

Fujitsu Forum  
2018  
Tokyo



Human Centric Innovation

Co-creation  
for Success

May 17-18 2018

Tokyo International Forum, Yurakucho

Hosted by:

**Fujitsu Limited**

Co-hosted by:

**Fujitsu Users Association**

shaping tomorrow with you



# Fujitsu Forum 2018

# To Our Valued Customers

I am very pleased to announce that Fujitsu Forum 2018 will be held in Tokyo on May 16-18 this year.

This year's theme is Human Centric Innovation- Co-creation for Success, which emphasizes Fujitsu's strong desire to work with you to achieve success in your business digital transformation.

Fujitsu is actively engaged in a number of co-creation initiatives with customers and partners. This is because, in this era where digital technology is rapidly changing business and our lifestyles, we believe it is vital that we collaborate beyond the boundaries of industries, and create value together, benefiting from our diverse backgrounds, rather than pursuing our own path.

We are creating business innovation using technologies such as AI, IoT and big data to connect the knowledge of different business sectors. In fact, using such ecosystems is the key to solving many of the various social challenges facing the world now, such as food, energy, healthcare and urban issues. Fujitsu has the leading and unique technologies needed for addressing these issues shared by humanity.

Using our leading edge AI and IoT technologies, we are seeing real results in many fields, such as greatly improved efficiencies and product quality in manufacturing. At Fujitsu Forum 2018, we will introduce benefits gained from our co-creation with customers and the key factors for the success of the projects, through a wide range of customer case studies.

Please allow me to extend my personal invitation to you to join us at Fujitsu Forum 2018.  
I firmly believe that you will gain insights to help you take your business to new levels.

April 2018

Sincerely,

**Tatsuya Tanaka** President  
Fujitsu Limited



Human Centric Innovation

# Co-creation for Success

As the digital revolution advances, technologies such as AI and IoT are helping business to innovate, and the effects have begun to be seen in a wide range of areas with real results. As the world becomes more digitalized, Fujitsu continues to pursue technologies and co-create value with customers to achieve business success. In this keynote, we will show how Fujitsu is realizing innovation that contributes to a prosperous future by introducing a wide range of results and key factors for success from various customer case studies.

# Keynotes

Thursday May 17

9:00 ~ 9:50

K1-1

President and Representative Director  
Fujitsu Limited

Tatsuya Tanaka



Corporate Executive Officer  
Fujitsu Limited

Yoshiteru Yamada

Thought leaders from Japan and overseas standing at the forefront of the world will investigate the future environment surrounding business and society and transformation initiatives.

## Leveraging open innovation to transform business

### Approach for achieving success in the digital era

Thursday May 17  
13:10~14:40

F1-1



Open innovation does not just generate technological innovation. It is an approach for transforming business by co-creating new services using an even wider ecosystem. However, putting this approach into practice is not easy, because open innovation requires a transformation of internal processes and people's mindset. In this lecture, Professor Henry Chesbrough, the founder of open innovation, will introduce an open innovation strategy that helps companies grow, with reference to business case studies. Then, he will discuss with Fujitsu's visionary architect about how to lead co-creation to success.



## Henry Chesbrough

Haas School of Business, University of California Berkeley

## Yoshikuni Takashige

VP, Marketing Strategy Unit Fujitsu Limited

Professor Henry Chesbrough is the first economist who advocated the concept, "open innovation," one of the most influential theories in the modern business world.

After spreading the term worldwide first with his book titled, *Open Innovation*, which has received a number of awards, he further developed the concept in *Open Business Models* and *Open Services Innovation*. Professor Chesbrough was awarded IRI Medal in 2017 from the Industrial Research Institute for his contribution to technology innovation and has been awarded two honorary doctorates.

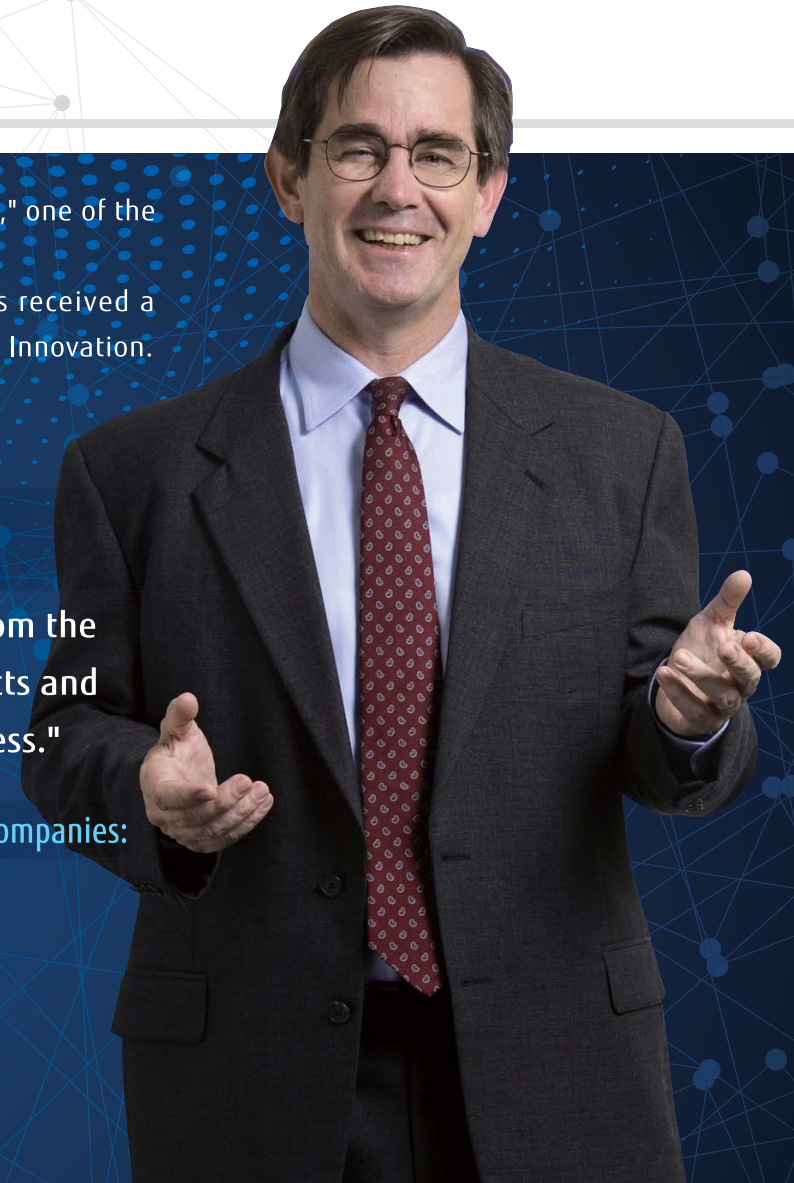
## What is open services innovation ?

Professor Henry Chesbrough expressed the strategy for companies to escape from the commodity trap as follows: "Open services innovation delivers excellent products and services to customers and provides an excellent economy for conducting business."

Professor Chesbrough advocates the following four basic concepts in a scenario for successful companies:

1. Think of your business as a service business
2. Invite customers to co-create innovation with you
3. Use open innovation to accelerate and deepen service innovation
4. Transform your business model with open services innovation

Note: An excerpt from *Open Services Innovation* (2011) by Henry Chesbrough



Thursday May 17

11:00 ~ 12:10

F1-2

## New future opened by Digital Annealer

"Digital Annealer" is a totally new, unique computational architecture inspired by quantum phenomena that was developed jointly by Fujitsu Laboratories Ltd. and the University of Toronto. In this session, we invite Professor Sheikholeslami who is in charge of development at the University of Toronto to present the details of joint research over about 20 years, and then CEO of 1QB Information Technologies Inc. in Canada, which is the only company in the world successfully commercializing software for quantum computing, joins us to discuss initiatives and business development toward commercializing Digital Annealer and how it can contribute to customer's business transformation or new business.



Ali Sheikholeslami

Professor, Department of Electrical and  
Computer Engineering, University of Toronto



Andrew Fursman

CEO, 1QB Information Technologies Inc.



Takeshi Horie

Director, Fujitsu Laboratories Ltd.



## < The University of Toronto >



The University of Toronto is an internationally recognized as a leading research university in the fields of quantum computing and AI. The university was ranked 10th in the Computer Science & Information Systems subject and 34th in the Engineering and Technology subject in QS (Quacquarelli Symonds Ltd.) World University Rankings by Subject last year, and also ranked 13th in the Computer Science & Engineering subject in the Academic Ranking of World Universities published by the Shanghai Ranking Consultancy. The University of Toronto has world-class researchers in the fields of healthcare, biology, financing and security and is aggressively working on applying industrial technologies to the real world.



Fujitsu Laboratory has concluded a new partnership agreement with the University of Toronto and established a new research base in Toronto for bolstering research and development activities on innovative computing technologies centered on quantum computing.



## < 1QB Information Technologies Inc. >

The world's only one vendor commercializing software for quantum computing. The company is headquartered in Vancouver, Canada, and consists of mathematicians, physicists, chemists, software developers and quantum computing experts. In 2015, 1QB Information Technologies received the Technology Pioneer Award at the World Economic Forum.



## Innovation projects supporting digital transformation in France

Friday May 18

14:30 ~ 15:30

F2-1

Under the strong leadership of the government, France has been working on the creation of new industries with academia serving as the technology hub. In addition to conducting research activities, the academia has been proactively applying research results to industry as well as forming an ecosystem for supporting young entrepreneurs. Inria (Institut National de Recherche en Informatique et en Automatique) is a leading research institution in the country and has created many startups serving as an incubator of new industries. In this session, people from Inria will discuss how academia contributes to creating new businesses in France through open innovation—which has been difficult to achieve successful results in Japan—with successful cases.



Bertrand Braunschweig

Director of the Inria Saclay



Frederic Chazal

Inria research center of Saclay senior research scientist and DataShape project team leader



Hirotaka Hara

Corporate Executive Officer, Fujitsu Limited

## < About joint research between INRIA and Fujitsu >

Fujitsu launched a joint research project in the area of AI with Institut National de Recherche en Informatique et en Automatique (INRIA), a research institution in France, in 2017. The research combines our technology with the scientific approach of INRIA to study new machine learning, especially the analysis of IoT data, which is taking on the challenge of existing machine learning, based on the cutting-edge mathematics and computer science. We will contribute to the area of AI by quickly applying results obtained through this joint research to Fujitsu's Human Centric AI Zinrai.



© Inria / Photo C. Tourniaire



### **INRIA : Institut National de Recherche en Informatique et en Automatique**

and the Ministry of Economy, Finance and Industry established in 1979 as France's central research institute in the area of information and control. It is a large-scale research institute with eight research facilities in France and more than 3,000 employees focusing on diverse areas, from network systems and image data processing to automatic control, simulation, and through to virtual reality.

## Discussion: Assoc. Prof. Yoichi Ochiai, Ph.D., and Fujitsu's Chief Evangelist, Iwao Nakayama

A "Corporate Revitalization Strategy" Created by Technology

Thursday May 17

15:30 ~ 16:30

F1-3



Dr. Yoichi Ochiai is a media artist and associate professor who has described how Japan should seek to rebuild the country beyond the existing framework from the perspective of a researcher and scientist in his book entitled *Nihon Saiko Senryaku* ("Japan Revitalization Strategy," Gentosha Literary Publication), which became a major hit. Besides technology, his book discusses strategies for rebuilding Japan that adopt a wide range of approaches, from politics, economics, diplomacy, and education to leadership. In this session, we will discuss what changes companies must make in today's environment, where Japan must make a major transformation, under the themes of "using technology," "work styles," "how organizations and companies should be," and other topics focused on "corporate revitalization" rather than "Japan's revitalization."



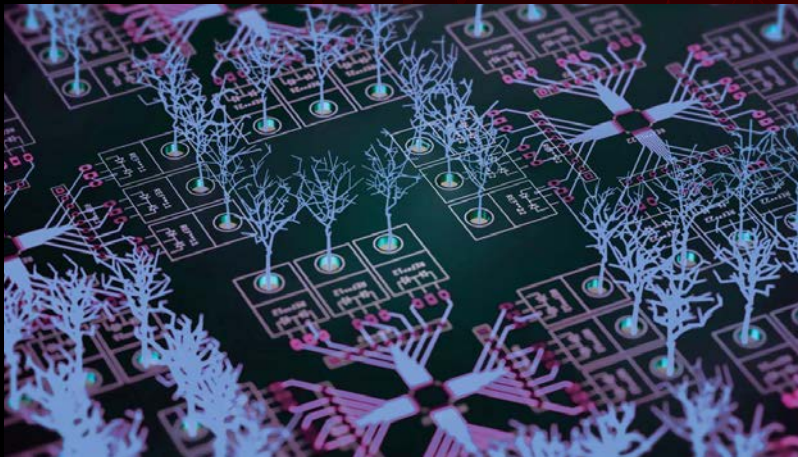
### Youichi Ochiai

Media Artist, Ph.D. (Applied Computer Science)  
CEO of Pixie Dust Technologies, Inc.  
Associate Professor and Advisor to the President, University of Tsukuba

### Iwao Nakayama

Chief Evangelist, Global Marketing Group Corporate Executive Officer, Fujitsu Limited.

## "Digital Nature offers diverse choices between humans and machines as well as between the material and the virtual"



\* The image is for illustrative purposes only.

The Digital Nature Group led by Associate Professor Yoichi Ochiai envisions the advent of "digital nature" ahead of ubiquitous computing. Digital nature considers that the future may take more diverse forms besides an industrialized society between humans and machines as well as between the material world and the virtual world. This research group aims to create new cultural value for humans, computers, and nature by envisioning a variety of choices brought about between the material and the virtual through applying computers and then by attempting to solve various issues in industry, science, and art by implementing such choices based on a computer science approach.

Source: Website of the Digital Nature Group at Tsukuba University



## Fujitsu and SDGs —An eye toward achieving global goals—

Friday May 18  
16:20 ~ 17:20

F2-2



The SDGs (Sustainable Development Goals) that were adopted by the United Nations in September 2015 expect the private sector to demonstrate its creativity and innovations for resolving issues toward achieving the goals. Fujitsu, which has been striving to resolve social challenges through the use of human-centric technology, is aiming to contribute to changing the world profoundly by recognizing the SDGs, the world's common language, as its own goals. In this session, we will invite Helen Elizabeth Clark, who was actively involved in the activities of the United Nations Development Programme (UNDP) as the first female Administrator of the Programme for eight years since 2009, and ask her how technologies should be used to cope with global challenges and her expectations for innovations by private companies, using the global database for disaster statistics that is being developed through collaboration between the UNDP, Tohoku University and Fujitsu as an example.



### Helen Elizabeth Clark

Former prime minister of New Zealand and former administrator  
of the United Nations Development Programme (UNDP)

### Nobuhiko Sasaki

Corporate Executive Officer and Vice Chairman, Fujitsu Limited

## Helen Elizabeth Clark

Helen Elizabeth Clark served as the prime minister of New Zealand for three terms or about nine years from 1999 to 2008 and contributed to developing and advocating policy in a wide range of fields, including international, economic, social, and cultural fields. While leading New Zealand's economic growth, she invested heavily in education, public health and welfare as well as worked on reaching a settlement with indigenous people and developing a comprehensive multi-cultural and multi-religious society on a priority basis. After being appointed as the first female administrator of the United Nations Development Programme (UNDP) in April 2009, she demonstrated strong leadership to lead the UNDP for two terms or about eight years in developing countries around the world, building peace, and visiting sites for emergency response under her strong leadership. She also promoted transparency in development and the organization and had continued to reform the UNDP organization by causing the ratio of male employees to female employees to be almost 50% and making other efforts until retirement in April 2017.

Ms. Clark received Grand Cordon of the Order of the Rising Sun in December of the same year for her contribution in strengthening the relationship between Japan and the UNDP by having visited Japan 16 times during her tenure as an administrator as well as for her long years contributing to strengthening the Japan-New Zealand relationship, friendship and goodwill.



# Conference



Focusing on key themes in the world—the digitalization of society and the economy, digitalization in business, work style innovation, and human development—experts and respected pioneers from various fields will discuss the latest trends and details of successful cases with respect to deployment of technology and solutions.

# Conference

## The Digitalization of Society and the Economy

### Taking on the Challenge of Innovative Management

Creating Business through Open Innovation

Thursday  
May 17 11:20~12:50  Lunch Session 

In Japan, more and more companies are committing to creating new business through open innovation, and these efforts are producing concrete outcomes. In this session, we will introduce the details of Fujitsu's cases of business creation together with ventures Fujitsu has carried out in collaboration with partners in order to discuss how to manage companies in a way that continues to generate innovation.

#### Lecturers



CEO  
Mirai Translate, Inc.  
Minoru Eto



Executive Managing Director, Japan Innovation Network  
Senior Innovation Advisor to the United Nations  
Development Programme (UNDP)  
Naohiro Nishiguchi




President and Producer  
HEART CATCH Inc.  
Mariko Nishimura



Chief Evangelist, Global Marketing  
Group Corporate Executive Officer,  
Fujitsu Limited  
Iwao Nakayama

### Co-Thinking and Co-Creating

Digital Innovators' CivicTech<sup>\*1</sup> Initiatives

Thursday  
May 17 17:30~19:00 

Why are more and more IT vendors now committing to a corporate fellowship program<sup>\*2</sup>? In this session, we discuss the aims and expectations of IT vendors to have relationships with the community and other companies. We also cover future challenges and solutions while referring to companies' specific initiatives.

#### Lecturers

\*Customers may participate in the discussion.



Representative Director  
Code for Japan  
Haruyuki Seki



Service Designer Office  
Digital Innovator Promotion Division,  
Digital Transformation Business Unit  
Fujitsu Limited  
Mariko Nakai

Business Producer Office  
Digital Innovator Promotion Division  
Digital Transformation Business Unit  
Fujitsu Limited  
Ryuichi Enami

\*Other discussion panelists will be announced later.



## The Digitalization of Society and the Economy

### Community Building for the Era When Everyone Lives to Age 100

To Live Healthy,  
Happy Lives at All Ages

Friday  
May 18 13:30~15:00

C24-1

It is said that children who were born in Japan in 2007 may live to be 107 years old with a 50% probability. In this session, we invite leading experts from the fields of government, medical care, and education to discuss how to create local communities where people of all ages can live happy, long lives in an era in which everyone lives to be 100. We also talk about the future of co-creation.

#### Lecturers



Assistant Vice Minister, Minister's Secretariat  
(In Charge of Local Administration)  
Ministry of Internal Affairs and Communications, Japan  
**Toshihiro Shinohara**



Saitama City Mayor  
**Hayato Shimizu**



Professor of the Graduate School of Economics  
The University of Tokyo  
**Noriyuki Yanagawa**



Executive Diagnosis Manager  
National Hospital Organization  
Nagasaki Kawatana Medical Center  
**Hironori Kimura**

### Fujitsu's Virtual Reality Presents New Possibilities for Business

Virtual Reality Extends Beyond Reality's Boundaries  
Science Fiction Technology Made Real

Friday  
May 18 14:30~15:30

C25-2

Fujitsu defines virtual reality (VR) as "a tool for sharing and understanding experiences and sensations that cannot be communicated with words or text," and we have been promoting new ways of using VR in business. In this session, we will introduce points when applying VR to business and future possibilities with experts on the virtual world (science fiction) and other experts who use VR in healthcare (for a heart simulator).

#### Lecturers



Founder, Managing Director, and COO, Holoeyes, Inc.  
Founder and CEO, Mediacell, Inc.  
Visiting Researcher at the Research Center for Advanced Science and Technology,  
Department of Information Physics and Computing, The University of Tokyo  
**Maki Sugimoto, M.D./Ph.D.**



Science Fiction Writer  
**Taiyo Fujii**



Chief Evangelist, Global Marketing  
Group Corporate Executive Officer,  
Fujitsu Limited  
**Iwao Nakayama**



Senior Manager  
Solution Development Section 1,  
Solution Business Department III,  
Healthcare Solution Business Division, Fujitsu Limited  
**Masahiro Watanabe**

### The Future of Financial Services Realized by Digitalization

Finance as a Service  
— The "as-a-Service" Era —

Friday  
May 18 16:30~18:00

C26-1

In the financial industry, a number of companies from different industries have launched financial services by making full use of digital technology, while some traditional financial institutions have digitalized their own financial services in order to shift into the information industry. In this session, companies from various industries and traditional banks, such as Aeon Credit Service Company, Ltd. and Mizuho Financial Group, Inc., exchange opinions based on the experience of their own initiatives from the standpoint of how they prepared for digitalization and whether they considered it to be a business opportunity.



## Digitalization of Business

### Agile Development in Full Swing In-depth Discussion on the Optimal Solution to Achieve the Ideal Process

Toward Realizing Companies'  
Digital Transformation

Thursday  
May 17 13:10~14:40

C11-3

Agile development is again the focus of attention in order to achieve digital transformation (DX). How does it differ today from 20 years ago? A user company and a vendor discuss what types of human resources are necessary as well as how to handle evaluation and contracts when jointly conducting agile development.

#### Lecturers

\*Customers may participate in the discussion.



CEO and Principal Analyst  
ITR Corporation  
Satoshi Uchiyama



Country Manager  
Pivotal Japan K.K.  
Takumi Masai

Executive Architect  
Digital Transformation Business Group  
Fujitsu Limited  
Noriyuki Nakamura



[Moderator]  
IT Leaders Editorial Chief,  
Impress Corporation  
Jun Taguchi

### Customer Engagement Realized by AI-Human Collaboration

AI Contact Center in  
Harmony with Customers

Friday  
May 18 11:30~13:00



Lunch  
Session

C22-1

In this panel discussion, customers and experts discuss how to build customer engagement\*3 through AI-human collaboration at a contact center, which is a company's point of point with customers.

#### Lecturers

\*Customers may participate in the discussion.



Call Center Japan Chief Editor  
RIC Telecom Co., Ltd.  
Ryuji Yajima



[Moderator]  
Representative  
Insight Scope Laboratory  
Hiroki Watanabe



Corporate Executive Officer  
Fujitsu Limited  
Kazuo Imada

### The New Value Created by the Connected Manufacturing Industry

Toward Effective Use of IoT Data and the  
Sophistication of Smart Manufacturing

Friday  
May 18 11:30~13:00



Lunch  
Session

C22-2

In this session, we share the ideal form of connected industries\*4 as suggested by the Ministry of Economy, Trade, and Industry; the concept of new value creation realized by connecting industries; and the latest trends in IoT data usage. The panel discussion also takes up the topics of specific challenges in the manufacturing field faced by participating companies and future measures for strengthening their competitiveness.

#### Lecturers

Executive Manager  
Technology Planning Department  
Advanced Technology Division  
Yamaha Motor Co., Ltd.  
Masatoshi Morita



Principal Analyst  
ITR Corporation  
Koichi Asari



Corporate Executive Officer  
Fujitsu Limited  
Junichi Azuma



[Moderator]  
Principal Researcher  
Cleantech Institute, Nikkei BP Intelligence Group  
Satoshi Miyoshi

## Digitalization of Business

### Co-Creation for Innovation in the Mobility Society

Friday  
May 18 16:30~18:00

C26-2

In the mobility industry, CASE\*<sup>5</sup> (Connected, Autonomous, Shared & Services, Electric) has become a new trend. Accordingly, expectations are increasing for strengthened environmentally friendly zero emissions vehicle (ZEV) regulations, shared services to improve transportation safety and convenience in cities and suburbs, and automated driving. In this session, we introduce how we can improve society with our mobility solutions through co-creation with a venture company (FOMM Corporation) and an online map services company (HERE Technologies).

#### Lecturers



CEO  
FOMM Corporation  
Hideo Tsurumaki



Vice President and Japan/  
Korea Region General Manager  
HERE Technologies  
Moon J. Lee



Corporate Executive Officer  
Fujitsu Limited  
Shikou Kikuta



[Moderator]  
Chief Research Officer  
Cleantech Institute, Nikkei BP Intelligence Group  
Tetsushi Hayashi

### Digital × Security: Case Studies with Customers on Co-Creation for Success

#### Building a System that Protects Data without Putting Business on Hold

Friday  
May 18 9:10~10:40

C21-2

Collaboration between the LOB division and ICT division has started in various sectors to create and manage service platforms for companies to support their new businesses. In this session, we introduce the key success factors that lead to successful business transformation, global deployment, and stable operation based on deployment case studies from various companies that are tackling advanced initiatives.



#### Explanation of Technical Terms:

##### \*1: CivicTech

A term coined by combining "civic" (citizens, everyone) with "tech" (technology). It refers to the concept or movement of "our attempt to use technology to solve the issues around us."

##### \*2: Corporate Fellowship Program

A program administered by Code for Japan. It intends to solve local governments' administrative challenges by using personnel dispatched from private companies. This program is advantageous for both private companies, which want to develop personnel, and local governments, which aim to solve problems.

##### \*3: Customer engagement

To encourage customers to think about having a relationship with a brand by communicating with them as a partner who is working to establish a valuable relationship with them.


##### \*4: Connected Industries

An industrial society where new added value is created from various types of connections. Japan set this strategy after taking into account the change known as the "fourth industrial revolution," which was made possible by the advancement of IoT technology, namely the development in which diverse products and services that have been connected with each other became able to exchange information even from remote sites.

## Work Style Innovation / Personnel Development

### Fujitsu's In-house Practice and Points for Successful Work Style Innovation

Changes in Awareness and Use of Technology by On-site Personnel to Improve Corporate Productivity

Thursday  
May 17 11:00 ~ 13:00  Lunch Session **C11-1**

At Fujitsu, we work to achieve work style innovation with AI and other technology as well as human resource system reforms and consciousness-raising activities. Through these efforts, we aim to create a comfortable work environment as well as achieve growth for each and every employee, improve productivity, and reduce the number of working hours. In this session, we introduce some of Fujitsu's implemented in-house practices and the results of our initiatives. We also invite experts to discuss the ideal form for companies and points of successful work style innovation from diverse perspectives.

#### Lecturers



Director of Human Resources Policy  
METI  
**Sadanori Ito**



Specially Appointed Professor  
Graduate School of Media and  
Governance, Keio University  
**Shunsuke Takahashi**



Corporate Executive Officer, EVP, CHRO/CHO,  
Head of Global Human Resources Unit  
Fujitsu Limited  
**Hiroshi Hayashi**



EVP, CIO & IT Strategies Unit  
Fujitsu Limited  
**Masayoshi Matsumoto**

### Design Thinking and Agile to Change Japan's Future

The Personnel Types Who Lead Digital Business to Success

Thursday  
May 17 14:50 ~ 16:20 **C11-4**

By examining the ideal state, we will discuss the types of desired personnel needed in the digital business era for innovation creation initiatives, such as a design thinking\*6 approach based on solving problems and agile development.\*7

#### Lecturers



Director  
CeFIL  
**Hiroshi Yokozuka**



President and CEO  
Eiwa System Management, Inc.  
**Kenji Hiranabe**



Senior Fellow,  
Digital Transformation Business Group  
Fujitsu Limited  
**Kazuo Miyata**



[Moderator]  
Editing Committee Member  
Nikkei BP Nikkei xTECH  
**Takefumi Kimura**

### Rethinking the Use of RPA Today

The Future of Work Realized by Digital Technology

Friday  
May 18 9:10 ~ 10:40 **C21-1**

Many companies placed focus on RPA\*8 and began to introduce it in 2017 in anticipation of how digital technology will change work processes. In 2018, when its effects should be enhanced and expanded, we will again discuss elements of success and failure.

#### Lecturers



Director and Senior Analyst  
ITR Corporation  
**Masato Tateno**



CEO  
UiPath Japan  
**Koichi Hasegawa**



Executive Architect  
Digital Transformation Business Group  
Fujitsu Limited  
**Noriyuki Nakamura**



[Moderator]  
Executive Producer  
ITmedia Inc.  
**Eiji Asai**

## Personnel Development

### Digital Journey is going on

#### Innovators Designing the New Society

Friday  
May 18 14:10~15:40

C25-1

Digital innovators with passion to change the world together with customers are challenging themselves to create new value. In this session, we use the metaphor of a digital journey to introduce how they strive based on their actual experience.

#### Lecturers



CEO  
Filament, Inc.  
Masaru Sumi

Business Producer Office  
Digital Innovator Promotion Division  
Digital Transformation Business Unit  
Fujitsu Limited

Satoshi Yoshimura

Manager  
Information Integration Solution Division  
Digital Solutions & Delivery Business Unit  
Fujitsu Limited

Atsushi Oguchi



[Moderator]  
IT Leaders Editorial Chief  
Impress Corporation  
Jun Taguchi

\*Other discussion panelists will be announced later.



#### Explanation of Technical Terms:

##### \*5: CASE

The mid- to long-term strategy announced by Mercedes-Benz in 2016. An abbreviation of "Connected, Autonomous, Shared & Services, Electric."

##### \*6: Design Thinking

A term that refers to designers' thinking that can be applied to all kinds of business processes, including management and marketing. Specifically, this approach is used to observe people's needs, define a problem based on said observation, and come up with an idea to solve it. Then, a prototype is created based on that idea, the prototype is repeatedly tested with customers and users by trial and error, and a new product or service is created to solve the problem.

##### \*7: Agile Development

A project development approach used for system and software development. In this approach, the system is not divided into large units; instead, implementation and testing are repeated in small units in the development process. Because the development period is shorter than that of conventional development approaches, it is called agile.

##### \*8: RPA (Robotic Process Automation)

An initiative to improve operational efficiency and to automate operation using cognitive technology (rule engines, machine learning, AI, etc.) It is also called "Digital Labor" because it enables operations to be performed by complementing human effort.

We will invite our strategic partners with whom we collaborate on a global basis and introduce how we co-create to achieve digital transformation as well as their approaches used to co-create with Fujitsu.

# Partner Session

## Delivering Customer Success through Co-creation with Microsoft and Fujitsu

P1-2

Human Centric Innovation for the next generation

Thursday May 17 13:40~14:40

Microsoft and Fujitsu are strategically partnering to stimulate success stories. Top Evangelists showcase AI / IoT / AR / MR / Workplace Innovation to accelerate Human Centric Innovation.



Chief Evangelist of Microsoft Japan

Motoaki Nishiwaki



Chief Evangelist, Global Marketing Group Corporate Executive Officer, Fujitsu Limited.

Iwao Nakayama

## Unleash the power of data with innovative solutions

P1-3

Co-creation of Intel and Fujitsu

Thursday May 17 15:30~16:30

Intel and Fujitsu support the digital world through cloud-to-edge data center platform technology. We will introduce our technology strategy with example case-study of cloud and edge computing.



Vice President, Data Center Group General Manager, Intel® Xeon® Processors and Data Center Marketing Intel Corporation

Lisa A. Spelman



Corporate Executive Officer Fujitsu Limited

Kenichi Sakai



Corporate Executive Officer Fujitsu Limited

Yoshiteru Yamada

## Integrate multiple clouds

P2-1

Best practice for multi cloud era

Friday May 18 9:10~10:10

The need to integrate multiple clouds is the new normal. We live in a multi-cloud world. In this session we'll show case VMware's strategy toward multiple clouds and collaboration with Fujitsu Ltd.



VMware, Inc. Chief Technology Officer Cloud and Networking

Guido Appenzeller



VMware K.K. Operating Officer Strategic Account Business Senior Director

Masato Akiyama



Corporate Executive Officer Fujitsu Limited

Masahiro Ohta

## Don't become a headline - What Cisco Security Team does

P1-4

Thursday May 17 15:30~16:30

We will show you how Cisco is protecting our company, one of the most cyber-attacked companies in the world, with practical examples. Also, we introduce examples of co-creation with Fujitsu.



Senior Vice President, Global Security & Enterprise Networking Sales  
Cisco Systems Inc.

Dave Justice

Fujitsu Limited

## How Salesforce world's no.1 CRM can innovate customer experience in the manufacturing industry

P1-1

Thursday May 17 11:00 ~12:00

Together with Salesforce.com—world's no. 1 CRM, Fujitsu both Salesforce user and no. 1 local partner, with rich business know-hows and powerful integration capabilities to share success stories with live demonstrations of how it is helping customers digitally transform their businesses and innovate customer experience in the manufacturing industry.



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

Yasuhide Inoue



Corporate Executive Officer  
Fujitsu Limited

Yoshiteru Yamada

## How Oracle and Fujitsu are Achieving "Transform Your Business"

P2-2

Oracle Cloud that Brings Reliable Innovation to Customers' Data-driven Management Friday May 18 11:00 ~12:00

Oracle Corporation Japan has achieved data-driven management and has been promoting innovation under the slogan, "beyond your cloud > commit ;". In this session, we will introduce the effects of innovation, Oracle's latest technologies, and cloud services co-created with Fujitsu along with customers' comments and case studies.

Oracle Corporation Japan

Fujitsu Limited



# Seminar

We will present Fujitsu's solutions and efforts for resolving issues that support customers various issues and new way of utilizing ICT with a focus on case studies of many customers.

# Seminar

## Meiji University's Practice of Community Co-creation Active Learning

Community Building

Aiming to Achieve Community Revitalization and Student Growth in Ofunato City

We introduce a case study on how to revitalize a community in which university seminar students played the primary role with cooperation from Ofunato City administrators and marine products processors. Our examination adopts the perspective of university students in the Tokyo metropolitan area. In these efforts, they used Fujitsu's field innovation and ICT.



D. Sc.  
Full-time Professor at the School of Law, Meiji University  
President, Institute for Service Innovation Studies of Meiji University  
Vice President, Social Innovation Design Institute  
Kazuo Sakai

S25  
-3

Friday May 18  
14:50~15:40

## Digital Transformation with Box

Work Style Innovation

Work Style Innovation Using Box

We reference practical case studies to showcase how Box (a cloud content management technology that facilitates content management, sharing, and collaboration based on cloud technology) can help companies achieve work style innovation with the industry's highest level of security.



Director and Head of Business Alliance  
and Development  
Box Japan K.K.  
Tetsuya Adachi

S15  
-2

Thursday May 17  
15:10~16:00



## The New Work Style of Pioneers Shown by Data

Work Style Innovation

### The Answer to Work Style Innovation!

While examining an analysis of the voices and data of users who were searching for new work styles, we introduce future trends and tips for maintaining high productivity. We also showcase Citrix technology and Fujitsu's integrated services for achieving such innovation.



Manager, Strategic Partner Sales  
Citrix Systems Japan K.K.  
Tetsuya Fukunaga

S24  
-1



Evangelist  
Citrix Systems Japan K.K.  
Nobuchika Kobayashi

Friday May 18  
13:10~14:00

## The Point of Creating a Platform for Cyber Security Measures

Security

### Why Is Intelligence an Effective Security Measure?

As more and more security measures are taken, sensors, alerts, and operational loads continue to increase. As a result, measures are taken not for their own sake but for the sake of operation. We explain how a security platform and intelligence can be used to carry out operations to ensure the right action is taken at the right time.



Vice President and Executive Officer  
FireEye, Inc.  
Masatomi Iwama

S13  
-1

Thursday May 17  
13:10~14:00

## The Ideal Customer Experience and Its Supporting Digital Technology

Digital Marketing

### A Strategy to Consider in Continuously Changing Customer Environments

Expectations for customer journeys have changed drastically due to the spread of mobile and IoT. Given that customer contact points are diverse and purchase behavior is complicated, we showcase digital technology that uses data to provide the ideal customer experience.



Manager  
Senior Sales Business Development  
Experience Cloud Corporate Sales Department  
Global Service Division  
Adobe Systems Japan  
Gosuke Kumamura

S17  
-2

Thursday May 17  
17:00~17:50

## Security Operation Innovation Enabled by the Latest Technology and Intelligence

Security

### True Security Co-created by Trend Micro Xgen and Fujitsu GMSS

As attack methods become increasingly complicated and damage continues to increase, the operational load to ensure protection just continues to grow larger. We showcase a solution that you can adopt with a sense of security—not only for product installation but for operation and emergency response.



Corporate Product Marketing  
Product Marketing Division  
Trend Micro Incorporated  
Tadao Otahara  
Fujitsu Limited

S17  
-1

Thursday May 17  
17:00~17:50

## Game Changers Needed in the Area of Cyber Security

Security

Cyber attacks use increasingly advanced, sophisticated methods. Companies must realize innovation while taking security measures as these attacks evolve. We explain how the "Changing the Game" cyber security measure can turn the tide against attackers and put protectors in an advantageous position.



President and Executive Officer  
Cybereason Japan Corp.  
Masayuki Moteki

S12  
-1

Thursday May 17  
11:00~11:50

## Next Generation Security to Control End Points and the Cloud

Security

### Providing Safety and Security to Support Corporate Business Environments

As use of cloud computing and threats become more sophisticated, conventional measures are reaching their limits. As a guide to examining future security measures, we introduce McAfee's latest strategies and solutions.



Director  
Sales Engineering Division  
McAfee Japan  
Hidemitsu Sakurai

S23  
-1

Friday May 18  
11:30~12:20

## The Future of Security Boundaries Envisioned by Symantec and Fujitsu Recommending Far-sighted Security Investment

Security

Amid digital transformation (DX), new security boundaries are required to protect data and users located outside the company. We explain the idea of security from a long-term perspective, which differs from conventional pinpoint investment.



Evangelist  
Symantec Japan, Inc.  
Takayoshi Takaoka

S25  
-2

Friday May 18  
14:50~15:40

## The New Data Management Strategy for Data Use in the Multi-cloud Computing Era Tips for New Data Management Unbound by the Cloud

Cloud

In the era in which use of multi-cloud computing is a prerequisite, how can we protect ever increasing amounts of data, protect data from system shutdowns, maintain the ability to migrate data, and grasp the status of such data? We explain how to do so using case studies on co-creation with Fujitsu K5.



Director and Manager  
Sales Engineering  
Technology Sales & Services  
Veritas Technologies LLC  
Ryuta Takai  
Fujitsu Limited

S15  
-1

Thursday May 17  
15:10~16:00

## Customer Case Studies Show Why to Innovate How a Company Can Make New Business Models with IT

IoT

We present some SAP customer case studies on how to intentionally create innovation in order to strengthen management and business.



Vice President and  
Chief Innovation Officer  
SAP Japan Co., Ltd.  
Soichiro Shuto

S22  
-2

Friday May 18  
10:00~10:50

## Digital Business Innovation Made Possible by ServiceNow A Service Management Platform Helping Businesses Shift from Things to Services

Cloud

What is common among rapidly growing companies is the shift of businesses from things to services. We use case studies to introduce IT's role in leading such transformation.



Senior Solution Consultant  
Partner Business Division  
ServiceNow Japan  
Hiromitsu Iinuma

S22  
-1

Friday May 18  
10:00~10:50

## Data Center Modernization as Realized by Fiber Channel Broadcom's Initiative to Accelerate Software Control

Hybrid IT

We showcase the performance, efficiency, and scalability of Brocade's fiber channel SAN product family, which is the most suitable for Fujitsu storage products, as well as the newly added analysis feature and future new technologies.



System Engineer  
Avago Technologies Japan, Ltd.  
Akifumi Wada

S24  
-2

Friday May 18  
13:10~14:00

## What is Operational Intelligence Expected for the Next-Generation Cloud ?

Cloud

We will examine platform visualization and analysis capabilities expected for the next generation of cloud computing based on specific case studies through a conversation with the person in charge of developing the Fujitsu K5 IaaS platform.



Juniper Networks  
VP Engineering,  
Cloud architecture,  
Sumeet Singh

S27  
-1

Friday May 18  
16:30~17:20

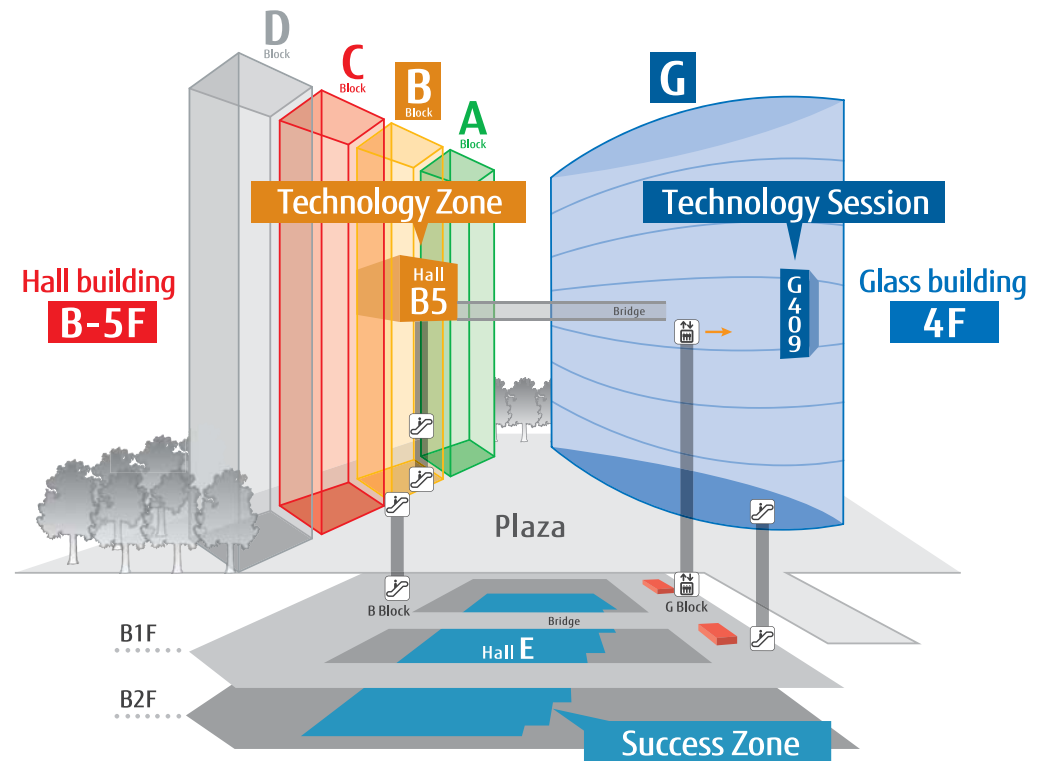
# Technology Zone

Exhibition Site

Hall B5

< 9:00 ~ 18:00 >

We will show Fujitsu technologies that accelerate digital transformation and optimization and other technologies from developers' or engineers' point of view. See the exhibition of advanced technologies, including Digital Annealer, a totally new, unique architecture inspired by quantum that bring innovation to business, as well as AI, IoT and other key technologies and cloud and platforms supporting such technologies.



# Success Zone

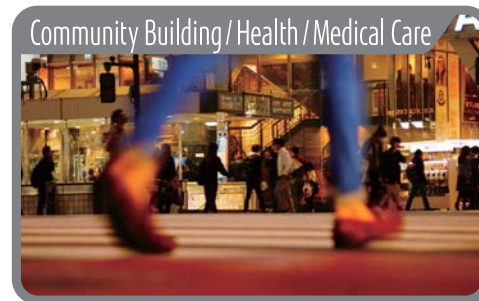
Exhibition Site

Hall E

< 9:00 ~ 18:00 >

At the Hall E (Success Zone), we will show success scenarios of our co-creation activities. See the processes for innovation we went through together with customers and partners and their outcomes as well as the respective success factors.

Also, experience co-creation activities for creating new business opportunities toward the achievement of global SDGs (sustainable development goals).



# Mobile Work Cafe

At the site of Fujitsu Forum 2018, the Mobile Work Café is available. As our work style changes as a result of work style innovation, we have arranged an environment that allows customers who visited the forum to effectively use their time. Please enjoy Fujitsu Forum as you work, while having a snack or a meeting, or in any other ways.



\* The image is for illustrative purposes only.



## Keynotes / Frontline Session

**9:00** Human Centric Innovation Co-creation for Success K1-1

**9:50**



President  
Fujitsu Limited  
**Tatsuya Tanaka**



Corporate Executive Officer  
Fujitsu Limited  
**Yoshiteru Yamada**

**11:00** New future opened by Digital Annealer F1-2



Professor, Department of Electrical and Computer Engineering, University of Toronto  
**Ali Sheikholeslami**



CEO, IQB Information Technologies Inc.  
**Andrew Fursman**



Director, Fujitsu Laboratories Ltd.  
**Takeshi Horie**

**13:10** Leveraging open innovation to transform business F1-1  
Approach for achieving success in the digital era



Haas School of Business, University of California Berkeley  
**Henry Chesbrough**



VP, Marketing Strategy Unit  
Fujitsu Limited  
**Yoshikuni Takashige**

**15:30** Discussion: Assoc. Prof. Yoichi Ochiai, Ph.D., and Fujitsu's Chief Evangelist, Iwao Nakayama F1-3  
A "Corporate Revitalization Strategy" Created by Technology



Media Artist, Ph.D. (Applied Computer Science)  
CEO of Pixie Dust Technologies, Inc.  
Associate Professor and Advisor to the President,  
University of Tsukuba  
**Yoichi Ochiai**



Chief Evangelist, Global Marketing Group, Corporate Executive Officer,  
Fujitsu Limited.  
**Iwao Nakayama**

## Conference

**11:00** Fujitsu's In-house Practice and Points for Successful Work Style Innovation C11-1

Director of Human Resources Policy  
METI  
**Sadanori Ito**

Corporate Executive Officer, EVP,  
CHRO/CHO, Head of Global Human Resources Unit  
Fujitsu Limited  
**Hiroshi Hayashi**

Specially Appointed Professor  
Graduate School of Media and Governance, Keio University  
**Shunsuke Takahashi**

EVP, CIO & IT Strategies Unit  
Fujitsu Limited  
**Masayoshi Matsumoto**

**13:10** Agile Development in Full Swing In-depth Discussion on the Optimal Solution to Achieve the Ideal Process C11-3

CEO and Principal Analyst  
ITR Corporation  
**Satoshi Uchiyama**

Executive Architect  
Digital Transformation Business Group  
Fujitsu Limited  
**Noriyuki Nakamura**

Country Manager  
Pivotal Japan K.K.  
**Takumi Masai**

[Moderator]  
IT Leaders Editorial Chief,  
Impress Corporation  
**Jun Taguchi**

**14:50** Design Thinking and Agile to Change Japan's Future C11-4

Director  
CeFIL  
**Hiroshi Yokozuka**

Senior Fellow,  
Digital Transformation Business Group  
Fujitsu Limited  
**Kazuo Miyata**

President and CEO  
Eiwa System Management, Inc.  
**Kenji Hiranabe**

[Moderator]  
Editing Committee Member  
Nikkei BP Nikkei xTECH  
**Takefumi Kimura**

**17:30** Co-Thinking and Co-Creating C11-5

Representative Director  
Code for Japan  
**Haruyuki Seki**

Service Designer Office  
Digital Innovator Promotion Division,  
Digital Transformation Business Unit  
Fujitsu Limited  
**Mariko Nakai**

Business Producer Office  
Digital Innovator Promotion Division,  
Digital Transformation Business Unit  
Fujitsu Limited  
**Ryuichi Enami**

**11:20** Taking on the Challenge of Innovative Management C11-2

CEO  
Mirai Translate, Inc.  
**Minoru Eto**

President and Producer  
HEART CATCH Inc.  
**Mariko Nishimura**

Executive Managing Director,  
Japan Innovation Network Senior Innovation Advisor to the United Nations  
Development Programme (UNDP)  
**Naohiro Nishiguchi**

Chief Evangelist, Global Marketing Group, Corporate Executive Officer,  
Fujitsu Limited.  
**Iwao Nakayama**

**12:50** Taking on the Challenge of Innovative Management C11-2

President and Producer  
HEART CATCH Inc.  
**Mariko Nishimura**

Chief Evangelist, Global Marketing Group, Corporate Executive Officer,  
Fujitsu Limited.  
**Iwao Nakayama**

## Partner Session

**11:00** How Salesforce world's no.1 CRM can innovate customer experience in the manufacturing industry P1-1

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

Corporate Executive Officer  
Fujitsu Limited  
**Yoshiteru Yamada**

**13:40** Delivering Customer Success through Co-creation with Microsoft and Fujitsu P1-2

Chief Evangelist of Microsoft Japan  
**Motoaki Nishiwaki**

Chief Evangelist, Global Marketing Group, Corporate Executive Officer,  
Fujitsu Limited.  
**Iwao Nakayama**

**15:30** Unleash the power of data with innovative solutions P1-3

Vice President, Data Center Group  
General Manager, Intel® Xeon® Processors and Data Center Marketing  
Intel Corporation  
**Lisa A. Spelman**

Corporate Executive Officer  
Fujitsu Limited  
**Kenichi Sakai**

Corporate Executive Officer  
Fujitsu Limited  
**Yoshiteru Yamada**

**Don't become a headline - What Cisco Security Team does** P1-4

Senior Vice President, Global Security & Enterprise Networking Sales  
Cisco Systems Inc.  
**Dave Justice**

## Seminar

**11:00** Game Changers Needed in the Area of Cyber Security S12-1

President and Executive Officer  
Cybereason Japan Corp.  
**Masayuki Moteki**

**15:10** The New Data Management Strategy for Data Use in the Multi-cloud Computing Era S15-1

Director and Manager Sales Engineering  
Technology Sales & Services  
Veritas Technologies LLC  
**Ryuta Takai**

**17:00** Security Operation Innovation Enabled by the Latest Technology and Intelligence S17-1

Corporate Product Marketing  
Product Marketing Division  
Trend Micro Incorporated  
**Tadao Otahara**

**13:10** The Point of Creating a Platform for Cyber Security Measures S13-1

Vice President and Executive Officer  
FireEye, Inc.  
**Masatomi Iwama**

**Digital Transformation with Box** S15-2

Director and Head of Business Alliance and Development  
Box Japan K.K.  
**Tetsuya Adachi**

**The Ideal Customer Experience and Its Supporting Digital Technology** S17-2  
Manager Senior Sales Business Development  
Experience Cloud Corporate Sales Department  
Global Service Division Adobe Systems Japan  
**Gosuke Kumamura**



## Frontline Session

**14:30** **Innovation projects supporting digital transformation in France** F2-1

 Director of the Inria Saclay  
**Bertrand Braunschweig**

 Inria research center of Saclay senior research scientist and DataShape project team leader  
**Frederic Chazal**

 Corporate Executive Officer, Fujitsu Limited  
**Hiroataka Hara**

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**15:30**

**16:20** **Fujitsu and SDGs — An eye toward achieving global goals —** F2-2

 Former prime minister of New Zealand and former administrator of the United Nations Development Programme (UNDP)  
**Helen Elizabeth Clark**

 Corporate Executive Officer and Vice Chairman, Fujitsu Limited  
**Nobuhiko Sasaki**

## Conference

**9:10** **Rethinking the Use of RPA Today** C21-1

Director and Senior Analyst ITR Corporation  
**Masato Tateno**

CEO UiPath Japan  
**Koichi Hasegawa**

[Moderator] Executive Producer ITmedia Inc.  
**Eiji Asai**

Executive Architect Digital Transformation Business Group Fujitsu Limited  
**Noriyuki Nakamura**

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**9:10** **Digital × Security : Case Studies with Customers on Co-Creation for Success** C21-2

Head of Cyber Security Business Strategy Unit  
Fujitsu Limited  
**Junichi Iijima**

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**10:40**

**11:30** **Customer Engagement Realized by AI-Human Collaboration** C22-1

Call Center Japan Chief Editor RIC Telecom Co., Ltd.  
**Ryuji Yajima**

[Moderator] Representative Insight Scope Laboratory  
**Hiroki Watanabe**

Executive Manager Technology Planning Department Advanced Technology Division Yamaha Motor Co., Ltd.  
**Masatoshi Morita**

Principal Analyst ITR Corporation  
**Koichi Asari**

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**11:30** **The New Value Created by the Connected Manufacturing Industry** C22-2

Corporate Executive Officer Fujitsu Limited  
**Junichi Azuma**

Principal Researcher Cleantech Institute, Nikkei BP Intelligence Group  
**Satoshi Miyoshi**

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**13:00**

**13:30** **Community Building for the Era When Everyone Lives to Age 100** C24-1

Assistant Vice Minister, Minister's Secretariat (In Charge of Local Administration) Ministry of Internal Affairs and Communications, Japan  
**Toshihiro Shinohara**

Saitama City Mayor  
**Hayato Shimizu**

Professor of the Graduate School of Economics The University of Tokyo  
**Noriyuki Yanagawa**

Executive Diagnosis Manager National Hospital Organization Nagasaki Kawatana Medical Center  
**Hironori Kimura**

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**14:10** **Digital Journey is going on** C25-1

CEO Filament, Inc.  
**Masaru Sumi**

Manager Information Integration Solution Division Digital Solutions & Delivery Business Unit Fujitsu Limited  
**Atsushi Oguchi**

[Moderator] Business Producer Office Digital Innovator Promotion Division Digital Transformation Business Unit Fujitsu Limited  
**Satoshi Yoshimura**

IT Leaders Editorial Chief Impress Corporation  
**Jun Taguchi**

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**14:30** **Fujitsu's Virtual Reality Presents New Possibilities for Business** C25-2

Founder, Managing Director and COO, Hibeeyes, Inc. Founder and CEO, Medeeed, Inc. Visiting Researcher at the Research Center for Advanced Science and Technology, Department of Information Physics and Computing, The University of Tokyo  
**Maki Sugimoto, M.D./Ph.D.**

Science Fiction Writer  
**Taiyo Fujii**

Chief Evangelist, Global Marketing Group Corporate Executive Officer, Fujitsu Limited.  
**Iwao Nakayama**

Senior Manager Solution Development Section 1, Solution Business Department III Healthcare Solution Business Division, Fujitsu Limited  
**Masahiro Watanabe**

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**15:40**

**16:30** **The Future of Financial Services Realized by Digitalization** C26-1

CEO FOMM Corporation  
**Hideo Tsurumaki**

Vice President and Japan/Korea Region General Manager HERE Technologies  
**Moon J. Lee**

[Moderator] Corporate Executive Officer Fujitsu Limited  
**Shikou Kikuta**

Chief Research Officer Cleantech Institute, Nikkei BP Intelligence Group  
**Tetsushi Hayashi**

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**16:30** **Co-Creation for Innovation in the Mobility Society** C26-2

AEON Credit Service Co., Ltd.  
**Mizuho Financial Group, Inc.**

## Partner Session

**9:10** **Integrate multiple clouds** P2-1

VMware, Inc. Chief Technology Officer Cloud and Networking  
**Guido Appenzeller**

VMware K.K. Operating Officer Strategic Account Business Senior Director  
**Masato Akiyama**

Corporate Executive Officer Fujitsu Limited  
**Masahiro Ohta**

---

**10:10**

**11:00** **How Oracle and Fujitsu are Achieving "Transform Your Business"** P2-2

Oracle Corporation Japan

## Seminar

**10:00** **Digital Business Innovation Made Possible by ServiceNow** S22-1

Senior Solution Consultant Partner Business Division ServiceNow Japan  
**Hiromitsu Iinuma**

**10:50** **Customer Case Studies Show Why to Innovate** S22-2

Vice President and Chief Innovation Officer SAP Japan Co., Ltd.  
**Soichiro Shuto**

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**11:30** **Next Generation Security to Control End Points and the Cloud** S23-1

Director Sales Engineering Division McAfee Japan  
**Hidemitsu Sakurai**

---

**12:20** **Data Center Modernization as Realized by Fiber Channel** S24-1

System Engineer Avago Technologies Japan, Ltd.  
**Akifumi Wada**

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**13:10** **The New Work Style of Pioneers Shown by Data Managers, Strategic Partner Sales Citrix Systems Japan K.K.** S24-2

Evangelist Citrix Systems Japan K.K.  
**Nobuchika Kobayashi**

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**14:00** **The Future of Security Boundaries Envisioned by Symantec and Fujitsu** S25-1

Evangelist Symantec Japan, Inc.  
**Takayoshi Takaoka**

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**14:50** **Meiji University's Practice of Community Co-creation Active Learning** S25-2

D. Sc. Full-time Professor at the School of Law, Meiji University President, Institute for Service Innovation Studies of Meiji University Vice President, Social Innovation Design Institute  
**Kazuo Sakai**

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**15:40** **What is Operational Intelligence Expected for the Next-Generation Cloud ?** S27-1

Juniper Networks VP Engineering, Cloud architecture,  
**Sumeet Singh**

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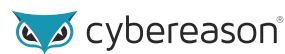
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