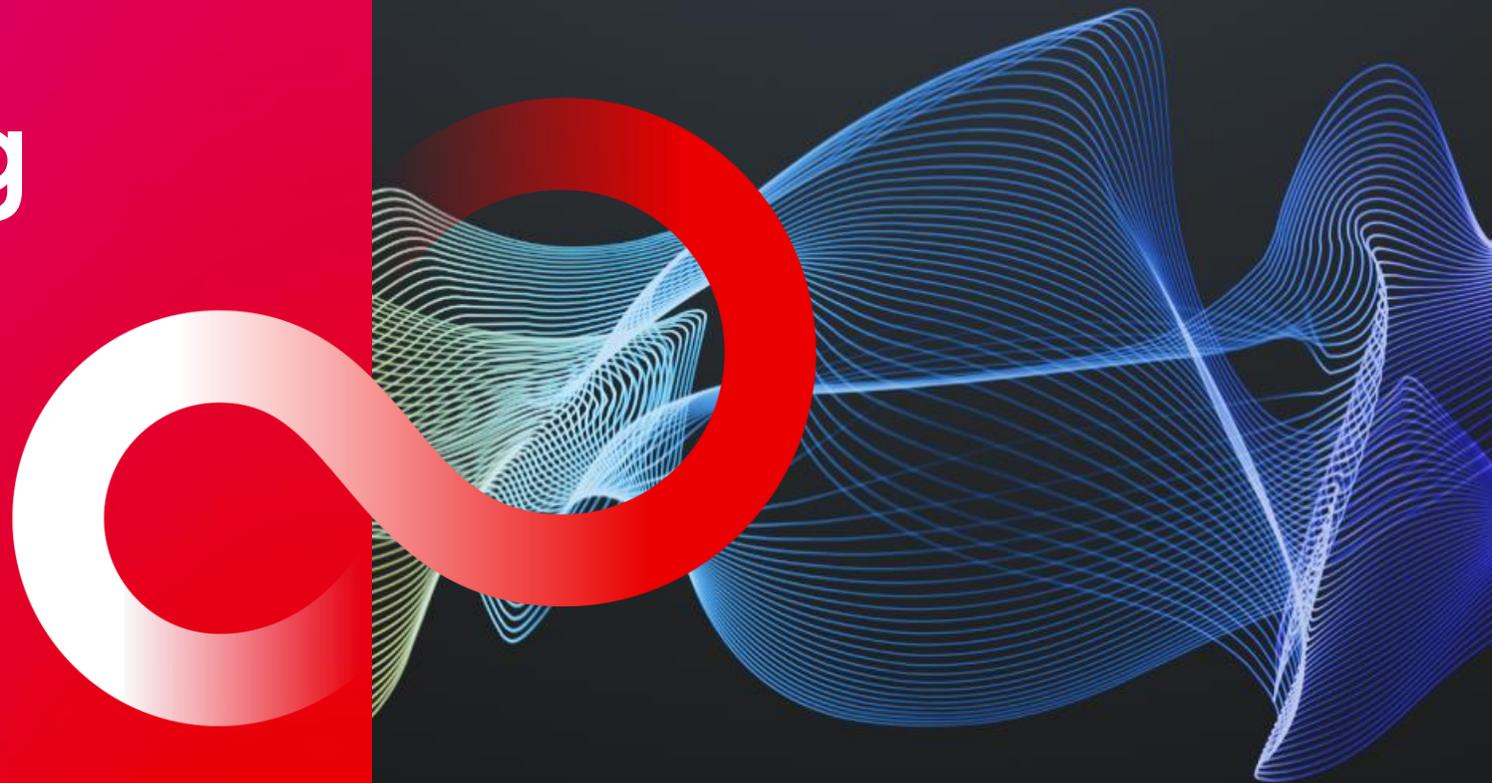


Fujitsu Co-creating Program

Accelerate your digital
transformation with the
unique FUJITSU HXD
approach





Digital Transformation (DX) Services

Fujitsu's DX Services strives to enable you to co-create your future and take advantage of all the opportunities of the digital age.

People at the heart of Co-creation

We live 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.

We combine four critical ingredients to generate creative outcomes from Co-creation:

- **People:** Bring together the right skills and expertise from diverse backgrounds. Our customer's experience is vital, and we combine it with ours 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.
- **Design:** We can all be designers. Our methodology unlocks latent skills in a fun and energising way, so concepts can be developed and tried out quickly.

We use our Human-Centred Experience Design (HXD) approach to collaboratively tackle your business challenges, using our workshops and agile engagements to bring together unconnected areas of expertise from your business and ours. Digital Transformation means bringing together a broad ecosystem of start-ups, research bodies, and partner companies to evolve your business.

Opportunities of the Digital Age

In the digital era, businesses are constantly re-imagining their business processes, connecting disparate data and creating meaningful insights through analytics and artificial intelligence. Fujitsu offers both locally and globally developed solutions for your business problems, based on emerging technologies such as AI, IoT, blockchain and more to digitally transform how our customers operate.

Not only can Fujitsu offer extensive research and development capabilities from our global operations, but our digital transformation strategy means bringing together customers with a broad ecosystem of start-ups, research bodies, and partner companies to evolve your business, and deliver end-to-end solutions underwritten by a strong service delivery assurance capability. We are experts in rapid prototyping and conducting proof-of-concept projects to deliver fast-paced value through digital solutions that are in tune with your unique needs and context.

Co-creation workshops in the Digital Transformation Centre

The Fujitsu Digital Transformation Centre (DTC) 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 (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.



Fujitsu's HXD Methodology

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, multitouch 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.

Virtual, Mobile and Hybrid Experiences

While Fujitsu does offer Co-creation workshops in our dedicated Digital Transformation Centre, we also provide different experiences to suit your needs. In times where travelling to a specific location may be difficult, we also offer mobile, virtual and hybrid versions of our workshop to ensure the HXD experience is still accessible for you.

Mobile HXD Workshops

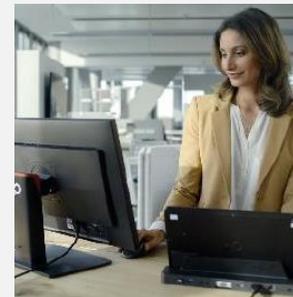
With our portable technology, our HXD methodology can be delivered to any of your premises for workshops and events.

Virtual HXD Workshops

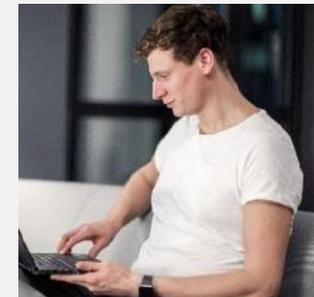
Participants are now able to join our workshops remotely anytime, anywhere and take part in the same HXD methodology.

Hybrid HXD Workshops

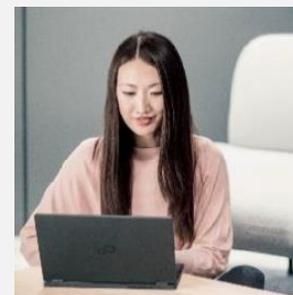
Need a combination of multiple options? We can cater to this! Let us know if you need a combination of on-site, mobile or virtual options and we can arrange the same HXD experience.



Australia 9:00am



America 5:00pm



Japan 7:00am



United Kingdom 10:00pm

Define workshop

The workshop target is to define and design a solution or concept that helps solve a focused business challenge.

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 include a report and outline the opportunities for joint working.



Strategy Workshop

In a Strategy Workshop Fujitsu works together with you to co-design a proactive partnership exploring future-focused initiatives to achieve a joint vision.

Outcome

Within the context of your business strategy, we will look at the challenge through different perspectives and develop clear goals on a roadmap with a joint working plan.

The content will be collated and sent to you, containing the workshop material, and clear steps on how Fujitsu can best support you.

Partnering Charter Workshop

In a Partnering Charter Workshop Fujitsu works with you to agree on a joint set of values to build a partnering charter. Together, we focus on the business relationship beyond contact deliverables.

Outcome

We will spend a significant amount of time agreeing on our vision and create a Value Map Together.

A report will be sent to you with the workshop content and agreed initiatives for our journey together.



Co-creating with Camp Quality to support children through their journey with cancer

In 2020, Fujitsu's Digital Transformation Services team facilitated a Co-creation Workshop with Camp Quality, Australia's most reputable children's cancer charity for kids aged 0-13.

Camp Quality's delivery model relies on having face-to-face interactions with children and their families. However, with the restrictions of COVID-19, the charity's move to adopt digital offerings is more critical now than ever, as Camp Quality needs to ensure that they are still able to continue providing quality support programs despite the change in conditions.

The workshop is the first of its kind, connecting our physical DTC to our virtual workshop platform, creating a unique hybrid workshop experience. This session was designed to enable participants to attend from several locations as we adapt to this new hybrid future of work, whilst leveraging the advantages of face-to-face interaction where possible.

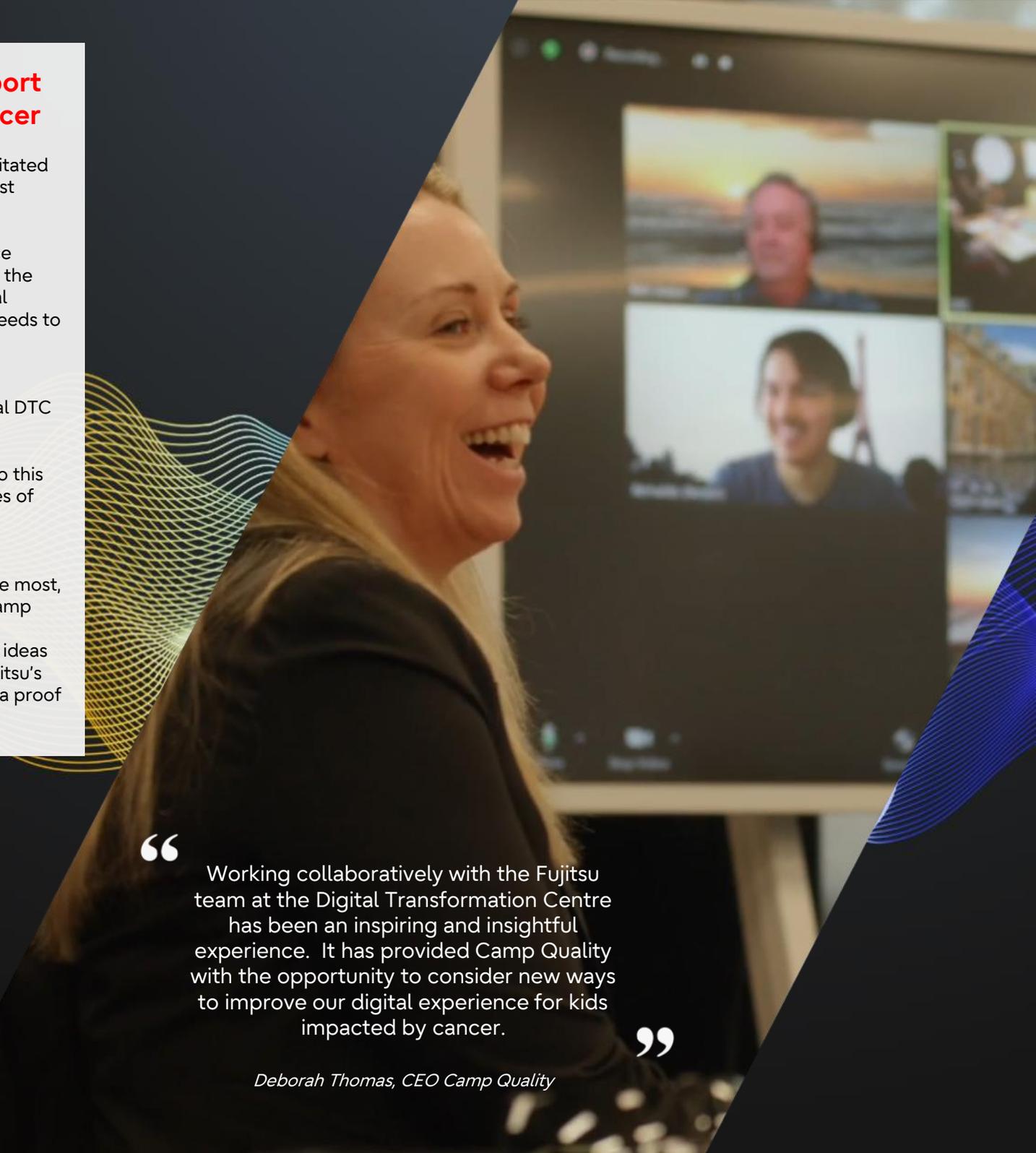
Our hybrid workshop was a success where we visited the challenge in the perspective of those who are impacted the most, focused on the business strategy and success criteria of Camp Quality, and let the ideas flow into developed solutions by creating high-level prototypes and concepts. The range of ideas from this workshop has led to a combined solution that Fujitsu's DX team and Camp Quality will continue to bring to life as a proof of concept.

“

Working collaboratively with the Fujitsu team at the Digital Transformation Centre has been an inspiring and insightful experience. It has provided Camp Quality with the opportunity to consider new ways to improve our digital experience for kids impacted by cancer.

”

Deborah Thomas, CEO Camp Quality



HXD Workshop with the Department of Planning, Industry and Environment

In 2020, a Co-creation workshop was held at the Digital Transformation Centre with the Department of Planning, Industry and Environment (DPIE). Fujitsu has previously worked with the Office of Environment and Heritage, now a part of DPIE, on the Digital Owl project.

DPIE is a NSW government agency that protects and conserves the natural environment. With the 2020 bushfires, they are seeking to improve ways to treat and eradicate Hawkweeds in the Kosciuszko National Park and Monaro region.

Once the challenge was understood, participants in the workshop imagined solutions and wrote down the steps necessary for their initial plan of attack. Ideas were synthesised and organized into milestones to create timelines for success.

Both DPIE and Fujitsu thoroughly enjoyed this workshop, leaving the DTC with greater insight of the problem and a clearer understanding of what must be done for a solution.



Scan to watch a video on our workshop with DPIE

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 workshop 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 workshops usually take half a day and are based around a specific topic that's important to you now and 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. 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.

Contact

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