

Fujitsu Technology and Service Vision

Executive Summary

2015

Human Centric Innovation in Action

Fujitsu Technology and Service Vision sets out our thinking on how Information and Communication Technology (ICT) is transforming business and society. This year, we expand on the examples of Human Centric Innovation which we put forward last year, and look at the progress we have made. We also feature innovation stories and our comprehensive lineup of services, products and solutions in a separate booklet. We hope it will be useful for your reference.

Hyperconnected World

The world is becoming more connected. We are experiencing a multi-layering of connectivity between people, businesses, information and processes. The evolution of a hyperconnected world is accelerating.

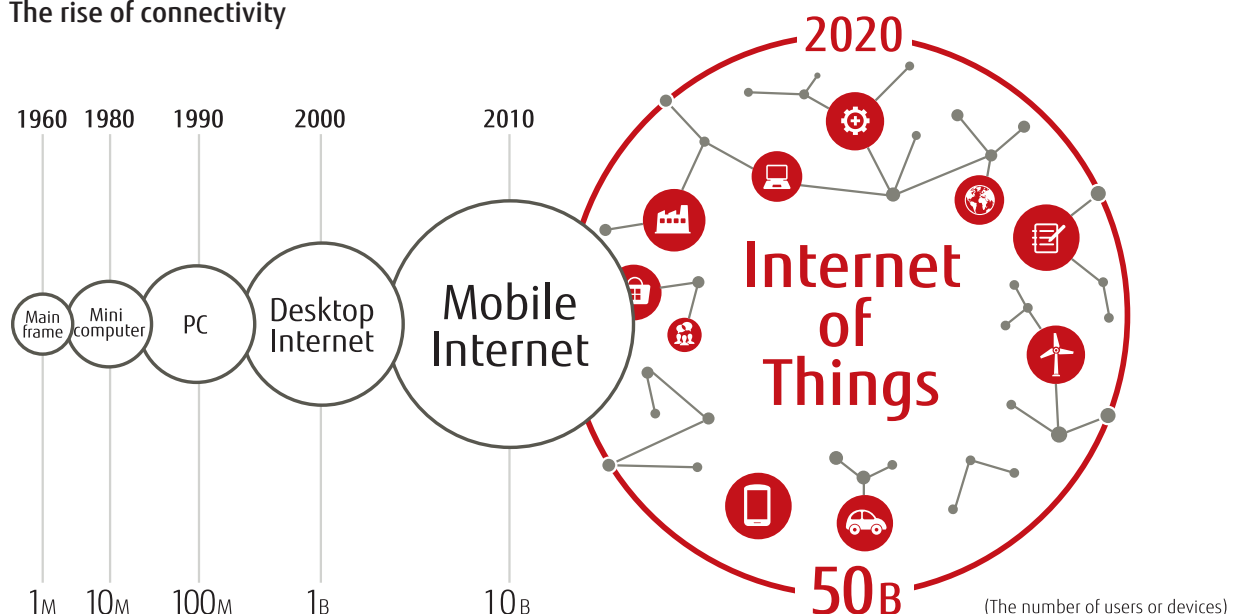
ICT has been the driving force of hyperconnectivity. With the power of digital information, ICT enhances an individual's experience and creates business and social value. When today we talk about digital technology, we mean ICT that is embedded into products, services, processes, social infrastructure, or even our everyday lives.

Now, digital technology is transforming every facet of business and society. Digitalization enables organizations to act faster in delivering customer value, flexibly adapt to changes, and produce intelligence in a new way. Organizations that fail to take action for digitalization may face disruption from others.

A New Paradigm – People creating the future

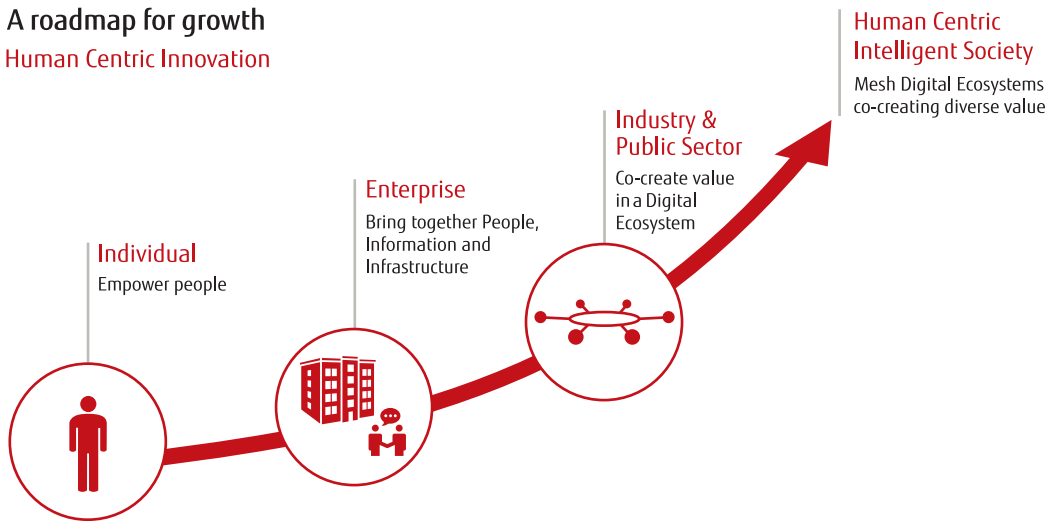
To create value in a hyperconnected world, enterprises must put people at the center of digital technologies. If we look back, before the industrial age, society relied on creativity. In the industrial era, competitive advantage came from owning the factors of production - technology, plant and machinery, labor and financial capital. Standardized products were produced cheaply and at large scale. In this asset-centric environment, people were seen as part of the entire business process. In the hyperconnected era, we have the opportunity to combine the benefits of craftsmanship and industrialization. With digital technology, we can harness people's creativity to make tailored, specialized products, but in ways that deliver value at scale and at low cost. This is a new paradigm where value is created from connections.

The rise of connectivity



A roadmap for growth

Human Centric Innovation



Roadmap to the future

Human Centric Innovation is an approach to creating business and social value by empowering people with the power of technology. It empowers people through connecting us with digital information and with the things around us – the infrastructure of the physical world. It is realized by converging the three dimensions of people, information and infrastructure. CEOs and other leaders can think about this new approach at different growth stages.

Organizations might start with individuals, empowering their people so that they can more openly collaborate within their organization as well as in outside communities. At an enterprise level, the focus becomes the transformation of the business model by bringing together people, information and infrastructure. At an industry and public service level, an enterprise can co-create shared value by shaping emerging digital ecosystems with other companies, governments and research institutes. Digital interfaces connect products and services of diverse organizations to form digital ecosystems.

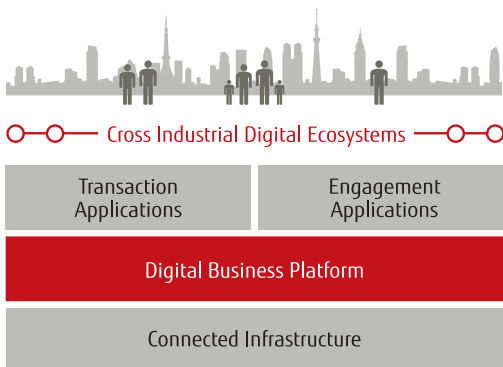
What we can do for you

Fujitsu wants to be your innovation partner. We will help you cope with challenges and maximize the opportunities to transform your business by combining your business knowledge with our technology expertise. Together we want to drive and shape digital ecosystems, to deliver greater value - centered on people - which we believe will be so important for creating a better future. To help realize Human Centric Innovation, we provide a portfolio of necessary technologies and services.

Traditionally, the enterprise IT system has contributed to enhancing productivity. Now, a new type of system is emerging to produce insights through connecting people and the things around us. Fujitsu proposes a digital business platform which enables the alignment of these two types of systems and the formation of digital ecosystems.

Fujitsu will help realize your business transformation and together drive the co-creation of a safer, more prosperous and sustainable world - a Human Centric Intelligent Society.

Hyperconnected System



The technology and services we provide

