Fujitsu
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Fujitsu RunMyProcess Shows How the Internet of Things can be Harnessed Today to Save Lives

News facts:

- Fujitsu RunMyProcess and HOP Ubiquitous (HOPU) demonstrate how the Internet of Things can be exploited in a hyperconnected world to turn concepts into a digital business at minimal investment
- Startup HOPU configured its Fujitsu RunMyProcess business backbone to the specialized needs of the scenario in just five days, demonstrating lowering barriers to entry for business and social innovation

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Munich/Paris, December 22, 2014 – Fujitsu RunMyProcess demonstrates how it is helping startups like HOP Ubiquitous (HOPU) to turn their concepts into a digital business, quickly and with low Total Cost of Ownership. Providing a cloud platform for the rapid implementation and testing of innovations, both for Fujitsu and for its customers around the world, it is a key enabler to the company's vision of a Human Centric Intelligent Society. Fujitsu RunMyProcess delivers the capabilities required to build connected digital systems spanning cloud, on-premise and mobile environments.

The Internet of Things (IoT) brings huge growth potential to the global economy. Important new standards are enabling things to communicate more effectively with each other. Headquartered in Murcia in Spain, HOPU is a startup specializing in wearable and sensor-based technologies. Through its important contributions to and support for flagship standards – such as OMA, IPv6 and CoAP – it is a leading player in the definition of management, inter-operability and security standards for the emerging IoT and its wider connection to other web- and cloud-based services. Using this expertise, HOPU is working to accelerate the emergence of new cross industry value models such as the emerging industrial Internet also called Industry 4.0.

Winning the prestigious Best Demonstration Award at the 4th International Conference on The Internet of Things (MIT Media Labs, Cambridge, USA October 2014), it showcases how cloud computing and the IoT can be brought together to enable new forms of social infrastructure that react to people's needs in real time. The demonstration is illustrated in the video Exploiting the Internet of Things – A Life and Death Example of Hyperconnectivity in Action that shows how lives can be saved by combining ubiquitous sensing via personal sensors and a Human Centric ICT System. In this case, the Fujitsu RunMyProcess platform was configured to the specialized needs of the scenario in just five days. Previously, getting such a solution up and running would have taken months, if not years.

The demonstration describes two scenarios. A traffic accident has happened in a busy city during rush hour. A cyclist is badly injured. He urgently needs emergency treatment. In today's world, time delays are caused by the late arrival of the ambulance, traffic jams and no staff available at the hospital on arrival. Vital minutes, which can mean the difference between life and death, are lost.

In a hyperconnected world – using tiny and wireless smart ojects from HOPU connected by the Fujitsu RunMyProcess platform to each other and the cloud – the cyclist's experience would be different. The motion sensor in his wearable device detects the impact. It provides his location and sends his changing heart rate to a Human Centric ICT system, which raises the alarm. Before a passer-by can telephone for help, the control center is already aware of the emergency and has dispatched an ambulance. The paramedics arrive and stabilize the cyclist. The system recognizes traffic is gridlocked around the nearest hospital and that the next nearest has a shortage of medical staff. The third hospital however is free from traffic and with staff available immediately. The system plots the best route through the traffic, estimating the cyclist will get access to emergency much faster, saving critical time and perhaps saving his life.

New legislation often presents opportunities for business ideas, for example since April 2014 public safety issues can be reported across Europe via integrated interfaces, and not just by telephone.[1] This was the starting point for the development of the HOPU and Fujitsu demonstration. With access to tools provided by Fujitsu RunMyProcess, fledgling businesses can respond quickly to such opportunities with far lower barriers to entry than was previously the case, putting the rewards of digital transformation within their grasp.

The Fujitsu RunMyProcess cloud platform removes the barriers to delivering such innovative new approaches. Firstly, seamless mobility via device- and location-independent business applications unifies the digital experience. This is especially important in scenarios where data is drawn from a large number of different component parts across the supply chain. In the scenario described there are four major components – emergency services, traffic operations, ambulance and hospital.

Secondly, end-to-end digitization and integration via APIs and 2,500+ connections across the digital supply chain allow new components to be added sequentially. Furthermore, faster outcomes and increased reliability via the agile, model-based business platform delivers digitization at speed. Accelerated innovation via collaborative business tools enables startups to embed a digital culture as a basis for future innovations and success.

Supporting quotes
Dr. Antonio J. Jara, CEO of HOP Ubiquitous
"HOP Ubiquitous wanted to build a bridge between the needs of the real world and the available digital solutions. These technologies are not futuristic, they exist today. But it is by connecting them all together that vital minutes can be gained, saving lives in the process. Despite the complexity combining multiple sources of data – emergency services, traffic operations, ambulance, hospital – plus all the different technologies and data formats involved, our small team of three people was able to design, integrate and deploy our Fujitsu RunMyProcess based-solution in just five days."

Dr. Joseph Reger, CTO of Fujitsu EMEIA
"The hyperconnected nature of the internet is changing the world. The result is that anyone with a great idea can start an innovative business in no time. Entry barriers are now lower than ever. Fujitsu RunMyProcess allows companies like HOP Ubiquitous to go from concept to market very quickly. This is achieved by integrating information and communication technologies into real-life business scenarios."

Pricing and availability
The Fujitsu RunMyProcess platform is available directly from Fujitsu RunMyProcess at
https://www.runmyprocess.com/en/.

Notes to editors
1 A large number of 'SOS' and 'help' solutions have looked at the benefits of new communication technologies. This demonstration integrates an instance of the Public Safety Answering Point (PSAP) service, based on the European Emergency Number Association (EENA) standardized protocol. In this way, it is demonstrated that the solution could provide value across the European Union as a whole.

Online resources
- Video: Exploiting the Internet of Things – A Life and Death Example of Hyperconnectivity in Action
- Fujitsu Forum Munich 2014 live demonstration:
  https://www.youtube.com/watch?v=wrNIEz2B-ws&list=PL4xLeOXURIlWCKrybck4qN9JK01BfByPe&index=15
- Read the Fujitsu blog: http://blog.ts.fujitsu.com
- Follow Fujitsu on Twitter: http://www.twitter.com/Fujitsu_Global
- Follow us on LinkedIn: http://www.linkedin.com/company/fujitsu
- Find Fujitsu on Facebook: http://www.facebook.com/FujitsuICT
- Fujitsu pictures and media server: http://mediaportal.ts.fujitsu.com/pages/portal.php
- For regular news updates, bookmark the Fujitsu newsroom: http://ts.fujitsu.com/ps2/nr/index.aspx
- Find out more about Fujitsu RunMyProcess: http://www.runmyprocess.com
- Read the Fujitsu RunMyProcess Blog: https://www.runmyprocess.com/blog/
- Follow Fujitsu RunMyProcess on Twitter: https://twitter.com/runmyprocess
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About Fujitsu

Fujitsu is the leading Japanese information and communication technology (ICT) company offering a full range of technology products, solutions and services. Approximately 162,000 Fujitsu people support customers in more than 100 countries. We use our experience and the power of ICT to shape the future of society with our customers. Fujitsu Limited (TSE: 6702) reported consolidated revenues of 4.8 trillion yen (US$46 billion) for the fiscal year ended March 31, 2014. For more information, please see http://www.fujitsu.com.

About Fujitsu EMEIA

In Europe, the Middle East, India and Africa (EMEIA), Fujitsu is a leading information and communication technology (ICT) company offering a full portfolio of business-technology products, solutions and services, ranging from workplace systems to datacenter solutions, managed services, and cloud-based software and solutions. Fujitsu's Vision is to enable a Human Centric Intelligent Society that creates value by connecting infrastructure, empowering people and creatively defining new forms of intelligence. In EMEIA Fujitsu employs approximately 28,000 people and is part of the global Fujitsu Group. For more information, please see: ts.fujitsu.com/aboutus

About Fujitsu RunMyProcess

Fujitsu RunMyProcess is a unique cloud platform that enables hundreds of leading companies in over 45 countries to remove the technology barriers to digital transformation. Our innovative platform empowers our customers to rapidly create, deploy and distribute highly customised enterprise and mobile business applications designed to meet their specific needs - unifying user experiences, connecting silos of information, reducing time to value and enabling digital scale.

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