Trademarks
All brand names and product names are trademarks or registered trademarks of their respective holders.

A Note Concerning Future Projections, Forecasts and Plans
This publication contains forward-looking statements in addition to statements of fact regarding the Fujitsu Group’s past and current situation. These forward-looking statements are based on information available at the time of publication and thus contain uncertainties. Therefore, the actual results of future business activities and future events may differ from the forward-looking statements shown in this publication. Please be advised that the Fujitsu Group shall bear no responsibility for any of these differences.

Unauthorized copying, reproduction, or reprinting of any part or all of the Fujitsu Technology and Service Vision is prohibited.

©2020 FUJITSU LIMITED

Consideration for the Environment
• This report has been printed using waterless printing, which reduces the amount of harmful materials used and emitted.
• It is printed on FSC® Certified Paper as designated by the Forest Stewardship Council® in order to help preserve forestry resources.
• It uses vegetable oil inks that do not include volatile organic compounds.
How do you find resilience when the world is in turmoil?

We live in a complex and uncertain world where it is ever more difficult to anticipate the future. The development of the global economy has brought many benefits to society. But at the same time it has created difficult social issues. Global warming, environmental destruction, air pollution, industrial waste, and rapid urbanization all demand our urgent attention.

A complex global network now interconnects people and businesses across our planet. It drives our economic growth. But it has created new vulnerabilities. COVID-19 has demonstrated the seriousness of pandemic as a threat to people’s health and our economic livelihood. As our global supply chains have grown in sophistication, they become ever more exposed to such global shocks.

Furthermore, rapid digitalization has created new risks like false information and misuse of privacy.

The world seems more vulnerable than ever. What can we do in this crisis situation?
What is your North Star?

Corporate growth is closely linked to the success of society as a whole. By aligning business and society, both will benefit.

What kind of management do we need to deliver this?

With the world in turmoil, to have a purpose is more important than ever. Purpose is a 'North Star'. It is like a compass that can show a true direction for the business. Ensuring it creates value and remains relevant to society.

To overcome difficult challenges and realize sustainable growth, we need to refocus on bringing business and societal goals together. The mind-sets of world business leaders are changing quickly, and societal value is rising up the business agenda. Business has a responsibility to society.

Fujitsu’s purpose is to make the world more sustainable by building trust in society through innovation.
In today’s climate, more than ever, businesses need to find resilience and different ways to grow.

Digital technology is an enabler. Digital transformation allows you to strengthen your core business, deliver better value to society and create greater trust. You should drive digital transformation with management priorities based on your purpose.

There are three steps.

The first step is to make your organization ready for digital. This gives you the ability to respond to unexpected changes in business environments.

Next, use digital to transform your core business. Recalibrate your business value based on your purpose, and continuously shift your business to be relevant to your customers and society.

And looking further ahead, by leveraging ecosystems, you will be able to completely reinvent your business. You can connect your business with services of partners from adjacent industries. You can co-create societal value centered around people, like mobility and wellbeing services.
How can you deliver value for people and society?

How can you transform your business to deliver more value to society? How do you navigate your business to remain relevant for the next decade?

You need a partner for your digital journey.

We want to take this path with you. We have experience in co-creating innovation with many customers. We have a unique approach to co-creation that can help you on this journey. By understanding people’s challenges, and by collaborating and acting with agility, we can create the solutions that enable your business to deliver on its purpose. We enable ecosystem business models by connecting various services with trusted data and turning data into value.
How can you use innovation to build trust?

We live in a completely different world to just a few years ago. Not only are 4.5 billion people online, but now more than 40 billion different things are digitally connected.

AI technology has advanced rapidly. AI is now a key part of many products and services from physical things like cars and robots to online services. These intelligent things will be connected through 5G networks to work autonomously in a distributed manner. For example, cars communicate with each other to enable autonomous driving. If we get it right, technology opens incredible opportunities for us to make the world better. But get it wrong, technology will add to the chaos and uncertainty of the world. It is essential that we use technology-based innovation to deliver trust in this new world. Fujitsu can help you in these ways:

• To have confidence in AI, through our Explainable AI technology
• To solve problems arising from the complexity of the world, using our Digital Annealer technology
• To optimize business and cities in real time by using ‘digital twins’
• To embed trust in the end-to-end ecosystem, through distributed ledger and security technologies

We provide a comprehensive portfolio of cutting-edge technologies and supporting services, to help you wherever you are on your digital journey.
What is your vision?

Our vision for the future is a Human Centric Intelligent Society.

We aim to realize a sustainable world where people can face the future with hope and confidence. To enable this, we create human centric innovation by bringing together people with data and physical things.
We think we can deliver trust in the future and realize sustainable growth through these key actions:

• Know your purpose, find your North Star
• Be human centric
• Use innovation to deliver trust

The future is not something to predict. But something to create. Let’s build a trusted future together.

How can we work together?