

shaping tomorrow with you

FUJITSU

Fujitsu Forum 2016

16.-17. November
ICM München

Human Centric Innovation

Driving Digital Transformation



Besuchen Sie uns auf dem Fujitsu Forum 2016 in München

Sehr geehrte Kunden und Partner,

es ist uns eine große Freude, Sie zum Fujitsu Forum 2016 in München willkommen zu heißen. Unser Thema in diesem Jahr ist „Centric Innovation – Driving Digital Transformation“. Unter dem Begriff „Human Centric Innovation“ zeigen wir, wie wir Menschen befähigen, die Kontrolle über den technologischen Wandel zu übernehmen. Und unter „Driving Digital Transformation“ verstehen wir die Nutzung digitaler Technologien, um einen Mehrwert in jeder Phase der Wertschöpfungskette – von der Prozessverbesserung bis zu neuen Geschäftsmodellen – zu erzielen.

Wir sind der Meinung, dass die digitale Transformation am erfolgreichsten durch die Zusammenarbeit mit unseren Kunden und Partnern geschieht. Nutzen Sie die Gelegenheit, gemeinsam Ideen und Know-how im Bereich IKT mit Marktführern aus der ganzen Welt auszutauschen.

Die Agenda umfasst inspirierende Keynote-Präsentationen, Breakout Sessions, die die größten Herausforderungen, denen wir uns gegenübersehen, ansprechen, Expertengespräche mit verschiedensten internationalen Mitwirkenden, eine exklusive Abendveranstaltung und natürlich die Gelegenheit zum Networking.

Wir freuen uns, Sie auf dem Fujitsu Forum 2016 zu begrüßen.



Duncan Tait

SEVP, Head of EMEA &
Americas Regions,
(Fujitsu)



Claus-Peter Unterberger

Vice Head, Global Marketing
SVP, International Marketing,
(Fujitsu)



11:00 Uhr –
12:30 Uhr
Auditorium

ERÖFFNUNGS-KEYNOTE DRIVING DIGITAL TRANSFORMATION

Tatsuya Tanaka
President (Fujitsu)

EN DE JP



Duncan Tait
Senior Executive Vice President,
Head of EMEA & Americas Regions (Fujitsu)



Dr. Markus Voss
Chief Information Officer, SUPPLY CHAIN
(Deutsche Post DHL Group)



Angeles Delgado
Vice President, Head of Iberia & Latam (Fujitsu)



Ignacio Cea
Chief Strategy and Innovation Officer (Bankia)

EN: Räume 4 und 13a | DE: Räume 5 und 13b



14:00 Uhr –
15:00 Uhr
Auditorium

DIGITALE TRANSFORMATION IN DER PRAXIS

Dr. Rolf Werner
Chairman of the Managing Board Fujitsu Germany,
Head of Central Europe (Fujitsu)

DE EN JP



Dr. Frank Biendara
Vice President (Messe Frankfurt)



16:00 Uhr –
17:00 Uhr
Auditorium

CHANGING THE SPEED OF DIGITAL TRANSFORMATION – STORIES OF CUSTOMER SUCCESS ON THE NETAPP DATA FABRIC

Henri Richard
Executive Vice President Worldwide Field
and Customer Operations (NetApp)

EN DE JP

Keynotes

17. November



11:00 Uhr –
12:00 Uhr
Auditorium

ARTIFICIAL INTELLIGENCE

Dr. Joseph Reger

Chief Technology Officer,
EMEIA, Fujitsu Fellow (Fujitsu)

EN DE

Channel-Programm

16. November



15:00 Uhr –
15:45 Uhr
Raum 13a

FUJITSU CHANNEL SALES IN CENTRAL EUROPE – CREATING THE FUTURE TOGETHER!

Louis Dreher

Senior Director Channel Sales
Germany (Fujitsu)

DE



Martin Nussbaumer

Head of Product Sales
Austria & Switzerland (Fujitsu)

DE



Heiko Lühr

Director Distribution Sales
Germany/Austria (Fujitsu)

DE



16:00 Uhr –
17:30 Uhr
Raum 5

FUJITSU, DAS CHANNEL-ORIENTIERTE UNTERNEHMEN

Michael Keegan

Head of EMEIA Product Business Line
(Fujitsu)

EN



Dave Hazard

Head of Sales Operations und Channel
EMEIA (Fujitsu)

EN

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Die Welt ist Ihr Arbeitsplatz

FUJITSU Tablet STYLISTIC R726



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Breakout Sessions

16. November

9:00 UHR – 9:45 UHR

RAUM 3	Intelligent Mobility: The Digital Future of Travel Nial Finnegan, Offerings Manager for Transport EMEA (Fujitsu)
RAUM 4	Digital Learning: The New DNA of Education Ash Merchant, Director of Education UK & Ireland (Fujitsu)
RAUM 5	Wie Sie von IoT profitieren können: eine auf Erfahrung basierende Perspektive Nabil Lodey, Head of GlobeRanger and IoT, Fujitsu Digital (Fujitsu)
RAUM 12	Innovating in a Brave New World – Finding Solutions to Things that Matter Dr. Adel Rouz, Executive Vice President Europe (Fujitsu Laboratories of Europe)
RAUM 13a	The New "Storage Zoo" Marcus Schneider, Head of Product Management Data Center EMEA (Fujitsu)
RAUM 13b	The Power of Insights – Using Analytics to Create Business Value Naeem Sarwar, Head of Analytics, Fujitsu Digital, EMEA (Fujitsu)

10:00 UHR – 10:45 UHR

RAUM 3	Free Your Analytics From Paralysis – Infrastructure Matters Gernot Fels, Head of Integrated Systems (Fujitsu)
RAUM 4	Digitale Transformation mit MetaArc in die Realität umsetzen Andrew Brabban, VP, Head of Digital Technology Services Division (Fujitsu); Shobit Porwal, Head of Hybrid IT, America (Fujitsu)
RAUM 5	Darstellung der Cyber-Bedrohungen: Verhindern, Erkennen von und Reagieren auf Cyber-Attacken Richard Curran, Security Officer EMEA (Intel); Rob Norris, Head of Enterprise & Cyber Security, EMEA (Fujitsu)
RAUM 12	Oracle TCM – The Cloud Approach to ERP Transformation Matthias Weiss, Director Small & Medium Business Technology (Oracle); Ian R. Price, Oracle Solutions Offering Manager (Fujitsu)
RAUM 13a	Digital Workplace – A New Paradigm in Delivering Business Value Per-Ove Johansson, Offering Lead for Digital Workplace, EMEA (Fujitsu)
Raum 13	Digital Disruption – How Can Companies Like DHL Keep Up With Digitization? Paul Richardson, Managing Director (DHL Supply Chain)

13:00 UHR – 13:45 UHR

RAUM 3	Our Moments of Need; How You and I Are The Cause of IT Transformation Alan Clark, Chairman of the Board of OpenStack Foundation & Director Industry Initiatives, Emerging Standards and Open Source (SUSE); Karsten Beins, Head of Fujitsu Distinguished Engineers, Central Europe (Fujitsu)
RAUM 4	HOERBIGER – Fit for the Future with SAP S/4 HANA Thomas Kriechbaum, CPO (HOERBIGER); Teja Ullrich, Head of Corporate IT – Applications (HOERBIGER)
RAUM 5	Eine schrittweise Anleitung zur Entwicklung einer erfolgreichen digitalen Strategie Patrick Smith, Head of Strategic Consulting Digital, EMEA (Fujitsu)
RAUM 12	Computing Beyond Moore's Law: Architecture and Device Innovations Dr. Takeshi Horie, Head of Computer Systems Laboratory (Fujitsu Laboratories)
RAUM 13a	Future Workplace Visions and Perspectives Christian Reilly, Vice President & CTO, Workspace Services (Citrix); Richard McCormack, VP Marketing Strategy and Operations, America (Fujitsu); Joel O'Halloran, VP Global Delivery (Fujitsu)
RAUM 13b	Hybrid IT – Delivering Digital Transformation at Your Own Pace Mark Phillips, Head of Hybrid IT (Fujitsu)

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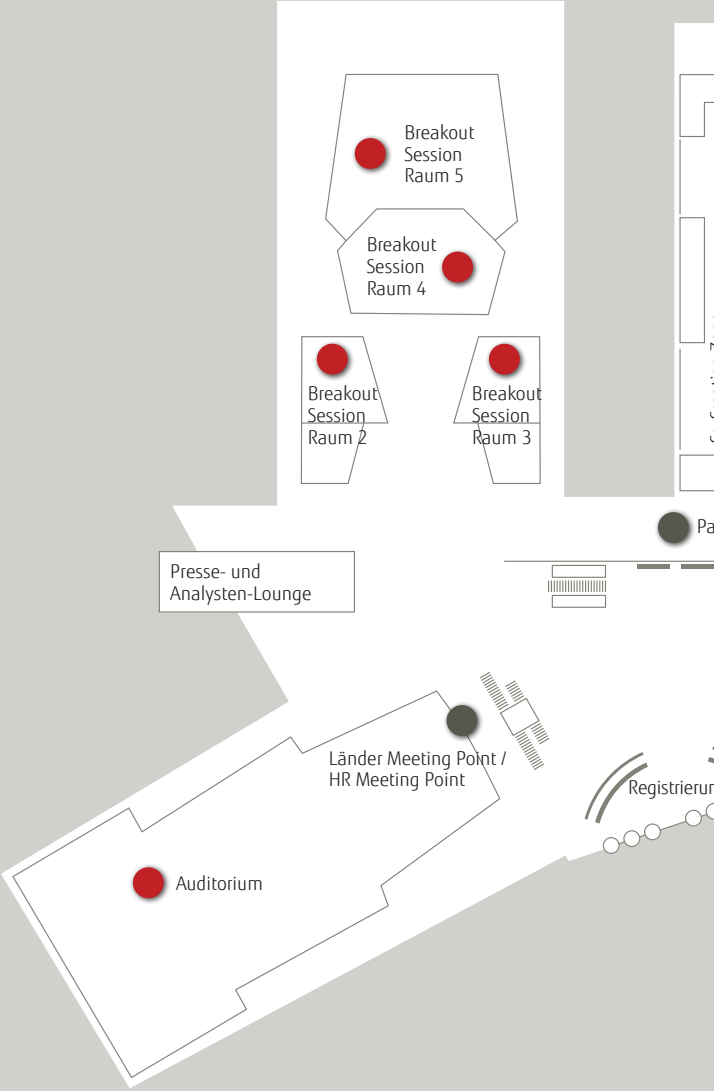
Floor Plans

FUJITSU

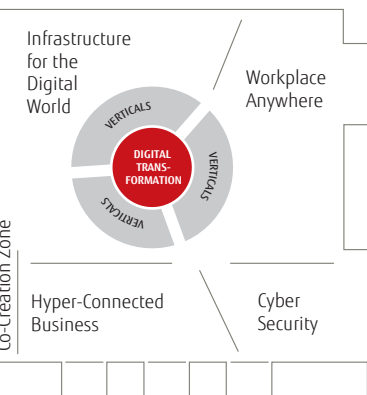
Fujitsu Forum Raumpläne

Fujitsu Forum

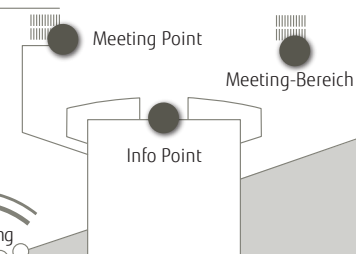
Raumpläne



Ausstellung



Partner Meeting Point



Expert Talks

ERDGESCHOSS

Breakout
Session
Raum 13a

Breakout
Session
Raum 13b

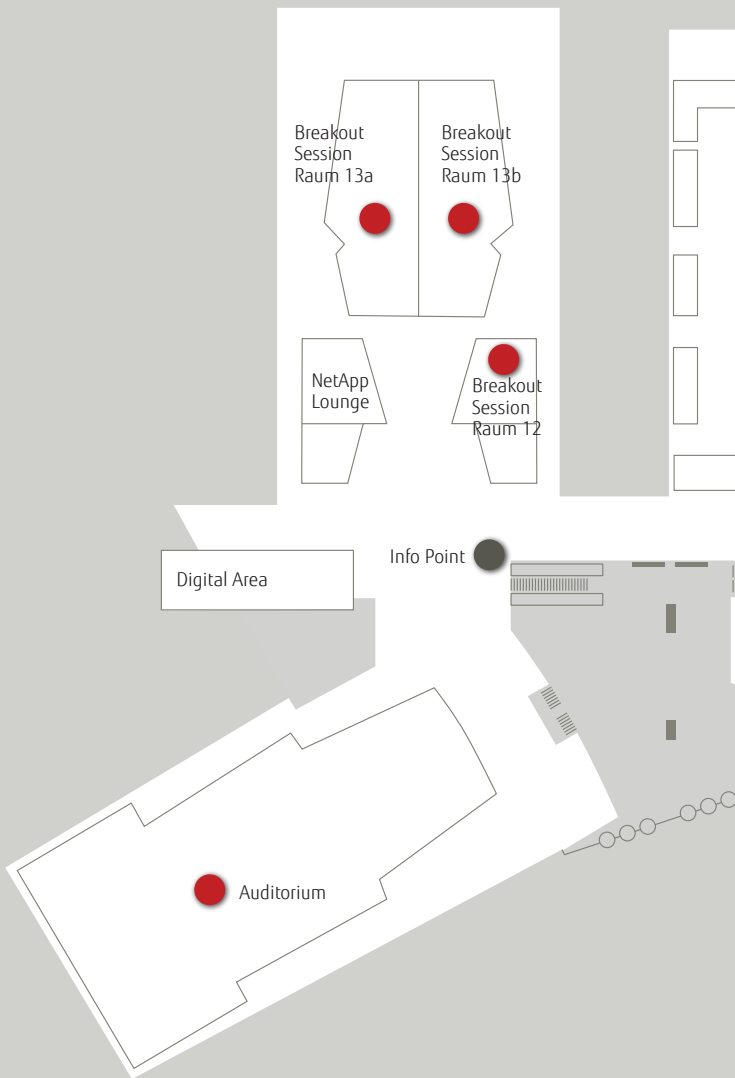
NetApp
Lounge

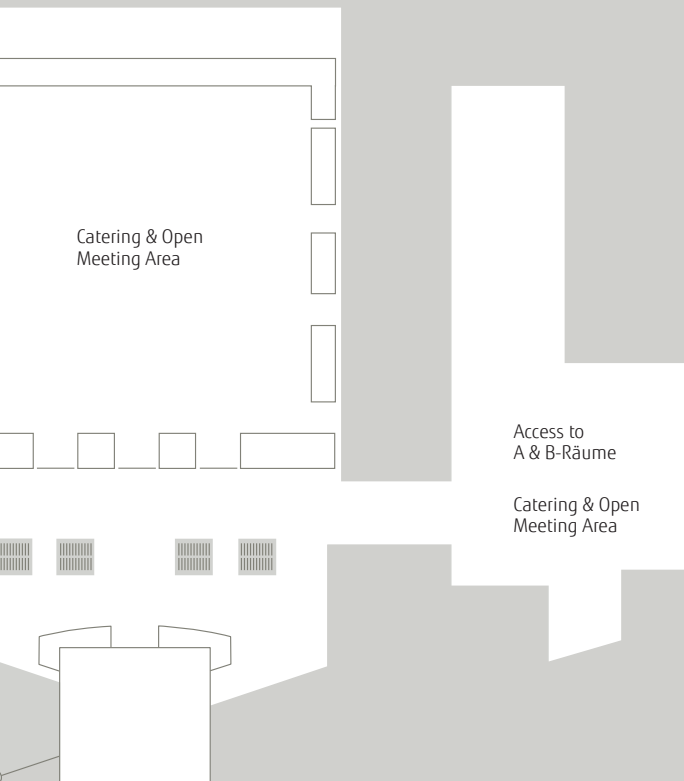
Breakout
Session
Raum 12

Digital Area

Info Point

Auditorium





1. ETAGE

Breakout Sessions

16. November

1. Tag

15:00 UHR – 15:45 UHR

RAUM 3	The Transformation in Retail Banking Miguel Feu Gallego, Account Managing Director Santander Group (Fujitsu)
RAUM 4	Software-defined and Hyper-converged – Buzz or Boom? Markus Leberecht, Data Center and Cloud Solutions Architect (Intel); Gernot Fels, Head of Integrated Systems (Fujitsu); Frank Reichart, Senior Director Product Marketing Storage (Fujitsu)
RAUM 5	Das digitale Zeitalter mit einer Cloud IaaS- und PaaS-Plattform meistern Brad Mallard, Chief Technology Officer and Distinguished Engineer (Fujitsu)
RAUM 12	Can Tablets Drive the Journey to the Digital Workplace? Marta Fiorentini, Research Manager EMEA Personal Computing (IDC); Hans-Jürgen Werner, Director of Computing Client Sales (Intel); Rüdiger Landto, Head of Category Management Client Computing Devices, EMEA (Fujitsu)
RAUM 13b	Creating a Hyperconnected Cloud for Co-Creation in a Digital Society Shigeru Sasaki, CEO and Representative Director (Fujitsu Laboratories Ltd.)

17:00 UHR – 17:45 UHR

RAUM 3	Derisking Your Growth – Solutions from FUJITSU & INTEL for Service Providers Rüdiger Frickenschmidt, Senior Director Service Provider Sales and Category Management, Nordics (Fujitsu Finland Oy); Udo Würtz, Chief Evangelist Data Center Business EMEA (Fujitsu)
RAUM 4	Security in the Palm of your Hands Thomas Bengs, Director & Head of Security Products and Solutions (Fujitsu)
RAUM 12	Mastering Productivity – Welcome to a New Way of Working Marcus Robbins, Head of Information Management and Microsoft, EMEA (Fujitsu)
RAUM 13a	Your Journey to the Software-defined Enterprise Raghu Raghuram, Executive Vice President of Cloud Infrastructure and Management (VMware); Uwe Neumeier, VP Head of Datacenter Business EMEA Product Business Group (Fujitsu)
RAUM 13b	Getting Your Client Device Strategy Right for Digital Workplace Barbara D'Introno, Head of CCD Marketing Programs and Campaigns (Fujitsu); Markus Seifart, Head of Technical Pre-Sales CCD, Central Europe (Fujitsu)

Breakout Sessions

17. November

2. Tag

9:00 UHR – 9:45 UHR

RAUM 3	Drive Your Business with Innovative Server and Data Center Automation Solutions Wilfried Cleres, Business Development Manager (Fujitsu); Eric Schnepf, Senior Sales Specialist (Fujitsu); Marcel Schuster, Product Marketing Manager Servers (Fujitsu)
RAUM 4	Into the Fast Lane. How can your Network accelerate Digital Transformation? John Rozwadowski, Director Global Fujitsu Business Unit (Brocade); Frank Reichart, Senior Director Product Marketing Storage (Fujitsu)
RAUM 5	SAP-Anwendungslandschaften für das digitale Zeitalter gestalten Christian Hoppe, Head of IT (EEW Energy from Waste GmbH), Manuel Thalhofer, Portfolio Manager SAP Services (Fujitsu)
RAUM 12	Unlock your IT Potential with Hardware as a Service Rajat Kakar, Vice President Product Related Services Business (Fujitsu)
RAUM 13b	Managing Service Orchestration in a Digital World Ramanan Ramakrishna, Head of Managed Infrastructure Services Innovation & Portfolio, EMEA (Fujitsu)

10:00 UHR – 10:45 UHR

RAUM 3	Digital Retailing – Lessons From the Shop Floor Jat Sahi, Digital Lead Retail & Hospitality (Fujitsu)
RAUM 4	The Digital Agenda in 2017: Seven Burning Issues for IT and Business Leaders Kenny MacIver, Editor (I-Global Intelligence for the CIO); David Gentle, Director of Strategy and Foresight (Fujitsu)
RAUM 5	Das smarte SAP-Rechenzentrum – Geschäftsabläufe orchestrieren Volker Sommer, Principal Business Developer SAP (Fujitsu)
RAUM 12	Data – The New Currency in a Digital World Matt Watts, Director Technology and Strategy EMEA (NetApp)
RAUM 13a	Windows 10: The secure platform for the Digital Era David Smith, Digital Workplace Offering Manager, EMEA (Fujitsu)
RAUM 13b	Fujitsu Delivering Service Insight and Excellence Across the Enterprise Nerys Mutlow, Head of Solutions Integrations (Fujitsu)

Breakout Sessions

17. November

12:00 UHR – 12:45 UHR

RAUM 3	Digital Welfare & Healthcare – Improving the Patient Journey Maritta Korhonen, Ministerial Counsellor (Ministry of Social Affairs and Health, Finland); Christian Wernberg-Tougaard, Delivery Partner, Emerging Sectors, Business Application Service EMEAL (Fujitsu)
RAUM 4	Farewell Break-fix – Introducing Intelligent Engineering Services Douglas Baker, Head of IT (McDonald's); Carla Hall, Technical Support Services (Fujitsu); Martin Smithen, Technical & Maintenance Services (Fujitsu)
RAUM 5	Jetzt intelligente Städte schaffen Dave McCann, Smart Cities Lead, Public Sector Sales (Fujitsu); Michael Mooney, Smart Cities Strategy, Programme and Portfolio Management (Fujitsu)
RAUM 12	Finding Cures for Cancer by Genomic Big Data Analysis Dr. Fritz Schinkel, Head of Competence Center Big Data (Fujitsu)
RAUM 13a	Taking the HYPE out of Hyperconnectivity Simon Rees, N&T CTO (Fujitsu)
RAUM 13b	The Flash Check – What to Consider about All-Flash Storage René Hübel (Fujitsu); Frank Reichart, Senior Director Product Marketing Storage (Fujitsu)



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13:00 UHR – 13:45 UHR

RAUM 3	Reinventing the Bank for the Digital World Elenice Macedo, Sector Lead, Financial Services EMEA (Fujitsu)
RAUM 4	HOERBIGER – Fit für die Zukunft mit SAP-S/4 HANA Thomas Kriechbaum, CPO (HOERBIGER); Teja Ullrich, Head of Corporate IT – Applications (HOERBIGER)
RAUM 5 DE EN	Soziale unternehmerische Verantwortung, Ethik und Sicherheit im digitalen Zeitalter Thorsten Höhnke, CTO Enterprise & Cyber Security (Fujitsu); Vera Schneevoigt, Senior Vice President, Head of Product Supply Operations (Fujitsu)
RAUM 12	From Old World to New: All You Need to Know About Application Modernization Jesper Bjärvall, Project Executive (Swedish Transport Agency); Marcus Frejd, Project Manager (Swedish Transport Agency); Joerg Tettenborn, Director Application Modernization EMEA (Fujitsu)
RAUM 13a	Next Generation Service Desk: Simple, Consistent, Consumerized Mike Matthews, EMEA Service Desk Offering Lead (Fujitsu)
RAUM 13b	Applying AGILE Delivery to Digital Transformation James Bambrough, Head of Digital Applied Technologies (Fujitsu); Cedric Jadoul, Head of Digital Strategy Benelux (Fujitsu)

14:00 UHR – 14:45 UHR

RAUM 4 DE	Corporate Digital Responsibility Jens-Rainer Jänig, Managing Director (mc-quadrat); Andreas Kleinknecht, Head of Public Sector Sales, Germany (Fujitsu); Jochen Michels, Head of Public Affairs, Germany (Fujitsu)
RAUM 5	Starker Schutz vor Zero-Day-Angriffen mit der Stealth-Technologie von SURIENT Harry Schäfle, Head of Secure Infrastructure (SURIENT) EMEA (Fujitsu); Thomas Schkoda, Principle Product Manager Infrastructure Security (Fujitsu)
RAUM 13b	Creating a Digital Culture Jat Sahi, Digital Lead Retail & Hospitality (Fujitsu)

Oktoberfest

16. November

Wir freuen uns, alle registrierten Besucher auf unserem Oktoberfest zu begrüßen. Es ist über die vergangenen drei Jahre zum festen Bestandteil des Fujitsu Forums geworden. Zur Abrundung der zwei Tage haben Sie dort die Möglichkeit, das Management von Fujitsu und die Experten unserer Partnerunternehmen in ungezwungener Atmosphäre zu treffen. Wir bieten Ihnen einen unvergesslichen Abend mit traditioneller Oktoberfest-Unterhaltung mit bayerischer Musik, Essen aus der Region und deutschem Bier.



ICM-Halle C1
Einlass ab 18:00 Uhr

Fujitsu Forum App

Ihr persönlicher Leitfaden zum Fujitsu Forum 2016. Planen Sie Ihren Tag effizient mit der Fujitsu Forum App. Organisieren Sie Ihren Tagesablauf und navigieren Sie durch die Veranstaltung.



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www.fujitsu.com/de/fujitsuforum

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