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FUJITSU

# Fujitsu Forum 2016

November 16-17,  
ICM Munich

Human Centric Innovation

*Driving Digital Transformation*



# Join us at the Fujitsu Forum 2016 in Munich

Dear valued customers and partners,

It is our great pleasure to welcome you to the Fujitsu Forum 2016 in Munich. Our theme this year is Human Centric Innovation – Driving Digital Transformation. We coined the term ‘Human Centric Innovation’ to explain how we empower people to take control of technological change. And by ‘Driving Digital Transformation’ we mean using digital technologies to create new value at every level: from process improvement to new business models.

We believe that digital transformation happens most successfully through co-creation with our customers and partners. Join us for a unique opportunity to share ideas and expertise with leaders in ICT from around the world.

The agenda comprises inspirational keynote presentations, break-outs addressing the biggest technology challenges we face, expert talks with a diverse international list of contributors, evening entertainment and of course the opportunity to network throughout.

Enjoy Fujitsu Forum 2016.



**Mr Duncan Tait**  
SEVP, Head of EMEA & Americas Regions, (Fujitsu)



**Mr Claus-Peter Unterberger**  
Vice Head, Global Marketing SVP, International Marketing, (Fujitsu)

## Keynotes November 16

Day 1



11:00 A.M. –  
12:30 P.M.  
Auditorium

### OPENING KEYNOTE DRIVING DIGITAL TRANSFORMATION

**Mr Tatsuya Tanaka**  
President (Fujitsu)

EN DE JP



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



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



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



**Mr Ignacio Cea**  
Chief Strategy and Innovation Officer (Bankia)

EN: room 4 and 13a | DE: Room 5 and 13 b



2:00 P.M. –  
3:00 P.M.  
Auditorium

### DIGITAL TRANSFORMATION IN PRACTICE

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

DE EN JP



4:00 P.M. –  
5:00 P.M.  
Auditorium

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

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

EN DE JP

# Keynotes

## November 17



11:00 A.M. –  
12:00 P.M.  
Auditorium

### ARTIFICIAL INTELLIGENCE

**Dr Joseph Reger**  
Chief Technology Officer,  
EMEIA, Fujitsu Fellow (Fujitsu)

EN DE

# Channel Program

## November 16



03:00 P.M. –  
03:45 P.M.  
Room 13a

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

**Mr Louis Dreher**  
Senior Director Channel Sales  
Germany (Fujitsu)

DE



**Mr Martin Nussbaumer**  
Head of Product Sales  
Austria & Switzerland (Fujitsu)

DE



**Mr Heiko Lühr**  
Director Distribution Sales  
Germany/Austria (Fujitsu)

DE



04:00 P.M. –  
05:30 P.M.  
Room 5

### FUJITSU: THE CHANNEL CENTRIC COMPANY

**Mr Michael Keegan**  
Head of EMEA Product Business Line  
(Fujitsu)

EN



**Mr Dave Hazard**  
Head of Sales Operations and Channel  
EMEIA (Fujitsu)

EN

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# Breakout Sessions

## November 16

Day 1

### 09:00 A.M. – 09:45 A.M.

ROOM 3	<b>Intelligent Mobility: The Digital Future of Travel</b> Mr Nial Finnegan, Offerings Manager for Transport EMEA (Fujitsu)
ROOM 4 DE	<b>Digital Learning: The New DNA of Education</b> Mr Ash Merchant, Director of Education UK & Ireland (Fujitsu)
ROOM 5 DE	<b>Gain Business Value from IoT – A Case-Based Perspective</b> Mr Nabil Lodey, Head of GlobeRanger and IoT, Fujitsu Digital (Fujitsu)
ROOM 12	<b>Applying AI, Big Data and Data Analytics for Social Innovation</b> Dr. Adel Rouz, Executive Vice President Europe (Fujitsu Laboratories of Europe)
ROOM 13a	<b>The New Storage Zoo</b> Mr Lee Caswell, VP Product, Storage and Availability Business Unit (VMware); Mr Marcus Schneider, Head of Product Management Data Center EMEA (Fujitsu)
ROOM 13b	<b>The Power of Insights – Using Analytics to Create Business Value</b> Mr Naeem Sarwar, Head of Analytics, Fujitsu Digital, EMEA (Fujitsu)

### 10:00 A.M. – 10:45 A.M.

ROOM 3	<b>Free Your Analytics From Paralysis – Infrastructure Matters</b> Mr Gernot Fels, Head of Integrated Systems (Fujitsu)
ROOM 4 DE	<b>Making Digital Transformation a Reality with MetaArc</b> Mr Andrew Brabban, VP, Head of Digital Technology Services Division (Fujitsu); Mr Shobit Porwal, Head of Hybrid IT, America (Fujitsu)
ROOM 5 DE	<b>Mapping the Territory of Cyber Threats – Prevent, Detect and Respond to Cyber Attacks</b> Mr Richard Curran, Security Officer EMEA (Intel); Mr Rob Norris, Head of Enterprise & Cyber Security EMEA (Fujitsu); Mr Bryan Campbell, Senior Security Researcher (Fujitsu)
ROOM 12	<b>Oracle TCM – The Cloud Approach to ERP Transformation</b> Mr. Kevin Li, Product Platform Director (Oracle); Mr Ian R. Price, Oracle Solutions Offering Manager (Fujitsu); Mrs Claire Findell, HR Business Lead, EMEA HRIS (Fujitsu)
ROOM 13a	<b>Digital Workplace – A New Paradigm in Delivering Business Value</b> Mr Per-Ove Johansson, Offering Lead for Digital Workplace, EMEA (Fujitsu)
ROOM 13b	<b>Digital Disruption – How Can Companies Like DHL Keep Up With Digitization</b> Mr Paul Richardson, Managing Director (DHL Supply Chain)

### 01:00 P.M. – 01:45 P.M.

ROOM 3	<b>Our Moments of Need: How You and I Are The Cause of IT Transformation</b> Mr Alan Clark, Chairman of the Board of OpenStack Foundation & Director Industry Initiatives, Emerging Standards and Open Source (SUSE); Mr Karsten Beins, Head of Fujitsu Distinguished Engineers, Central Europe (Fujitsu)
ROOM 4 DE	<b>HOERBIGER – Fit for the Future with SAP S/4 HANA</b> Mr Thomas Kriechbaum, CPO (HOERBIGER); Mr Teja Ullrich, Head of Corporate IT – Applications (HOERBIGER)
ROOM 5 DE	<b>A Step-by-Step Guide to Creating a Winning Digital Strategy</b> Mr Patrick Smith, Head of Strategic Consulting Digital, EMEA (Fujitsu)
ROOM 12	<b>Computing Beyond Moore’s Law: Architecture and Device Innovations</b> Dr. Takeshi Horie, Head of Computer Systems Laboratory (Fujitsu Laboratories)
ROOM 13a	<b>Future Workplace Visions and Perspectives</b> Mr Christian Reilly, Vice President & CTO, Workspace Services (Citrix); tbd (Microsoft); Mr Matthias Schorer, Head of Strategy Consulting, CEMEA (VMware); Mr Richard McCormack, VP Marketing Strategy and Operations, America (Fujitsu); Joel O'Halloran, SVP Global Delivery (Fujitsu)
ROOM 13b	<b>Hybrid IT – Delivering Digital Transformation at Your Own Pace</b> Mr Mark Phillips, Head of Hybrid IT (Fujitsu)

All breakout sessions are in English. The exceptions are specially marked with DE



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## HASTA LA VISTA, COMPROMISE. NETAPP FLASH SOLUTIONS

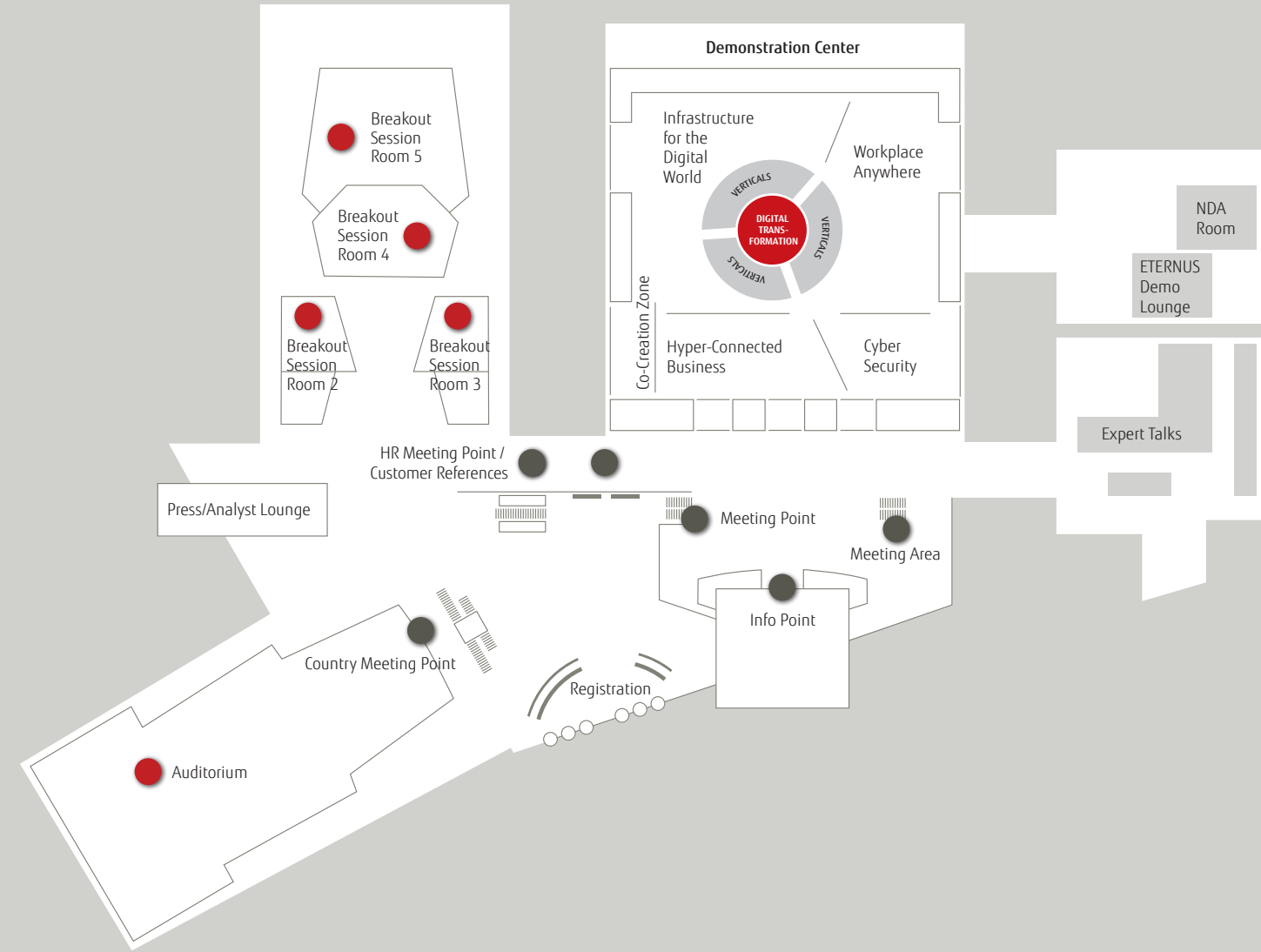
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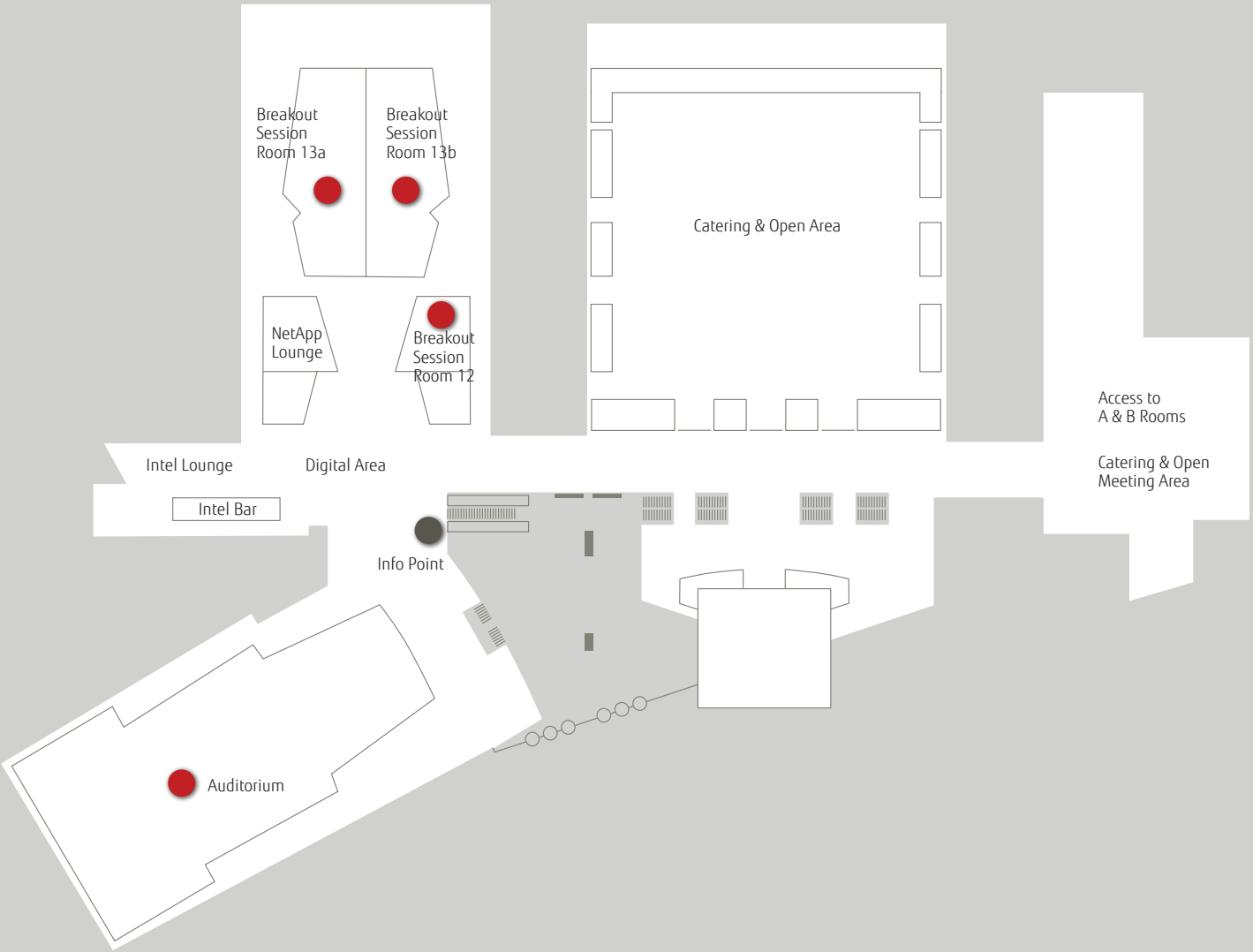


# Fujitsu Forum Floor Plans

Fujitsu Forum  
Floor Plans



GROUND FLOOR



FIRST FLOOR

Breakout Sessions

November 16

Day 1

03:00 P.M. – 03:45 P.M.	
ROOM 3	<b>The Transformation in Retail Banking</b> Mr Miguel Feu Gallego, Account Managing Director Santander Group (Fujitsu)
ROOM 4 DE	<b>Software-Defined and Hyper-Converged – Buzz or Boom?</b> Mr Markus Leberecht, Data Center and Cloud Solutions Architect (Intel); Mr Gernot Fels, Head of Integrated Systems (Fujitsu); Mr Frank Reichart, Senior Director Product Marketing Storage (Fujitsu)
ROOM 5 DE	<b>Master the Digital Age With a Single Cloud IaaS and PaaS Platform</b> Mr Brad Mallard, Chief Technology Officer and Distinguished Engineer (Fujitsu)
ROOM 12	<b>Can Tablets Drive the Journey to the Digital Workplace?</b> Mrs Marta Fiorentini, Research Manager EMEA Personal Computing (IDC); Mrs Ntokozo Ncongwane (Intel); Mr Rüdiger Landto, Head of Category Management Client Computing Devices EMEA (Fujitsu)
ROOM 13b	<b>Creating a Hyperconnected Cloud for Co-Creation in a Digital Society</b> Mr Shigeru Sasaki, CEO and Representative Director (Fujitsu Laboratories Ltd.)

05:00 P.M. – 05:45 P.M.	
ROOM 3	<b>Derisking Your Growth – Solutions from FUJITSU &amp; INTEL for Service Providers</b> Mr Rüdiger Frickenschmidt, Senior Director Service Provider Sales and Category Management, Nordics (Fujitsu); Mr Udo Würtz, Chief Evangelist Data Center Business EMEA (Fujitsu)
ROOM 4 DE	<b>Security in the Palm of your Hands</b> Mr Thomas Bengs, Director & Head of Security Products and Solutions (Fujitsu)
ROOM 12 DE	<b>Mastering Productivity – Welcome to a New Way of Working</b> Mr Marcus Robbins, Head of Information Management and Microsoft, EMEA (Fujitsu)
ROOM 13a	<b>Your Journey to the Software-Defined Enterprise</b> Mr Raghu Raghuram, Executive Vice President of Cloud Infrastructure and Management (VMware); Mr Uwe Neumeier, VP Head of Datacenter Business EMEA Product Business Group (Fujitsu)
ROOM 13b	<b>Getting Your Client Device Strategy Right for Digital Workplace</b> Mrs Kathrin Hofherr, Head of Global Product Marketing CCD (Fujitsu); Mr Markus Seifart, Head of Technical Pre-Sales CCD Central Europe (Fujitsu)

Breakout Sessions

November 17

Day 2

09:00 A.M. – 09:45 A.M.	
ROOM 3	<b>Drive Your Business with Innovative Server and Data Center Automation Solutions</b> Mr Wilfried Cleres, Business Development Manager (Fujitsu); Mr Eric Schnepf, Senior Sales Specialist (Fujitsu); Mr Marcel Schuster, Product Marketing Manager Servers (Fujitsu)
ROOM 4 DE	<b>Into the Fast Lane. How Can Your Network Accelerate Digital Transformation?</b> Mr John Rozwadowski, Director, Global Fujitsu Business Unit (Brocade); Mr Frank Reichart, Senior Director Product Marketing Storage (Fujitsu)
ROOM 5 DE	<b>Shaping SAP Application Landscapes for the Digital Age</b> Mr Christian Hoppe, Head of IT (EEW Energy from Waste GmbH); Mr Manuel Thalhofer Portfolio Manager SAP Services (Fujitsu)
ROOM 12	<b>Unlock your IT Potential with Hardware as a Service</b> Mr Rajat Kakar, Vice President Product Related Services Business (Fujitsu)
ROOM 13b	<b>Managing Service Orchestration in a Digital world</b> Mr Ramanan Ramakrishna, Head of Hybrid IT and Offerings Innovation for Managed Infrastructure Services, EMEA (Fujitsu)

10:00 A.M. – 10:45 A.M.	
ROOM 3	<b>Digital Fitting Rooms – Making Shopping Smooth at STOCKMANN</b> Mrs Elina Savolainen, Senior Omncommerce Development Manager (STOCKMANN)
ROOM 4 DE	<b>The Digital Agenda in 2017: Seven Burning Issues for IT and Business Leaders</b> Mr Kenny MacIver, Editor (I-Global Intelligence for the CIO); Mr David Gentle, Director of Strategy and Foresight (Fujitsu)
ROOM 5 DE	<b>The Smart SAP Data Center – Orchestrating Business Operations</b> Mr Volker Sommer, Principal Business Developer SAP (Fujitsu)
ROOM 12	<b>Data – The New Currency in a Digital World</b> Mr Matt Watts, Director Technology and Strategy EMEA (NetApp)
ROOM 13 a	<b>Next Generation Service Desk: Simple, Consistent, Consumerized</b> Mr Mike Matthews, EMEA Service Desk Offering Lead (Fujitsu)
ROOM 13b	<b>Fujitsu Delivering Service Insight and Excellence Across the Enterprise</b> Nerys Mutlow, Head of Solutions Integrations (Fujitsu)

### 12:00 P.M. – 12:45 P.M.

<b>ROOM 3</b>	<b>Digital Welfare &amp; Healthcare – Improving the Patient Journey</b> Mrs Maritta Korhonen, Ministerial Counsellor (Ministry of Social Affairs and Health, Finland); Mr Christian Wernberg-Tougaard, Delivery Partner, Emerging Sectors, Business Application Service EMEA (Fujitsu)
<b>ROOM 4</b> ing DE	<b>Farewell Break-Fix – Introducing Intelligent Engineering Services</b> Mr Douglas Baker, Head of IT (McDonald's); Mrs Carla Hall, Technical Support Services (Fujitsu); Mr Martin Smithen, Technical & Maintenance Services (Fujitsu)
<b>ROOM 5</b> DE	<b>Delivering Smart Cities – Case Studies From Around the World</b> Mr Dave McCann, Smart Cities Lead, Public Sector Sales (Fujitsu); Mr Michael Mooney, Smart Cities Strategy, Programme and Portfolio Management (Fujitsu)
<b>ROOM 12</b>	<b>Digital Retailing – Lessons From the Shop Floor</b> Mr Jat Sahi, Digital Lead Retail & Hospitality (Fujitsu)
<b>ROOM 13a</b>	<b>Taking the HYPE out of Hyperconnectivity</b> Mr Simon Rees, N&T CTO (Fujitsu)
<b>ROOM 13b</b>	<b>The Flash Check – What to Consider about All-Flash Storage</b> Mr René Hübel, Senior Product Marketing Manager (Fujitsu); Mr Frank Reichart, Senior Director Product Marketing Storage (Fujitsu)

### 01:00 P.M. – 01:45 P.M.

<b>ROOM 3</b>	<b>Reinventing the Bank for the Digital World</b> Mrs Elenice Macedo, Sector Lead, Financial Services EMEA (Fujitsu)
<b>ROOM 4</b> DE	<b>Finding Cures for Cancer by Genomic Big Data Analysis</b> Dr Fritz Schinkel, Head of Competence Center Big Data (Fujitsu)
<b>ROOM 5</b> DE EN	<b>Winning the Right Way: Responsible and Secure Business in the Digital Age</b> Mr Thorsten Höhnke, CTO Enterprise & Cyber Security (Fujitsu); Mrs Vera Schneevoigt, Senior Vice President, Head of Product Supply Operations (Fujitsu)
<b>ROOM 12</b>	<b>From Old World to New: All You Need to Know About Application Modernization</b> Mr Toni Korhonen, Senior Solution Architect (Fujitsu); Mrs Anna Larsson, Senior Project Manager (Fujitsu); Joerg Tettenborn, Director Application Modernization EMEA (Fujitsu)
<b>ROOM 13a</b>	<b>Windows 10: The Secure Platform for the Digital Era</b> Mr James Akrigg, Head of Technology Partners, UK (Microsoft); Mr David Smith, Digital Workplace Offering Manager, EMEA (Fujitsu)
<b>ROOM 13b</b>	<b>Applying AGILE Delivery to Digital Transformation</b> Mr Renaud Marquet, Head of IT (Lombard International Assurance); Mr James Bambrough, Head of Digital Applied Technologies (Fujitsu); Mr Cedric Jadoul, Head of Digital Strategy Benelux (Fujitsu)

### 02:00 P.M. – 02:45 P.M.

<b>ROOM 4</b>	<b>Corporate Digital Responsibility</b> Mr Jens-Rainer Jänig, Managing Director (mc-quadrat); Mr Andreas Kleinknecht, Head of Public Sector Sales Germany (Fujitsu); Mr Jochen Michels Head of Public Affairs, Germany (Fujitsu)
<b>ROOM 5</b> DE	<b>How Safe is Your Software? Introducing Stealth Surient</b> Mr Harry Schäfle, Head of Secure Infrastructure (SURIENT) EMEA (Fujitsu); Mr Thomas Schkoda, Principle Product Manager Infrastructure Security (Fujitsu)
<b>ROOM 12</b>	<b>Reinventing IT &amp; Enabling Hybrid Cloud with Windows Server 2016</b> Mr Jeff Woolsey, Principal Program Manager, Windows Server (Microsoft)
<b>ROOM 13b</b>	<b>Creating a Digital Culture</b> Mr Jat Sahi, Digital Lead Retail & Hospitality (Fujitsu)



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# Oktoberfest November 16

We are happy to welcome you to our very own Oktoberfest as a registered visitor. This part of the Fujitsu Forum has become a firm favorite with our customers and partners over the last three years. Rounding off the two days of the Forum, the Fest gives you the chance to meet Fujitsu management and the experts from our partner companies in a more informal atmosphere. We offer you a truly unique evening of traditional Oktoberfest entertainment accompanied by Bavarian music, local food and German beer.



**ICM Hall C1**  
**6:00 P.M. Doors open**

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