Seeing the Heretofore Unseen Future—Tips for Digital Transformation

Fujitsu Digital Transformation Center (DTC) is a co-creation workshop space that empowers you to think about the future and to develop plans for digital transformation.

To solve diverse issues, including those related to work style innovation, problem solving at various sites such as factories or stores, and challenges faced in new business creation, engineers with extensive knowledge of solutions, devices, and networks as well as designers, consultants, and other experienced experts will help you give form to your thoughts of the future by using original methods and cutting-edge technologies.

We present case studies on introducing cutting-edge ICT as well as provide hands-on workshops focused on the latest system solutions. Our goals are to organize your ideas of the future and to develop measures to help you realize your vision.

By sharing a vision of the future among all members,
Let’s take a big step forward toward digital transformation.
**Mission**

DTC’s Roles in Promoting Digital Transformation

1. Gathering information
   - Fujitsu DTC
   - Gathering information

2. Hands-on experience of cutting-edge technologies
   - Fujitsu DTC
   - Hands-on experience

3. Working together to generate and organize ideas
   - Fujitsu DTC
   - Working together

**Process**

Think about the future vision

DTC helps customers solve their business problems using design approach. In the workshops, participants imagine and share “ideal forms” for the future while proposing ideas. Concrete “measures” are derived by evaluating current status of problem solving, specific work styles, applicable technologies and by summarizing ideas.

1. Input
   - Current status, model, trend
   - Challenges and issues for improvement
   - Current status investigation, analysis results
   - We discuss opinions to share a future vision.

2. What to do now “Measures”
   - Short-term business measures
   - “Know the current status”
   - Backcast
   - We organize ideas and develop measures to implement.

3. Output
   - Empathetic keyword, viewpoint
   - Future vision “Ideal form”
   - Visualize and share medium-and long-term goals.
Exploring ideas and developing future vision in specialized studios suitable for the theme

DTC provides specialized studios suited to each workshop theme. Benefiting from Fujitsu’s proprietary methods and know-how and equipped with cutting-edge ICT, these studios enable you to take steady steps toward the digital transformation you require.

Typical flow of a workshop (Example)

**STEP 1**
Choosing cards
Each customer chooses inspiration cards that inspire them.

**STEP 2**
Exploring ideas
Based on the cards chosen, customers explore the ideas of challenges and goals with the help of expert facilitators.

**STEP 3**
Thinking about visions for the future and summarizing opinions
Customers organize their review results into drawings to produce vision sketches and all members share the sketches to develop strategies.

Remote workshop
The Tokyo and Osaka studios are connected by a sophisticated conference system for a remote workshop. It enables customers to participate in a workshop from both locations as well as experts in Tokyo to give a presentation to the audience in Osaka.
Workshop Menu

A wide variety of workshop programs

Using the design approach, experienced experts help you solve your problems through hands-on demonstrations of the latest ICT and case studies.

We offer wide-ranging workshops in addition to the ones introduced here.

5G

An Insight into Identifying Present Issues and Ideal Forms: Workshop for Knowing and Thinking about 5G

The mobile communication system has progressed from its 1st generation in the 1980s to the current 4th generation and use cases have also changed from telephone and email to the Internet and distribution of music, games and videos. The 5th generation (5G) of the mobile communication system, whose full-scale launch is slated for 2020, is expected to be used for many purposes, creating an unprecedented new world and making people's lives convenient and comfortable. This workshop is intended for customers who want to know about and consider how to use 5G, and provides them with an introduction of what 5G is based on use cases as well as an opportunity to think about issues that should be dealt with and ideal forms in the future.

AI

Triggering Innovation with AI - AI Workshop

The use of Artificial Intelligence (AI) Fujitsu envisions is one where a machine thinks for people to help them make decisions. In other words, it is human-centric AI which stays close and supports human activities. This workshop is for customers who are interested in utilizing AI but do not know where to start, who would like to consider a theme for utilizing AI in own businesses and operations and who would like to brainstorm creative ideas about how to combine AI technology and actual business operations. Referencing Fujitsu's AI concept and the latest AI technology trends, we think together with customers about how to utilize AI in their businesses and service operations through group work and discussions.

Security

The Reality of Cyber Attacks: Reconstructing Cyber Attacks

Cyber attack threats have increased rapidly in recent years. Since even a single email can trigger a situation that seriously impairs business operation continuity, companies must enhance their security measures needed, who would like to know how Fujitsu views and what Fujitsu does about security internally, and who would like to have hands-on experience as to how cyber attacks damage businesses. Customers experience the threat of cyber attacks in a studio where one personal computer is available for each person. We also introduce Fujitsu's security initiatives and personnel development programs.

Work Style Innovation

The Present and Future of Work Style Innovation: Case Studies of 7,000 companies

The government is proactively promoting work style innovation, which Fujitsu has been proposing for some time. This work style innovation is attracting attention today. However, the meaning of the expression is broad. There are many different ways of working in companies and an ideal work style differs depending on jobs and family situations. The essence of work style innovation is, therefore, what an organization should do to achieve the innovation in a given environment. In this workshop, we invite participants from different departments of the customer’s company. From various perspectives, the participants share individual challenges in discussions and organize an ideal state into a drawing to produce a vision sketch. One of the most important points of the workshop is that the whole company works together as one.
Work Style Innovation

Work Style Innovation Starts Today:
12 Concepts to Achieve an Ideal Work Style
From 12 work situations, participants choose a work style they should pursue and create a road map for achieving it. The participants co-create a road map for work style innovation that they can embark on today and work out specific use situations.
Target Areas: Osaka, Tokio
Venue Studio B / Studio D
Duration 120 min.

Solving Work Style Innovation as a Corporate Challenge
This workshop is designed for teams such as HR and corporate planning offices driving work style innovation within the customer organization. Participants discuss ideal work style and identify priorities of what to do while learning about country regulations and reference cases of Fujitsu’s HR department.
Target Areas: Osaka
Venue Studio B / Studio D
Duration 120 min.

Fujitsu’s ICT Based Work Style Innovation: Fujitsu Global Communication Platform and Application of AI for Improved Productivity
We discuss the background to and know-how from the Global Communication Platform, which Fujitsu uses for our 160,000 employees around the world, and consider customers’ work style innovation through interactive demonstrations.
Target Areas: Osaka
Venue Studio B / Studio D
Duration 120 min.

Box Shapes a New Work Style
Work style innovation requires a secure and convenient telework environment that allows people to work anywhere and anytime. In this program to experience Box, a cloud content management solution used by approximately 80,000 Fujitsu employees in Japan, participants will find a new work style.
Target Areas: Osaka
Venue Studio C
Duration 90 min.

Consulting on Supporting the Development of a Vision for Work Style Innovation: Visualizing the Vision to Build Internal Consensus
This workshop is to create ideas by using templates based on a wealth of consulting case studies, thereby supporting the development of a vision as the first step for work style innovation.
Target Areas: Osaka
Venue Studio B / Studio D
Duration 240 min.

Manufacturing Innovation

Optimal Network Configuration for the Factory IoT: Building a Secure Smart Factory
Participants in this workshop can exchange with experts about potential risks of Factory IoT and how to secure them.
Target Areas: Osaka
Venue Studio B / Studio D
Duration 180 min.

Optimizing Whole Plant with Intelligent Dashboard
In a manufacturing plant, it is desired to link different kinds of data by using IoT, implement real-time visualization and optimize the whole plant using analysis and prediction. In this workshop, the participants think about ideal data use scenarios and visualization images to achieve the optimization.
Target Areas: Osaka
Venue Studio B / Studio D
Duration 240 min.

Distribution

Utilizing Data in Retail Industry
This is a workshop to discuss with experts how data and challenges collected from various sites such as stores, logistics, warehouses, and headquarters, can be utilized and turned into new business opportunities.
Target Areas: Osaka
Venue Studio D
Duration 180 min.

Thinking About Next Generation Stores
This workshop is for retail customers willing to review their customer values in stores. Value proposition of stores in the future are identified, existing challenges sorted out and broken down into tangible next steps.
Target Areas: Osaka
Venue Studio B
Duration 180 min.

Urban Infrastructure

Consider Urban Infrastructure Future Workshop: Human-Centric Facility Development
This design thinking-based workshop helps the participants to organize ideas about introducing ICT to the facility and “human centric facility development,” which clearly defines the value of facility users and those who operate the facility, such as staff members and managers.
Target Areas: Osaka
Venue Studio B
Duration 120 min.

Digital Marketing

Marketing Innovation in a Digital Era: Maximizing Customer Experience by Digital Marketing
Based on the latest digital marketing trends and Fujitsu’s experience, we explain the essential aspects of improving customer experiences. Through group discussions, we reveal challenges and future visions as well as summarize opinions to develop effective strategies.
Target Areas: Osaka
Venue Studio A
Duration 120 min.

Omni-channel Marketing with SNAPEC-EX
In this workshop, the participants learn about omni-channel marketing through lectures and interactive demonstrations and deepen understanding of omni-channel marketing mainly focusing on EC websites. The workshop explores the content and challenges of omni-channel marketing to help the participants to acquire its concrete images.
Target Areas: Osaka
Venue Studio A
Duration 120 min.

We accept special requests regarding workshop content. (These workshop and session themes are current as of April 2019.)
In the conveniently located World Trade Center Building in Hamamatsu-cho, Tokyo, we leverage cutting-edge digital technology to create new tomorrow with you.

DTC provides specialized studios suited to each workshop theme. Benefitting from Fujitsu’s proprietary methods and know-how and equipped with cutting-edge ICT, these studios enable you to take steady steps toward the digital transformation you require.
Studio A

We provide a wide range of programs, including expert sessions and conferences on cutting-edge technologies, and support workshops with Fujitsu’s original efficient tools and solutions.

(Major workshop at this studio)
- Triggering Innovation with AI - AI Workshop
- Marketing Innovation in a Digital Era
- Omni-channel Marketing with SNAPEC-EX

Key points
- The studio is equipped with unique digital tools, a paperless conference system, and other functions appropriate for group work and discussions.
- Fujitsu’s original efficient toolbox contains tools needed in workshops.
- We provide a wide range of services, including large workshops and ideathons for more than 30 participants.

Studio B / D

Fujitsu’s original inspiration cards and interactive board enable unique workshops that utilize cutting-edge ICT.

(Major workshop at this studio)
- Thinking About Next Generation Store
- Utilizing Data in Retail Industry
- Work Style in the Future
- Work Style Innovation Starts Today
- Optimizing Whole Plant with Intelligent Dashboard
- Shaping the Future with IoT

Key points
- Customers can experience unique workshops using more than 700 inspiration cards created through discussions with customers and an interactive board developed by Fujitsu.
- Engineers, designers, and other experts think together with customers to organize visions for the future.
- We provide case studies on the latest usages of IoT as well as hands-on demonstrations designed for customers’ industries and issues.
- Customers can remotely communicate with studios in Osaka.
**Studio C**

Customers can experience the measures and benefits of Fujitsu’s own work style innovation through hands-on demonstrations using a large screen and devices made available for each person.

(Major workshop at this studio)
- **Fujitsu’s ICT Based Work Style Innovation**

**Key points**
- Customers can learn about the background and benefits of the Global Communication Platform, which is used by approximately 160,000 Fujitsu employees worldwide, and experience the platform first-hand.
- Expert staff members hold discussions.
- Customers can experience the latest solutions on a large screen and machines made available for each customer.

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**VR**

**Virtual Reality (VR) Experience**

**Key points**
- The solution reconstructs natural vision with unparalleled 3D effects and high-speed head tracking.
- The VR solution can be used in education, medical care navigation, and virtual manufacturing tests as well as in hands-on demonstrations and testing based on customer data.

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**Testing**

**Hybrid Cloud Testing**

**Key points**
- Customers can verify the effects of introducing the latest hybrid cloud systems in advance according to their needs, including checking the operation of their business applications on equipment to be newly installed and testing new combinations of software and equipment.
- We support various testing, including virtualization, system integration and private clouds as well as remote testing from customer sites.

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**Events & Seminars**

**Hands-on seminars**

**Key points**
- We provide information that helps solve customers’ problems, such as seminar information on MetaArc, which supports customers’ growth strategies.
- In hands-on seminars that provide one device per person, customers can learn about cutting-edge ICT, including IoT, AI, analytics, cloud computing and security services. We also provide individual consulting services.
Co-creating a new future using digital technology in a city where culture, art, and business merge—

DTC, which has been well received in Tokyo as a co-creation workshop space, has opened a new facility in Nakanoshima, Osaka. Experts conduct sessions and workshops in dedicated studios. We think together with customers about digital transformation in a new environment that supports creative thinking.

FUJITSU Digital Transformation Center @OSAKA
Studio A

Based on expert advice and discussions, we hold workshops and seminars on cutting-edge topics to generate innovative ideas through a sequence of divergence and convergence in a relaxing, comfortable studio.

(Major workshop at this studio)
- Triggering Innovation with AI - AI Workshop
- Omni-channel Marketing with SNAPEC-EX

Key points
- Use of a design approach to support discussions and group work.
- The studio is equipped with a paperless conference system and original toolbox.

Studio B

Using an interactive board developed by Fujitsu, we provide unique workshops using ICT. Expert facilitators work with customers to develop visions for the future.

(Major workshop at this studio)
- Work Style in the Future
- Work Style Innovation Starts Today
- Optimizing Whole Plant with Intelligent Dashboard

Key points
- More than 700 inspiration cards created through discussions with customers for generating ideas.
- Customers can remotely communicate with studios in Tokyo.

Studio C

With one device per person, customers experience the threat of cyber attacks and communication about work style innovation.

(Major workshop at this studio)
- The Reality of Cyber Attacks
- Fujitsu’s ICT Based Work Style Innovation

Key points
- Realistic experiences supported by one device per person.
- Customers can experience the communication platform used by approximately 160,000 Fujitsu employees worldwide.
Going beyond -
Fujitsu brings the DTC and design approach to live in major cities around the world,
harnessing the power of co-creation,
starting in our centers in Munich, London and New York in 2018.
FUJITSU Digital Transformation Center Munich

DTC Munich is located on the 16th floor of the HighLight Towers, where you can enjoy a panoramic view over the Munich city center and Alps. Our professional facilitators and technology experts will guide you through the steps of co-creation, using interactive tools and intensive creative thinking to build a future concept.

Mies-van-der-Rohe-Str. 8,
HighLight Towers, München 80807, Germany

FUJITSU Digital Transformation Center New York City

A casual and interactive co-creation space located in the heart of Manhattan. We help you to create innovative visions using cutting-edge technologies.

733 Third Avenue, 17th Floor
New York, NY 10017, USA

FUJITSU Digital Transformation Center London

DTC London – a colorful and playful innovation space inside an authentic British style building. Through the integration of tradition and advanced technology, “Wa (Japanese culture)” and “Yo (Western culture)”, we help you inspire new business ideas and create tangible outcomes.

22 Baker Street, Marylebone,
London W1U 3BW, United Kingdom

Point

- All facilities are equipped with digital interactive boards.
- Whilst the DTCs are purpose built, our approach and methodology is mobile – we can deliver co-creation workshops anywhere.
Foundation for Business Agility
Modernize and converge systems into a cloud environment that can integrate rapid apps development to better meet end customer’s demands.

Digitalize Your Business Process
Make your business processes fit for digital, better exploiting your LOB applications to support innovation across your organization.

Connect Your Business to Work Faster
Helping your organization to connect people, information and things to drive business and social value.
Field/Industry: Connectivity | Target Areas: Munich, London

Better Understand Your Customers
Helping your organization to connect people, information and things to drive business and social value.
Field/Industry: Customer Insight | Target Areas: Munich, London

Productive Happy Workers Use the Digital Workplace
Create a more personalized, contextual and frictionless workplace that seamlessly works and is easy to consume.
Field/Industry: Digital Workplace | Target Areas: Munich, London

Evolving a Digital Smart Factory
For customers looking to master new technologies and production techniques by leveraging emerging technologies across the production cycle.

Putting Passengers First – Really Intelligent Mobility
Creating a great travel experience through the use of digital services that transform the use of infrastructure, and use data intelligently to provide a more seamless service.
Field/Industry: Transport | Target Areas: Munich, London

The Connected Citizen
In a more digitally enabled society the public sector needs to connect with citizens to deliver services in a secure and increasingly innovative way and find co-creation opportunities that deliver best value.
Field/Industry: Transport | Target Areas: Munich, London

Creating the Future Bank
As the market transforms, so the customer experience must evolve rapidly to ensure banks retain their clients and attract new ones.

Connected Retail
Identify opportunities to address the needs of increasingly empowered consumers through targeted solutions as part of a wider omni-channel strategy.
Field/Industry: Retail | Target Areas: Munich, London, New York

Workshop Theme

Topics for 1/2 Day
“Define” Workshop

Themes for 1–2 Days
Explore Workshops

Contents of Cyber Security will be integrated into each co-creation workshop. (These workshop and session themes are current as of April 2019.)
Address and Hours

FUJITSU Digital Transformation Center

Floors 29-30 Tokyo World Trade Center Building, 2-4-1 Hamamatsucho, Minato-ku Tokyo, 105-8429, Japan
Business hours: 9:00 to 17:00 (except Saturdays, Sundays, national holidays, and company-designated holidays)

10th Floor, Nakanoshima Dai Building, 1-3-2 Nakanoshima, Kita-ku, Osaka City, Osaka, 530-6110, Japan
Business hours: 9:00 to 17:00 (except Saturdays, Sundays, national holidays, and company-designated holidays)

For more information on the facility, please visit our website.
http://www.fujitsu.com/global/facilities/dtc/

[To Use the Facilities]
An advance reservation is required.
Please contact the sales representative in your region.