital transformation  
with the unique FUJITSU HXD approach

shaping tomorrow with you

FUJITSU





## The new digital frontier

We strive to enable you to co-create your future and take advantage of all the opportunities of the digital age. It is a new frontier for business as well as society. In a more social, collaborative era in which innovative ideas, business models, products and services emerge from a broad ecosystem of partners. They are co-created.

The sharing economy is about proactively exchanging knowledge, insights, ideas and skills to transform both established markets and the way existing enterprises operate.

Whilst co-creation is not new, it has never been faster. The program is a simple concept: Bring together business and IT decision makers with key people from across your enterprise. Create the conditions in which they can share a rich variety of perspectives and viewpoints. Then add 'design thinking' to the mix and you will create innovative concepts faster than could be achieved if those people worked in isolation.

## People at the heart of Co-creation

It's both art and science: Bring multiple perspectives together using digital technologies and anything can happen. There's always a reaction. New ideas arise to forge new visions of products, markets, and ways of working. They are transformational outcomes which would not have been created without collaboration.

It's a principle we stress repeatedly, and it arises from our Japanese heritage. We combine four critical ingredients to generate creative outcomes:

- **People:** Bring together the right skills and expertise from diverse backgrounds. Our customer's experience is vital, and we combine it with ours and that of other partners as the foundation of the co-creation process.
- **Purpose:** Success demands a formal, strong purpose that's understood by all and relentlessly pursued. It must be of strategic importance to your business.
- **Outcome:** What do you want to achieve? It must be defined and related to the needs of your business, employees, customers and markets. A well-defined outcome helps us focus on the people who will be impacted by the digital transformation that will be implemented to achieve the outcome.
- **Design:** We can all be designers. The Fujitsu Co-creating Program unlocks latent skills in a fun and energising way, so concepts can be developed and tried out quickly.



## FUJITSU HXD + DTCs: FUJITSU Human Centric Experience Design and Digital Transformation Centres

The Fujitsu Digital Transformation Centre is a purpose-built technology-assisted workshop space, where customers can develop innovative ways to address key challenges through detail transformation.

The DTC brings together diverse skills from technology, business, and academia to provide new perspectives and to create new value. Fujitsu's technology and design experts facilitate collaborative engagement with customers to achieve a dynamic mix of knowledge, creativity, ideation, and concept development. Our unique form of 'design thinking', Fujitsu Human Centric Experience Design (FUJITSU HXD), will be used to create innovative concepts faster than could be achieved if people worked in isolation.

Businesses that can leverage emerging digital technologies to transform their business models, operating approaches, or product and service offerings, will be better positioned to compete. The DTC offers tailored tools and methods that will inspire your people in highly focused ways. Workshops are carefully planned to mix the right people generating concentrated creative thinking, helping to realise vision and open up new ideas that could lead to new revenue sources or innovative solutions to complex problems.

Everyone participates actively in a collaborative experience. Digital inspiration cards are used to encourage and ignite thinking and inspire creativity. FUJITSU HXD helps accelerate idea formation, and as these ideas flow they are captured, digitised to an interactive, multi-touch screen, to develop solutions and new outcomes and as a showcase of inspiration and thought collected throughout the journey of transformation.

It's done at speed to really focus people's minds. FUJITSU HXD enables four key things:

- Understand your business challenge within the context of your strategy
- Look at the issues through different lenses
- Combine business and technology expertise to develop rapid outline concepts
- Develop joint working plan for immediate experimentation.



## Half-day 'Define' workshop

The workshop target is to define and design a solution or concept that helps solve a focused business challenge. This culminates in a plan for rapid development immediately after the workshop.

### Outcome

These sessions are intended to achieve an agreed concept, plan, and a shared commitment for joint working.

We will agree a fast start plan and propose resources for rapid solution development. We will also include a co-creation report, a digital library of workshop material and outline the opportunities for joint working.

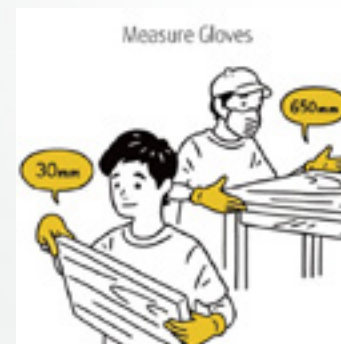
## Full-day 'Explore' Workshop

These sessions are ideally suited where a business challenge is less well understood and where potential solutions may be addressed with emerging technology.

### Outcome

We will agree a joint way forward to address the challenge including a clear idea about how we start developing or testing potential solutions.

A co-creation report, a video of concept presentations and, most importantly, a clear plan for next steps will be provided quickly after the session in completed.





## AI Sugasu Assists in the Medical Field

Leveraging artificial intelligence (AI) to detect brain aneurysms faster and more efficiently helping to overcome the significant challenge to rapidly and accurately detect and monitor brain aneurysms, with often very limited time to review each case

Fujitsu has lead an initiative leveraging its AI and digital solutions capability through its dedicated co-creation team in Australia. GE Healthcare will contribute through its leading medical imaging technology and Macquarie University and Macquarie Medical Imaging will provide clinical expertise for the development and testing of the technology.

Initially the project will focused on refining the technology with a view to creating a fully commercialised solution that will be distributed initially through radiology practices in Australia and eventually on a worldwide basis.

Matt Tucker, President and CEO GE Healthcare Australia & New Zealand, comments, "The application of AI can give doctors better insights more quickly and produce fewer variable results. We are proud to be part of this program that will transform brain aneurysm diagnosis and improve patient outcomes."

This technology will also allow the tracking of identified aneurysms over time, providing radiologists with a valuable diagnostic support tool and patients with greater peace of mind that known aneurysms are being effectively monitored long term.

A second element to the project will include a planning tool for surgical (stent) intervention. This tool will use fluid dynamic modelling to predict the risk of aneurysm rupture.





## Every enterprise can be its own disruptor

You need to be proactive and act without fear. Fujitsu's research shows that despite over 90% of organisations having a clear digital strategy, many are struggling to deliver it. Why? Because they're afraid of failure.

One in four organisations have experienced a failed digital project over the last few years, and they've lost significant amounts of money doing so. That's inhibiting innovation. 68% of organisations say that the fear of failure is affecting their creativity, and digital projects aren't getting off the ground.

That's ideal for disruptors. But, if you're proactive you have a better chance of success because of your heritage and the knowledge, talent and experience of your people. You have a head start, and you need to make the most of it.

You can't be reactive or protective. That's looking backwards. You need to look beyond the traditional boundaries of your sector to find new partners with whom you can innovate. By fundamentally re-evaluating your business you will find new – and often surprising – ways to create value.

That means examining all the elements that potential disruptors seek to do better than you; business models and processes, customer experience and technology. You need to accelerate innovation in all those areas. That takes creativity. And the best way to unleash it is to work with others.





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*This technology could change the way we  
find and monitor threatened species,  
saving us both time and money.*

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Tania Pettitt, Partnership Manager  
'Saving our Species' program  
NSW Office of Environment and Heritage



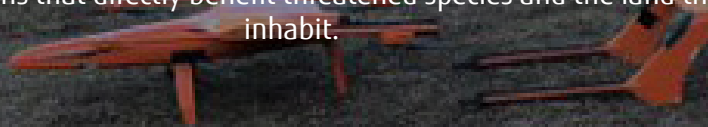
## Save our Species Program

The Fujitsu Digital Owl solution uses AI to process thousands of drone images, and helped the NSW Government's Saving our Species program to find and monitor hard-to-reach threatened species.

Locating and monitoring threatened plants and animals can be difficult in the rugged and vast Australian landscape. It was for this reason that Fujitsu approached the Saving our Species program (SoS) as it identified an opportunity to apply its advanced technology and analytics to make threatened species monitoring more efficient.

The flagship threatened species conservation program, Save our Species, is an element of the NSW Government's Environment portfolio. As part of this, \$100 million, over five years (2016 – 2021), has been committed to help secure the future of NSW threatened plants and animals. Saving our Species combines best-practice science and research, with practical on-ground actions that directly benefit threatened species and the land they inhabit.

Fujitsu and SoS worked with drone specialist, Carbonbix, to dispatch a drone fitted with a 5kg hyperspectral video camera capable of taking five photos a second. Pictures were analysed using Fujitsu Advanced Image Recognition software to detect threatened plants.





## Time to Act

If you're interested in generating the creativity, imagination and inspiration you need to succeed on the digital frontier, we're ready to help. This is what you need to know to get started:

- Most co-creation groups consist of up to 16 people. 10 to 12 of them should be business and IT decision makers as well as key people from across your organisation. The others will be talented people from Fujitsu or partners
- The co-creation workshops usually take half to a full day and are based around a specific topic that's important to you right now and will be in the future. The more focused the workshop, the better the outcomes will be
- This is a joint investment of time by both Fujitsu and you. It is not chargeable consultancy. By mixing our people with yours we both benefit
- The dialogue starts with a preparation call hosted by a senior sponsor to ensure that we all know what issues, ideas and materials to bring to the workshop and what to expect from it.



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