



Fujitsu Forum 2017 Tokyo

May 18-19 2017

Tokyo International Forum, Yurakucho



Human Centric Innovation

Digital Co-creation

Hosted by:

Fujitsu Limited

Co-hosted by:

Fujitsu Users Association

shaping tomorrow with you

Message from Fujitsu's President

I am very pleased to announce that Fujitsu Forum 2017 will be held in Tokyo on May 18 and 19 this year. Its theme is 'Human Centric Innovation - Digital Co-creation.' Our aim is for our customers to come away from this event with new ideas on how to transform their business and increase their competitiveness.

Digital technology is changing businesses and our lives at a rapid pace. Technologies like artificial intelligence (AI) and the Internet of Things (IoT) are starting to make digital transformation a reality for businesses and society. Centered around data, collaboration beyond the boundaries of sectors, industries, or countries has spread, generating innovative services and business models. In this period of extreme change, digital-based collaboration plays an extremely great role in creating greater value to achieve business growth. Moreover, we believe the desire to make the most of ever-evolving technology for realizing a society where people can live more prosperous and fulfilling lives will become ever more important.

Fujitsu has long been committed to developing technologies for business growth and society's advancement. We have also been cultivating expertise in diverse operations together with our customers in a wide range of sectors throughout the world. By leveraging such experience and knowledge, we will continue to strive to develop and advance key technologies in the digital age, while also making digital transformation a reality and achieving outcomes together with our customers and partner companies. Further, we aim to realize new value through collaborative innovations between technology and people.

Fujitsu Forum 2017 will feature a variety of seminars and demonstrations of co-creation initiatives for digital transformation carried out with customers and Fujitsu's strategic partners. Fujitsu will demonstrate a wide range of latest technologies, from IoT and AI to security and mobility. We will also showcase MetaArc, our digital business platform, which brings together all of these technologies in one place.

Please allow me to extend my personal invitation to you to join us at Fujitsu Forum 2017. I firmly believe that you will gain insights that will help you take your business to new levels.

April 2017

Sincerely,

Tatsuya Tanaka

President
Fujitsu Limited



Fujitsu Forum 2017

Human Centric Innovation Digital Co-creation



As the world becomes more digitized, the pace of new collaboration centered around data is accelerating. Collaboration beyond the boundaries of sectors, industries, and business types has become a great driving force for transforming business and society.

In this keynote, Fujitsu will show how we are co-creating innovations with our customers and partners. We will introduce new advanced technologies, including the MetaArc digital business platform for generating value by connecting people, things, and information. We will also introduce how we realize innovations that contribute to happiness and wellbeing of people through digital co-creation initiatives with customers and partners.

Tatsuya Tanaka

President Fujitsu Limited

Thursday May 18

9:30~10:30

K1-1

Fujitsu's initiatives to drive Digital Co-creation

Today, the world is becoming more connected, which continuously generates new value. Every company is becoming a technology company, as digital technology is increasingly embedded into their core. In this new digital era, it is crucial for organizations to embrace a co-creation approach.

In this keynote, we will show how Fujitsu is driving Digital Co-creation with our customers and strategic partners to deliver transformational outcomes. We will also introduce new advanced technologies to enable them, including our Digital Business Platform MetaArc and IoT, AI, security, and mobile technologies.

Hiroyuki Sakai

Corporate Executive Officer
EVP, Head of Global Marketing
Fujitsu Limited

Thursday May 18

9:30 ~ 10:30

K1-1



Keynotes

Customers, intellectuals, and Fujitsu's partners leading the ICT industry in Japan and overseas will talk about the future environment surrounding business and society and transformation initiatives.





Co-creating the future of business and society

Disruptive visions, enabled by digital technology

Friday May 19 9:30 ~ 11:00

K2-1

Advance of digital technology is changing our everyday lives, industries and society. We need to ask ourselves what kind of future we envision and co-create.

Don Tapscott, one of the world's leading authorities on innovation and the author of international best-selling management books such as Wikinomics, will talk about disruptive visions, including his insights described in his new book, The Blockchain Revolution. Fujitsu's visionary architect will join him to discuss what business leaders should do now to realize a different future.



Don Tapscott
CEO, The Tapscott Group Inc.



Yoshikuni Takashige
VP, Marketing Strategy and Vision
Fujitsu Limited



A Prosperous Future Pioneered by Sports

Thursday May 18 12:30 ~ 13:40

K1-2

A prosperous future will be brought about through sports by the advent of B.LEAGUE, a men's basketball league started on September 22, 2016. We will examine how ICT is used in initiatives to achieve such a society.



Saburo Kawabuchi
Executive Advisor
Japan Basketball Association



Masami Yamamoto
Chairman and Representative Director
Fujitsu Limited

Mizuho's Efforts for Creating Next Generation Financial Services in the Digital Transformation Age

Friday May 19 12:30 ~ 13:30

K2-3

In the financial industry, initiatives for creating new businesses utilizing advanced technology such as fintech are picking up speed. In this session, we will showcase next-generation business models and specific efforts made by Mizuho, which is leading the financial industry's innovation.



Daisuke Yamada
Managing Executive Officer
Mizuho Bank, Ltd. and Mizuho Financial Group, Inc.





Do You Evaluate Female Employees Fairly?

Invisible Barriers That Discourage Career Advancement

Friday May 19 14:30 ~ 15:30

K2-4

It has been one year since the Act on Promotion of Women's Participation and Advancement in the Workplace came into force. Using numerical targets, companies hope to improve their competitiveness by utilizing the power of women. However, a number of barriers for women, such as those inhibiting promotion to managerial positions, still remain. In this session, a broadcaster will lead us in a search on how to remove invisible barriers to women's career advancement. to achieve such a society.



Hiroko Kuniya
Anchor

Fanuc's Concept of Manufacturing in the IoT Age

Friday May 19 16:30 ~ 17:30

K2-5

IoT and AI are increasingly used in a wide range of scenarios in the field of production, including automation and preventive maintenance at plants. Fanuc has been striving to create intelligent industrial robots and improve its plant operating rates. In this session, we will examine case studies on using IoT and AI at Fanuc and assess the prospects for using them at production sites in the future.



Kiyonori Inaba
Executive Managing Officer,
Robot Business Division General Manager,
Fanuc Corporation





Makiko Eda
Vice President
Sales and Marketing
Group President
Intel K.K. (Japan)



Shingo Kagawa
Corporate Executive Officer,
Senior Executive Vice President
Fujitsu Limited

Co-Creation Strategy for Building the Future

New Initiatives by Fujitsu and Intel

Thursday May 18 13:30 ~ 14:30

K1-3

As society has come to use enormous quantities of data thanks to the rapid progress towards IoT, it has become increasingly important for businesses to adopt co-creation strategies instead of going alone. In this session, we will address co-creation initiatives by Fujitsu and Intel.



Akira Sakakibara
CTO,
Microsoft Japan



Motoaki Nishiwaki
Chief Evangelist
Microsoft Japan

Digital Co-creation : Microsoft and Fujitsu Better Together with Customers

AI, IoT, VR, MR, & Workstyle Innovation

Thursday May 18 15:10 ~ 16:10

K1-4

Microsoft and Fujitsu have partnered to assist you in your digital business transformation.

The chief evangelist will introduce case studies on AI, IoT, AR, VR, & Modern Workstyle, which accelerate the pace of digital transformation.



Hiroyuki Sakai
Corporate Executive Officer
EVP, Head of Global Marketing
Fujitsu Limited

How Oracle and Fujitsu are Creating the Future of Cloud Computing

Oracle Cloud from Fujitsu Data Center in Japan

Friday May 19 10:00 ~ 11:00

K2-2

In this session, we will use case studies to mainly examine the advantages of Oracle Cloud, which can be linked to Fujitsu Cloud Service K5, and the Oracle HCM Cloud personnel management service deployed to Fujitsu offices worldwide.

Conference

Focusing on key themes in the world -- the Digital Transformation in society and the economy, Digital Transformation in business, Work style innovation, Technologies supporting Digital Transformation and Open innovation -- industry experts and respected pioneers from particular fields will discuss the latest trends and specific case studies around deployment of technology and solutions.



Digital Transformation in Society and the Economy

Attaining the SDGs in 2030: How Should Companies Get Involved?

Opening Up a Sustainable Society by Co-creation
and Digital Transformation

Friday May 19
16:30 ~ 18:00

C2-6

Companies around the world have started to make efforts to attain the sustainable development goals (SDGs) in 2030. These efforts require considering from the outside what must be done in the world and behavior modification to adopt an outside approach for filling the gaps between the status quo and the goals. We will discuss the co-creation and digital transformation that companies should implement now with their partners toward attaining the SDGs.

Panel Discussion



Tetsuo Kondo
Director
UNDP Representative
Office in Japan



[Moderator]
Kaori Fujita
Senior Producer
Nikkei Ecology & Nikkei BP
Eco Management Forum
Nikkei Business Publications, Inc.



Masao Takahashi
Member of the World Economic Forum
Executive Committee



Fumihiko Imamura
Director of the International Research
Institute of Disaster Science
Tohoku University



Koichiro Tokuoka
Partner / Senior Vice President
Fleishman-Hillard Japan



Nobuhiko Sasaki
Corporate Executive Officer
Fujitsu Limited

Sustainable Community Building through Co-creation

Designing Attractive Communities by
Eliminating Information Gaps with Regional Power

Thursday May 18
15:00 ~ 17:00

C1-6

Consolidating the power of people from the fields of administration, medical care, education, and others is indispensable for building attractive communities. In this session, top leaders in community building from various fields showcase their latest initiatives. We will also discuss how to create communities where people can continue to live happily by joining hands among all types of people in the area.

Presentation



Realization of "A Sustainable Community, Kawasaki, Where People Can Live Happy Lives in Harmony between Growth and Maturity: Creation of a Secure Town People Can Call Home, and Creation of a Powerful Industrial City that Drives Sustainable Growth"

Norihiko Fukuda
Kawasaki Mayor



Designing Community Building for Ikeda City from a Medical Care Perspective
Finding solutions to community issues by eliminating information asymmetry and connecting people, things, and objects

Tomohiro Fujimoto
Manager, Regional Revitalization Promotion Department
Civic Life Division, City of Ikeda



For Community Residents to Continue to Live Secure Lives as They Desire
An initiative for people from diverse occupations to recognize patients' normal and abnormal conditions through an informational series

Michio Ueno
Vice Chairman of the Fukuoka Medical Association
Director of Fukuoka Higashi Medical Center



Building Community through Open Education
Thinking about community building from the viewpoint of open education and open data

Kazuaki Murakami
Professor Emeritus
Kyushu University

Panel Discussion

Norihiko Fukuda
Kawasaki Mayor

Tomohiro Fujimoto
Manager, Regional Revitalization Promotion Department
Civic Life Division, City of Ikeda

Michio Ueno
Vice Chairman of the Fukuoka Medical Association
Director of Fukuoka Higashi Medical Center

Kazuaki Murakami
Professor Emeritus
Kyushu University



[Moderator]
Hiroaki Miyata
Professor, Department of
Health Policy and Management,
School of Medicine, Keio University

Digital Transformation in Business

Now Is the Time to Think Seriously about Manufacturing in the IoT Age

How Should We Respond to Manufacturing Transformation Given the Rise of Smart Products ?

Friday May 19
14:00 ~ 15:30

C2-4

Use of IoT in the manufacturing industry does not merely refer to the realization of "smart factories" as represented by Industry 4.0; it also impacts the business model transformation made possible by "smart products with connectivity functions." We will discuss the future direction as well as highlight case studies on specific initiatives taken by companies.

Panel Discussion



Koichi Asari
Principal Analyst
ITR Corporation



Junichi Azuma
Corporate Executive Officer
Fujitsu Limited



[Moderator]
Yasuhiro Kawai
Director
Cleantech Institute,
Nikkei BP Intelligence Group

*Customers and partners may join in the discussion.

Toward Realizing a Safe, Secure Autonomous Driving Society

Friday May 19
10:00 ~ 11:30

C2-1

As the shape of next-generation mobility, the world is shifting toward autonomous driving with the aim of efficiently using time, energy, and mobility assets as well as reducing the rate of accidents. The realization of autonomous driving requires advanced technologies for recognizing and analyzing all kinds of traffic situations quickly to enable vehicles to drive safely and smoothly. With companies we work together with to realize autonomous driving, in this conference we will discuss about how we can realize next-generation mobility.

Presentation



Fujitsu's Initiatives toward Autonomous Driving

Shikou Kikuta
Corporate Executive Officer
Fujitsu Limited



Configuration Management to Support the Safety and Growth of Individual Vehicles

Chikara Furuichi
Vice President, APJ Global and Strategic Accounts
VMware, Inc.



Denso's Initiatives for Achieving a Quality Mobility Society with No Accidents

Hajime Kumabe
Executive Director
Denso Corporation

Panel Discussion

Shikou Kikuta
Corporate Executive Officer
Fujitsu Limited

Chikara Furuichi
Vice President, APJ Global and Strategic Accounts
VMware, Inc.

Hajime Kumabe
Executive Director
Denso Corporation



[Moderator]
Tetsushi Hayashi
Chief Research Officer
Cleantech Institute
Nikkei Business Publications, Inc.

"Real-time" and "Personalization": The Keys to Evolution

The new customer experience that the Digital Marketing Platform CX360 changes

Thursday May 18
11:20 ~ 12:35

C1-1

The spread both of mobile devices and social networks alongside the diversification of sales channels have drastically changed consumer purchasing behavior. To maintain and strengthen customer engagement, it is necessary to accurately grasp the personality of each customer in order to take real-time actions that precisely address each customer. This conference examines the value provided by the Fujitsu Digital Marketing Platform CX360 and the evolution of marketing based on customer case studies in which Fujitsu co-created innovative data usage with customers.

Presentation



Takehiro Akiba
Director, CRM and Web
Marketing Dept.
Sony Interactive Entertainment Japan Asia



Sachiko Wada
CEO & Founder
Taskaji Inc.



Kotaro Shimizu
Section Manager
Child Educational Sales Department
Benesse Corporation




Masashi Hirayama
Head of the Digital Marketing Business Department,
Innovative IoT Division
Fujitsu Limited

Lunch Session

Digital Transformation in Business

Fintech's Next Direction

Thursday May 18
12:30 ~ 14:00 

C1-3

Research and development on cashless payments, block chains, and other concrete financial service transformations are underway. How should existing financial institutions and other companies in the distribution and service sectors that handle electronic money respond to such transformations? We will discuss this topic in light of the latest news from Silicon Valley.

Panel Discussion



Mitsunobu Okubo

Senior Digital Strategist
Open Innovation Team & IoT BigData Business Team
Digital Innovation Department
Mizuho Financial Group, Inc.
Mizuho Bank, Ltd.



Chie Ito

Head of FINOLAB
FINOVATORS Co-Founder
General Manager
Business Development Department
DX Business Unit
Financial Industry Business Operations
INFORMATION SERVICES INTERNATIONAL-DENTSU,LTD.



Izumi Nagahori

Corporate Senior Vice President,
Fujitsu Research Institute



Yoshinobu Sawano

Research Manager,
Fujitsu Laboratories of America, Inc.




Jun Taguchi

[Moderator]
IT Leaders
Editorial Chief
Impress Corporation

 Lunch Session

How to Successfully Have a Good Digital Journey

What Service Framework for Co-creation Does Fujitsu Advocate ?

Friday May 19
11:50 ~ 13:20 

C2-3

The new effort to implement business development and practices called a "digital journey" implies it is a long journey. How should we prepare for a journey in which we will face unexpected events and various difficulties? We will discuss the feasibility of digital journeys as planned by Fujitsu.

Panel Discussion



Satoshi Uchiyama

Representative Director and Principal Analyst,
ITR Corporation



Kazuo Miyata

Corporate Executive Officer,
Fujitsu Limited



[Moderator]
Jun Taguchi
IT Leaders
Editorial Chief
Impress Corporation

*Customers are scheduled to join the discussion.

Business Model Transformation Brought about by Companies' Digitalization

All changes come from customers

Friday May 19
14:10 ~ 15:40

C2-5

New forms of business are emerging as the world becomes more digitized. While many companies seek ways to free themselves from existing businesses, how should they digitize themselves to secure new revenue sources? We will discuss future business models by examining advanced examples from diverse perspectives.

Presentation



Hiroyuki Sakai

Corporate Executive Officer
EVP, Head of Global Marketing
Fujitsu Limited



The future of digital transformation co-created with Salesforce Ignite

Shinichi Koide

Chairman, President and
Chief Executive Officer,
salesforce.com Co.,Ltd.



Hironobu Mizuno

General Manager,
Offering Promotion Headquarters,
Fujitsu Limited



Koichi Sakai

Assistant Group Publisher
Business Media Group
Nikkei Business Publications, Inc.

Panel Discussion



Chikara Teshima

Vice President,
Japan Alliances & GTM Innovation,
salesforce.com Co.,Ltd.

Hironobu Mizuno
General Manager,
Offering Promotion Headquarters,
Fujitsu Limited

Koichi Sakai
Assistant Group Publisher
Business Media Group
Nikkei Business Publications, Inc.

Work Style Innovation

Technology Supporting Digital Transformation

The Work Style Innovation Fujitsu is Working on Now

Personnel Systems, ICT, and a Change in Consciousness: a Three-part Promotion through Co-creation

Thursday May 18
11:20 ~ 12:50



C1-2

At Fujitsu, we are committed to work style innovation through the combined efforts of our personnel, general affairs, and ICT divisions as well as various other field divisions. Besides Fujitsu's unique initiatives such as co-creation activities, which are particularly instrumental for changing consciousness, we will showcase practical examples, including the Japanese government's work style reform measures and a new work style at Cisco which has been improved through an iterative approach. By examining the differences in approaches and the features common to Cisco and Fujitsu against the backdrop of the two companies' current situations as presented in the case studies, you will gain crucial insights for your own initiatives.

Presentation



Japan's current situation in terms of work style reform and governmental efforts

Yoshiaki Morikawa

Counsellor for Labour Policy Planning;
Assistant to the Director-General for Policy Planning and Evaluation;
Ministry of Health, Labour and Welfare



Workstyle Innovation Journey in Cisco Japan

Shinsuke Takahashi

Managing Director, Japan Partner Business,
Cisco Systems G.K.



Ai Miyakawa

Head of HR, Cisco Systems G.K.



Fujitsu's Work Style Innovation Initiatives
Toward Achieving an Attractive Company
where Diverse Personnel Can Play
an Important Role

Hiroshi Hayashi

Corporate Executive Officer, EVP Head of
Global Human Resources Fujitsu Limited

Marketing Strategy Unit
Brand Design Strategy Division

Lunch Session

Studies of System Development for Prevailing in Competition in the Digital Era Development Environment Considerations for Agile Service Implementation

Friday May 19
16:30 ~ 18:00

C2-7

For system development in the digital business era, having capability to quickly implement services with utilizing the latest technologies is critical. In the light of the trends and visions of digital technology as well as case studies of customers' challenges, we will discuss the effectiveness of the APIs and development environments that Fujitsu provides.

Panel Discussion



Haruo Ishizu

Advisor, Tomoe Corporation



Tomoki Negishi

COO and CMO,
Pacific League Marketing Corporation



Satoshi Uchiyama

Representative Director and Principal Analyst,
ITR Corporation



Kazuo Imada

Corporate Executive Officer,
Fujitsu Limited



[Moderator]

Tomio Kikyobara

Director
ICT Innovation Research Institute
Nikkei Business Publications, Inc.

Future Industries, Markets, and Society Realized with AI

Friday May 19
14:30 ~ 16:00

C1-5

Artificial intelligence, which advanced rapidly in the 2010s thanks to breakthroughs in deep learning, made tremendous progress in 2016 in particular when companies throughout the technology industry released products and services using AI. This trend is expected to further accelerate in 2017 and AI will be deployed in various sectors. What changes will be brought about in business and society by the full-scale spread of AI? We will examine AI usage in practice.

Panel Discussion



Masashi Sugiyama

Director, Riken Center for Advanced Intelligence Project / Professor,
Department of Complexity Science and Engineering,
Graduate School of Frontier Sciences, The University of Tokyo



Yasushi Okuno

Professor, Graduate School of Medicine,
Kyoto University / Visiting Senior Researcher,
Riken Quantitative Biology Center



[Moderator]

Hirotaka Hara

Corporate Executive Officer,
Fujitsu Limited

Technology Supporting Digital Transformation

Open Innovation

Co-creation among Industry, Academia, and the Government: How to Realize Cyber Security for Critical Infrastructure

Thursday May 18
14:20 ~ 15:50

C1-4

Under the Cabinet Office's leadership, Japan's national project, the "Strategic Innovation Promotion Program(SIP)," is underway through co-creation among industry, academia, and government to achieve important science and technology innovations that are essential to strengthen Japan's economic and industrial competitiveness. We will showcase the research and development activities that have resulted from co-creation to provide cyber security for critical infrastructure that the SIP aims to build as well as Fujitsu's role in this program.

Presentation



Taishu Ohta

Evangelist,
Cyber Security Business Strategy Unit,
Fujitsu Limited



What the Cabinet Office's Strategic Innovation Promotion Program Aims to Achieve
Ensuring cyber security for critical infrastructure

Atsuhiko Goto

Program Director for SIP, Cabinet Office,
Government of Japan President and Professor,
Institute of Information Security



Challenges faced by NTT to ensure cyber security for critical infrastructure
Challenging core technology development based on the cyber security risks of the future

Kazuhiko Okubo

Vice President,
Head of NTT Secure Platform Laboratories



Fujitsu's initiatives for providing cyber security for critical infrastructure
Security technologies that address the trends of high-speed/high-capacity and virtualization

Masaaki Kato

Senior Director, Network Solutions Business Unit,
Fujitsu Limited

Toward Active Use of Cloud Computing: Cloud Native Computing and Future Systems

Thursday May 18
16:00 ~ 17:30

C1-7

With the true advent of the cloud native era, the way systems are built has begun to change dramatically. It will soon be possible to implement applications on existing PaaS environments and to develop sophisticated functions quickly by calling SaaS service APIs instead of building systems on a server from scratch. In this conference, we will touch upon new system building trends and showcase a new way of building systems with Fujitsu Cloud Service K5.

Presentation



How to create strategic apps
A new best practice for system building

Tomohiko Hoshino

Senior Fellow
ICT Innovation Research Institute
Nikkei Business Publications, Inc.



Introducing the K5 service for cloud native development

Masahiro Ohta

Head of the Digital Business Platform Division
Fujitsu Limited

*Customers and partners may join in the discussion.

Searching for New Forms of Business Management

Requirements for Success in Open Innovation

Friday May 19
11:15 ~ 12:45

C2-2

Venture businesses and the use of talented personnel have been gaining attention to quickly develop products and services that are not extensions of existing businesses. In this presentation, while referencing case studies from Fujitsu, leaders from various fields will provide insights on points for large businesses to achieve co-creation through open innovation.

< Panel Discussion >



Go Takizawa

Director, Information Service Industry Division,
Commerce and Information Policy Bureau, METI



Akie Iriyama

Associate Professor, Waseda Business School
(Graduate School of Business and Finance)



Hiroyuki Sakai

Corporate Executive Officer,
Fujitsu Limited

< Moderator >



Mitsuru Takamatsu

President & CEO, Quantum Inc.

Lunch Session

Seminar

We will introduce Fujitsu's solutions and problem-solving initiatives that support customers' various challenges and new ways of using ICT, focusing on our customers' specific deployment case studies.

Security

User Behavior Analysis Needed for Security by Design

As cloud and mobile become increasingly used in the business world, it has become difficult to protect companies with conventional network security, and users themselves are becoming the boundary lines of security. In this seminar, we will showcase a new cyber security platform for analyzing user behavior while ensuring privacy.



Mohan Koo
Co-Founder & CTO, Dtex Systems

S11-1

Thursday May 18
11:00 ~ 11:50

Life

Using IoT to Ensure Safe and Secure Living of Residents

As the population ages and fewer babies are born, there is a growing need to provide new value to residents. In this seminar, we will showcase our initiatives for creating living space that provides new value, which contributes to ensuring safety and security such as monitoring and home life support using IoT, with a focus on case studies.

Daryl Arnold
Chairman, ConnectedLife Pte Ltd.
Fujitsu Limited

S25-2

Friday May 19
16:10 ~ 17:00

Bus Tour

For your digital transformation

Digital Co-creation Space & ICT Experience Tour

Embracing the concept of open innovation, Fujitsu promotes ideas for customers' speedy business innovation. At this year's Fujitsu Forum, we offer programs to visit the Co-creation Space, where digital transformation begins. Our tour destination is the FUJITSU Digital Transformation Center, where ideas for business innovation are created. We hope to see you on the tour.

Shuttle Bus Route

Shuttle bus goes to and from each venue.

< To/From >
Fujitsu Forum
(Yurakucho)



FUJITSU
Digital Transformation Center
(Hamamatsucho)



FUJITSU Digital Transformation Center (DTC)

DTC tour

FUJITSU Digital Transformation Center (Hamamatsucho, Tokyo) is a co-creation space that supports digital transformation. In the various studios, you can take part in workshops while gaining hands-on experience with the latest ICT.

Thursday May 18
15:00 ~ 16:45

T1-10



Human Centric Innovation

Digital Co-creation

As seen in services using digital technology, business structures are changing. Cross-job, cross-industry, and cross-border collaboration is rapidly expanding. Fujitsu aspires to realize business collaboration across work types and styles by making the most of the expertise, experience, and knowledge it has accumulated over many years in various business fields. By doing so, Fujitsu will promote the formation of new ecosystems and contribute to the sustainable growth of customers' businesses. Here, Fujitsu will introduce digital transformation, which it will achieve with its customers and partners, as well as introduce Fujitsu's ICT to support such digital transformation.

Digital Co-creation for New Business and Society

Digital transformation dramatically changes businesses by incorporating the latest digital technologies and generating new customer value. It enables companies and industries to engage in the valuable experience of connecting to each other, and in the future the value of such experience will increase further. Digital transformation is already underway in many places, and Fujitsu will introduce its concept using examples of co-creation with customers, partners, and venture capital firms.



Human Centric Innovation Digital Co-creation

MetaArc for supporting Digital Transformation

MetaArc is a digital business platform created using the latest ICT and know-how Fujitsu has accumulated together with its customers. MetaArc offers cloud, mobile, IoT, AI, and managed service features that connect the services of customers, partners, and venture capital firms. Fujitsu contributes to generating new value with MetaArc by supporting the launch of new businesses and the optimization of existing systems. Witness the demonstration of MetaArc and Zinrai, the Fujitsu technologies that will help you achieve your digital transformation.

■ AI ■ Hybrid IT ■ IoT ■ Security ■ Digital Marketing

「Zinrai」 Fujitsu AI for speeding up digital transformation

Fujitsu considers AI to be the core technology accelerating digital transformation. Based on this idea, it has been promoting development of AI technologies. Fujitsu will introduce the Zinrai Platform Service, which provides practical AI functions through an API, and other leading edge technology to advance the digital transformation using practical case studies.



FUJITSU App

Enjoy Fujitsu Forum More with the App!



[Sample]

■ The latest updates on Fujitsu Forum 2017

Those who complete early registration through FUJITSU App will receive money-saving tips and other timely information before the event as well as seminar information once they arrive at the venue.

■ VR experience at the Exhibition hall

See the items on display and Fujitsu's projects in VR. Use your smartphone to experience VR, which makes the exhibition more fun, user-friendly, and easier to understand.

■ Inter-device direct communication technology "fipick"

At the Fujitsu Forum venue, you will receive seminar and exhibition information through "fipick," a technology that realizes speedy infrastructure-free communication.

Available from
Wednesday, April 5
Install FUJITSU App here.



Android



iOS

※ For current FUJITSU App users : Please update the app to receive Fujitsu Forum 2017 information.

Thursday May 18 Day1 Timetable

 Lunch Session

Keynotes

9:30	Human Centric Innovation Digital Co-creation	 Tatsuya Tanaka President Fujitsu Limited	 Hiroyuki Sakai Corporate Executive Officer EVP, Head of Global Marketing Fujitsu Limited	K1-1	
10:30					
12:30	A Prosperous Future Pioneered by Sports	 Saburo Kawabuchi Executive Advisor Japan Basketball Association	 Masami Yamamoto Chairman and Representative Director Fujitsu Limited	K1-2	
13:30	Co-Creation Strategy for Building the Future New Initiatives by Fujitsu and Intel	 Makiko Eda Vice President Sales and Marketing Group President Intel K.K. (Japan)	 Shingo Kagawa Corporate Executive Officer, Senior Executive Vice President Fujitsu Limited	K1-3	
13:40					
15:10	Digital Co-creation : Microsoft and Fujitsu Better Together with Customers AI, IoT, VR, MR, & Workstyle Innovation	 Akira Sakakibara CTO, Microsoft Japan	 Motoaki Nishiwaki Chief Evangelist Microsoft Japan	 Hiroyuki Sakai Corporate Executive Officer EVP, Head of Global Marketing Fujitsu Limited	K1-4
16:10					

Conference

11:20	"Real-time" and "Personalization": The Keys to Evolution	 Takehiro Akiba Director, CRM and Web Marketing Dept. Sony Interactive Entertainment Japan Asia	 Sachiko Wada CEO & Founder Taskaji Inc.	 Kotaro Shimizu Section Manager Child Educational Sales Department Benesse Corporation	 Masashi Hirayama Head of the Digital Marketing Business Department, Innovative IoT Division Fujitsu Limited	C1-1	
12:35							
12:30	Fintech's Next Direction	 Mitsunobu Okubo Senior Digital Strategist Open Innovation Team & IoT BigData Business Team Digital Innovation Department Mizuho Financial Group, Inc. Mizuho Bank, Ltd.	 Chie Ito Head of FINOLAB FINOVATORS Co-Founder General Manager Business Development Department DX Business Unit Financial Industry Business Operations INFORMATION SERVICES INTERNATIONAL-DENTSU,LTD.	 Izumi Nagahori Corporate Senior Vice President, Fujitsu Research Institute	 Yoshinobu Sawano Research Manager, Fujitsu Laboratories of America, Inc.	 Jun Taguchi [Moderator] IT Leaders' Editorial Chief Impress Corporation	C1-3
14:00							
14:30	Future Industries, Markets, and Society Realized with AI	 Masashi Sugiyama Director, Riken Center for Advanced Intelligence Project / Professor, Department of Complexity Science and Engineering, Graduate School of Frontier Sciences, The University of Tokyo	 Yasushi Okuno Professor, Graduate School of Medicine, Kyoto University / Visiting Senior Researcher, Riken Quantitative Biology Center	 Hiroataka Hara [Moderator] Corporate Executive Officer, Fujitsu Limited		C1-5	
16:00							
16:00	Toward Active Use of Cloud Computing: Cloud Native Computing and Future Systems	 Tomohiko Hoshino Senior Fellow ICT Innovation Research Institute Nikkei Business Publications, Inc.	 Masahiro Ohta Head of the Digital Business Platform Division Fujitsu Limited			C1-7	
17:30							
						*Customers and partners may join in the discussion.	
11:20	The Work Style Transformation Fujitsu is Working on Now	 Yoshiki Morikawa Counselor for Labour Policy Planning; Assistant to the Director-General for Policy Planning and Evaluation; Ministry of Health, Labour and Welfare	 Shinsuke Takahashi Managing Director, Japan Partner Business, Cisco Systems G.K.	 Ai Miyakawa Head of HR, Cisco Systems G.K.	 Hiroshi Hayashi Corporate Executive Officer, EVP Head of Global Human Resources Fujitsu Limited		C1-2
12:50							
14:20	Co-creation among Industry, Academia, and the Government : How to Realize Cyber Security for Critical Infrastructure	 Taishu Ohta Evangelist, Cyber Security Business Strategy Unit, Fujitsu Limited	 Atsuhiko Goto Program Director for SIP, Cabinet Office, Government of Japan President and Professor, Institute of Information Security	 Kazuhiro Okubo Vice President, Head of NTT Secure Platform Laboratories	 Masaaki Kato Senior Director, Network Solutions Business Unit, Fujitsu Limited	C1-4	
15:50							
15:00	Sustainable Community Building through Co-creation	 Norihiro Fukuda Kawasaki Mayor	 Tomohiro Fujimoto Manager, Regional Revitalization Promotion Department Civic Life Division, City of Ikeda	 Michio Ueno Vice Chairman of the Fukuoka Medical Association Director of Fukuoka Higashi Medical Center	 Kazuaki Murakami Professor Emeritus Kyushu University	 Hiroaki Miyata [Moderator] Professor, Department of Health Policy and Management, School of Medicine, Keio University	C1-6
17:00							

Seminar

11:00	User Behavior Analysis Needed for Security by Design	S11-1
11:50	Mohan Koo Dtex Systems CO-FOUNDER & CTO.	


Bus Tour

15:00	DTC tour	T11-10
16:45		


Keynotes

9:30 **Co-creating the future of business and society** **K2-1**
Disruptive visions, enabled by digital technology

11:00



Don Tapscott
CEO,
The Tapscott Group Inc.



Yoshikuni Takashige
VP, Marketing Strategy and Vision
Fujitsu Limited

12:30 **Mizuho's Efforts for Creating Next Generation Financial Services in the Digital Transformation Age** **K2-3**

13:30



Daisuke Yamada
Managing Executive Officer
Mizuho Bank, Ltd. and Mizuho Financial Group, Inc.

16:30 **Fanuc's Concept of Manufacturing in the IoT Age** **K2-5**


17:30




Kiyonori Inaba
Executive Managing Officer,
Robot Business Division General Manager,
Fanuc Corporation

10:00 **How Oracle and Fujitsu are Creating the Future of Cloud Computing** **K2-2**
Oracle Cloud from Fujitsu Data Center in Japan

11:00




Hiroshige Sugihara
Senior Vice President Oracle Corporation
Representative Executive Officer
President & CEO
Oracle Corporation Japan



Shingo Kagawa
Corporate Executive Officer,
Senior Executive Vice President
Fujitsu Limited

14:30 **Do You Evaluate Female Employees Fairly?** **K2-4**
Invisible Barriers That Discourage Career Advancement

15:30



Hiroko Kuniya
Anchor

Conference

10:00 **Toward Realizing a Safe, Secure Autonomous Driving Society** **C2-1**

11:30

Shikou Kikuta
Corporate Executive Officer
Fujitsu Limited

Hajime Kumabe
Executive Director
Denso Corporation

Chikara Furuichi
Vice President, APJ Global and Strategic Accounts
VMware, Inc.

Tetsushi Hayashi
[Moderator]
Chief Research Officer
Cleantech Institute
Nikkei Business Publications, Inc.

11:50 **How to Successfully Have a Good Digital Journey** **C2-3**
What Service Framework for Co-creation Does Fujitsu Advocate ?

13:20

Satoshi Uchiyama
Representative Director and
Principal Analyst,
ITR Corporation

Kazuo Miyata
Corporate Executive Officer,
Fujitsu Limited

Jun Taguchi
[Moderator]
IT Leaders Editorial Chief
Impress Corporation

*Customers are scheduled to join the discussion.

14:10 **Business Model Transformation Brought about by Companies' Digitalization** **C2-5**
All changes come from customers

15:40

Hiroyuki Sakai
Corporate Executive Officer
EVP, Head of Global Marketing
Fujitsu Limited

Koichi Sakai
Assistant Group Publisher
Business Media Group
Nikkei Business Publications, Inc.

Shinichi Koide
Chairman, President and
Chief Executive Officer,
salesforce.com Co., Ltd.

Chikara Teshima
Vice President, Japan Alliances & GTM Innovation,
salesforce.com Co., Ltd.

Hironobu Mizuno
General Manager,
Offering Promotion Headquarters,
Fujitsu Limited

16:30 **Studies of System Development for Prevailing in Competition in the Digital Era** **C2-7**
Development Environment Considerations for Agile Service Implementation

18:00

Haruo Ishizu
Advisor, Tomoe Corporation

Satoshi Uchiyama
Representative Director and
Principal Analyst,
ITR Corporation

Tomoki Negishi
COO and CMO,
Pacific League Marketing Corporation

Kazuo Imada
Corporate Executive Officer,
Fujitsu Limited

Tomio Kikyobara
[Moderator]
Director, ICT Innovation Research Institute
Nikkei Business Publications, Inc.

11:15 **Searching for New Forms of Business Management** **C2-2**
Requirements for Success in Open Innovation Open Innovation

12:45

Go Takizawa
Director, Information Service Industry Division,
Commerce and Information Policy Bureau, METI

Hiroyuki Sakai
Corporate Executive Officer,
Fujitsu Limited

Akie Iriyama
Associate Professor, Waseda Business School
(Graduate School of Business and Finance)

Mitsuru Takamatsu
President & CEO,
Quantum Inc.

14:00 **Now Is the Time to Think Seriously about Manufacturing in the IoT Age** **C2-4**
How Should We Respond to Manufacturing Transformation Given the Rise of Smart Products ?

15:30

Koichi Asari
Principal Analyst
ITR Corporation

Junichi Azuma
Corporate Executive Officer
Fujitsu Limited

Yasuhiro Kawai
[Moderator]
Director Cleantech Institute,
Nikkei BP Intelligence Group

*Customers are scheduled to join the discussion.

16:30 **Attaining the SDGs in 2030: How Should Companies Get Involved ?** **C2-6**
Opening Up a Sustainable Society by Co-creation and Digital Transformation

18:00

Tetsuo Kondo
Director
UNDP Representative
Office in Japan

Koichiro Tokuoka
Partner / Senior Vice President
Fleishman-Hillard Japan

Masao Takahashi
Member of the
World Economic Forum
Executive Committee

Nobuhiko Sasaki
Corporate Executive Officer
Fujitsu Limited

Fumihiko Imamura
Director of the International Research
Institute of Disaster Science
Tohoku University

Kaori Fujita
[Moderator]
Senior Producer
Nikkei Ecology & Nikkei BP Eco Management Forum
Nikkei Business Publications, Inc.

Seminar

16:10 **Using IoT to Ensure Safe and Secure Living of Residents**

17:00



Daryl Arnold
Chairman, ConnectedLife Pte Ltd.
Fujitsu Limited

S25-2

Digital Business Platform MetaArc

MetaArc, Fujitsu's digital business platform, helps to start new businesses and to optimize existing systems through co-creation between the latest digital technology and customers/partners.

◀ MetaArc Usage ▶



Digital transformation of industries and business operations



ICT optimization through the use of hybrid IT

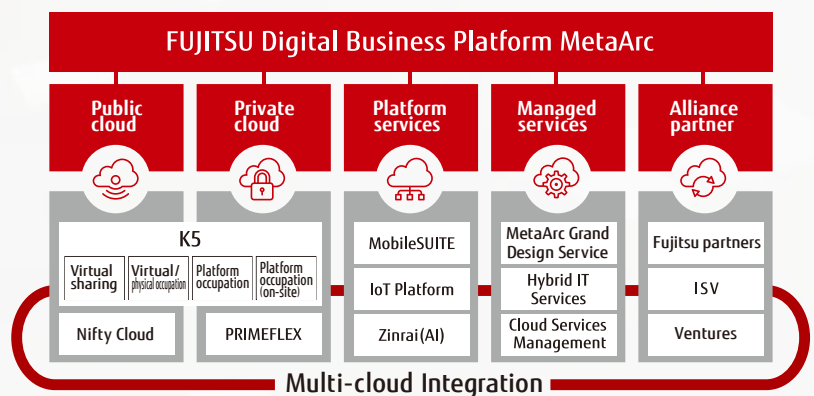


Work style innovation



Security optimization

Today, digital technologies are used in all business areas to accelerate digital transformation and ICT optimization for customers. By combining the wealth of know-how acquired over the years with our customers, MetaArc provides total services, including cloud, mobile, IoT, AI, and managed services. Furthermore, by connecting customers' systems with Fujitsu's and our partners' services, MetaArc supports business creation and work style innovation.



MetaArc: Fujitsu's commitment

The platform was named MetaArc, which combines "Meta," a Greek word meaning "beyond," and "Arc," which "connects" things together. This name represents our commitment to realizing digital transformation with customers by connecting people, things, and information beyond the framework of organizations, companies, and industries.

Access Map



JR

1 minute walk from the International Forum Exit at Yurakucho Station

Subway

1 minute walk from Yurakucho Station, Yurakucho Line
(Connected by B1 concourse with [Exit D5])

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