

Executive Summary

In this booklet, we set out our thinking on how ICT (Information and Communication Technology) will transform business and society. We hope that this will help you see the future more clearly and take advantage of the opportunities for innovation that arise from changing technology.

How will the future be different?

Our vision of a Human Centric Intelligent Society

A new world is emerging. It is a world of connectivity. People and the things around us, all linked together, sharing information. The World Economic Forum calls it a Hyperconnected World and it will have a huge impact on the future. More connectivity means more collaboration. It means vanishing boundaries. It means changes to the way businesses work and how society creates value. It also means risk and uncertainty. It means the future will be different.

At the heart of a hyperconnected world is a new genera-

tion of the internet. You may have heard of the Internet of Things (IoT). The digital world will connect your car, air conditioner, washing machine, refrigerator, microwave oven, or even your light bulbs. In 2013 there were around 10 billion devices connected to the internet. This number will likely reach 50 billion or more by 2020. Massive amounts of information are being generated as a result, creating new knowledge and huge potential for economic growth.

How we innovate is fundamentally changing. The availability of new technologies will continue to lower the bar to successful innovation. We can experiment and move on, without the lengthy production cycles of the past: instead of years and months, we will measure innovation in days and hours.

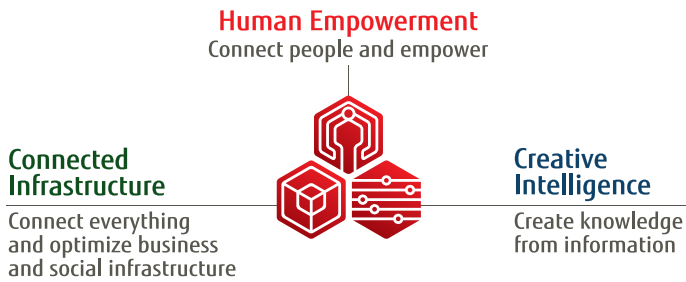
A hyperconnected world may bring a huge opportunity, but we will also face serious challenges of information security and privacy protection.

In this new world, we can't rely on what we have done before. In the past the ability to use cutting-edge technologies itself was a source of competitiveness, improving efficiency and building operational excellence. However, in a world where technologies are so accessible, this advantage is unsustainable. What then is the key to success in a hyperconnected world? To Fujitsu the answer is simple: people. Organizations will look to their people for innovative new ways to engage with their customers and deliver value for business and society. We are experiencing a shift to a new human centric paradigm.

Fujitsu wants to use the power of human centric ICT to build a safer, more prosperous and sustainable society, where knowledge is continually harnessed and people are empowered to innovate. We call this vision a Human Centric Intelligent Society. Fujitsu is working to realize a Human Centric Intelligent Society and this mission underpins all of our business activities.



Human Centric Innovation



Human Centric Innovation

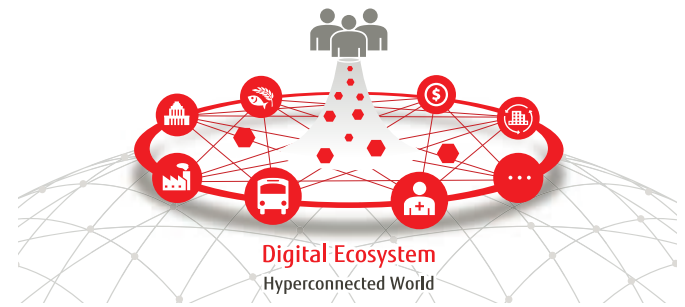
We want to be your innovation partner, complementing your business knowledge with our technology expertise to realize the full potential of a hyperconnected world. Human centric ICT gives businesses an unprecedented opportunity. They can unlock new competitive advantages as well as drive positive outcomes for society. So how do you harness technology to create new value for customers? How do you re-invent your business?

Human Centric Innovation is a new approach to realizing business and social value by creating solutions and services that bring together the dimensions of people, information and infrastructure. Fujitsu has developed a portfolio of technologies and services to support the three dimensions of people, information and infrastructure. The diagram below shows how Fujitsu's portfolio can deliver Human Centric Innovation.

Co-creating value in the digital ecosystem

Looking to the future where everything is connected, organizations will operate across different fields and industries and will collaborate dynamically. Information will be the medium that links them. This will dramatically change the way that industries create value and transform the global economy.

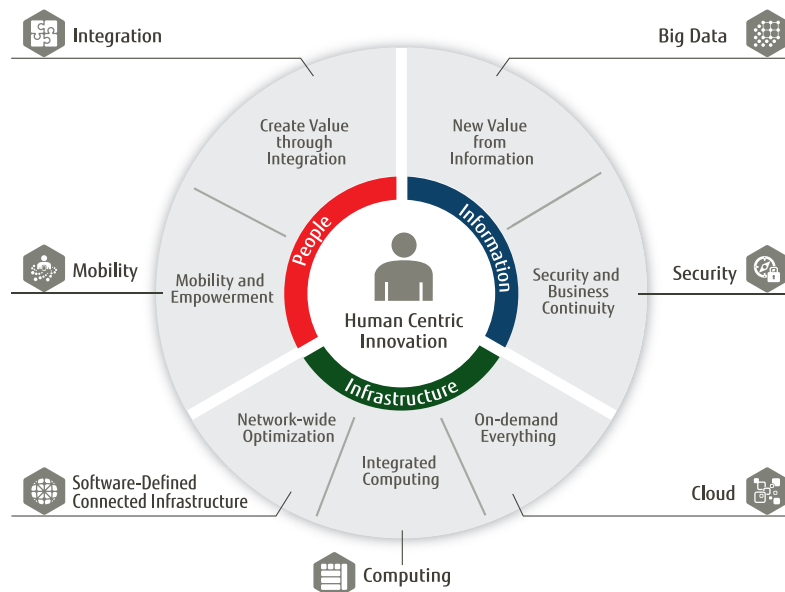
Co-creating value in the Digital Ecosystem



In a hyperconnected world, the scope of Human Centric Innovation is not limited to a single organization. It will cover a greater ecosystem across the conventional boundaries of industries.

In the future, we envisage the emergence of 'distributed business', where value chains will not be enclosed within a particular organization and its suppliers and partners. Instead they will have an open web-like form that encompasses both commercial and public entities and across different industries. Such open digital ecosystems have two defining characteristics - scale and diversity. In the past, products and services were either standardized at low cost targeted to a mass scale market or highly specialized at high cost targeted to a niche market. These were mutually exclusive characteristics. However, distributed business uses the scale and diversity of the ecosystem to provide services that are low cost, but also high value, tailored to meet the different needs of individual consumers in their context. This will be a radical change in the way businesses work. We envision that cloud services underpin the business platform for connecting everything - people, information and infrastructure - across industries.

Leveraging the digital ecosystem, Fujitsu is working to co-create business and social innovation together with our customers and partners.



You can find more stories, facts and references in Fujitsu Technology and Service Vision 2014.