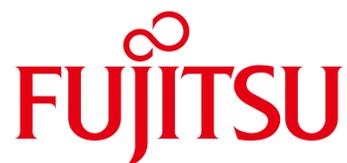




## The Success Story of Fujitsu and MoBagel

Businesses face hurdles in AI implementation, such as long deployment periods, high costs, talent shortages, and complex integration. These challenges hinder data management and the transition to AI-driven solutions, impacting decision-making and flexibility. A cohesive platform is vital for enabling AI deployment and enhancing competitiveness. As a result, Fujitsu and MoBagel have teamed up to create adaptive AI solutions.

This is the story behind their collaboration.



The Innovation Partnership Case Studies Series is a collection of reports highlighting key projects emerging from the Plug and Play Ecosystem.

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## Our Unicorns



+1 Undisclosed Unicorns

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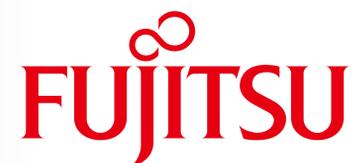
## Parties involved

Fujitsu partnered with MoBagel to build adaptable and resilient AI together.

### Fujitsu: The Corporate Partner

Fujitsu's research is at the forefront of its sustainability transformation strategy. It conducts cutting-edge research to tackle social challenges and improve our future world. Focusing on **five key technologies** — *computing, network, AI, data and security, and convergent technologies* — Fujitsu delivers comprehensive value to customers by combining them creatively and dynamically.

Fujitsu's **AutoML** and **Wide Learning** are the two products of this collaboration. AutoML leverages generative machine learning for efficient data preprocessing and predictive model generation, focusing on rapid, transparent pipelines that deliver high accuracy and clear AI explanations. Wide Learning offers explainable decisions and precise insights, serving as a cost-effective alternative to deep learning. Together, these products form a robust framework for advanced data processing and analysis.



### MoBagel: The Startup

MoBagel is a Gartner-recognized AI/ML platform committed to empowering users to make informed, data-driven decisions seamlessly. Headquartered in Silicon Valley with seven global offices, including Tokyo, Taipei, and Singapore, MoBagel has **assisted over 9,000 brands in deploying AI** to create a more resilient future.

Using generative AI and machine learning technologies, they develop multiple **AI Agents** that enhance business process automation and foster precise decision-making in critical areas such as sales & marketing, supply chain, finance, and manufacturing. Their platform significantly reduces the typical AI implementation timeline from 12 months to just one, enabling businesses to rapidly address challenges through swift model creation, testing, and deployment.



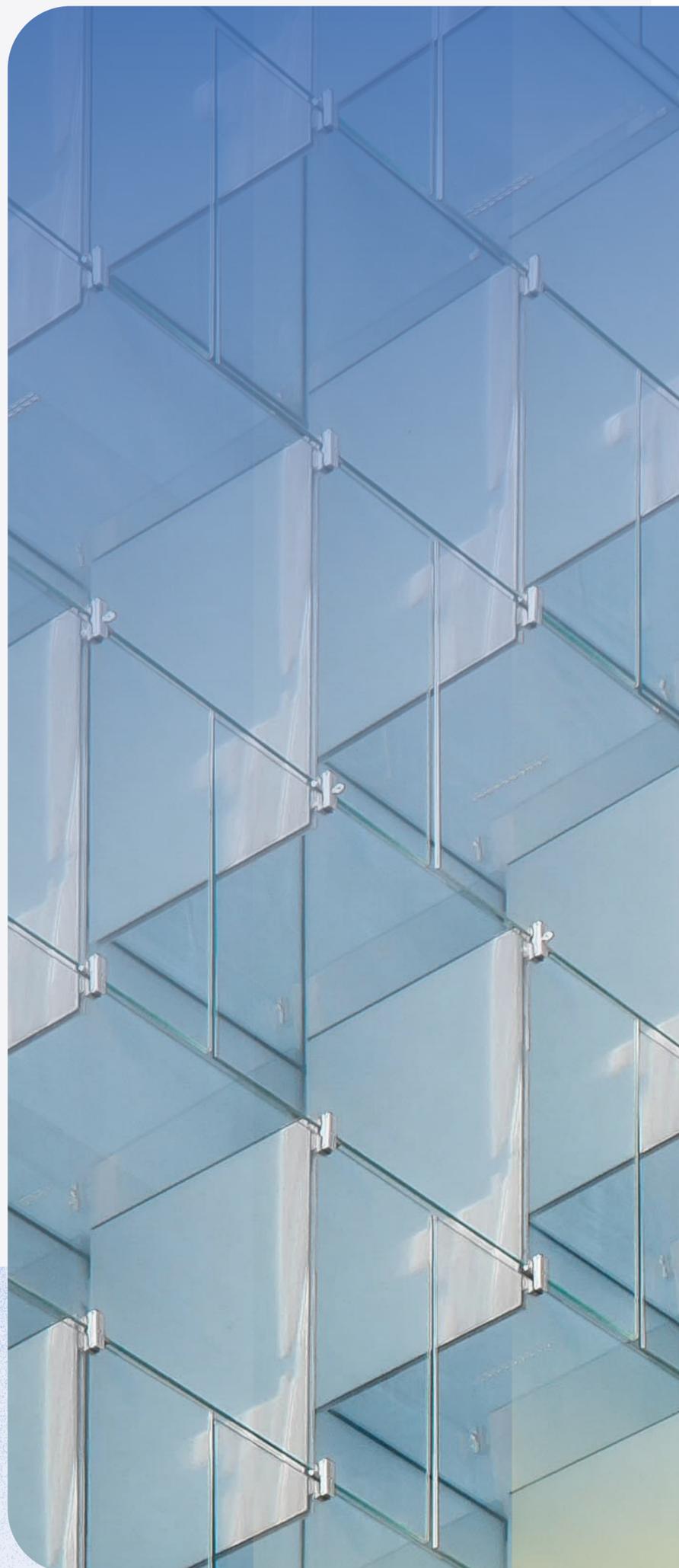
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# The Project

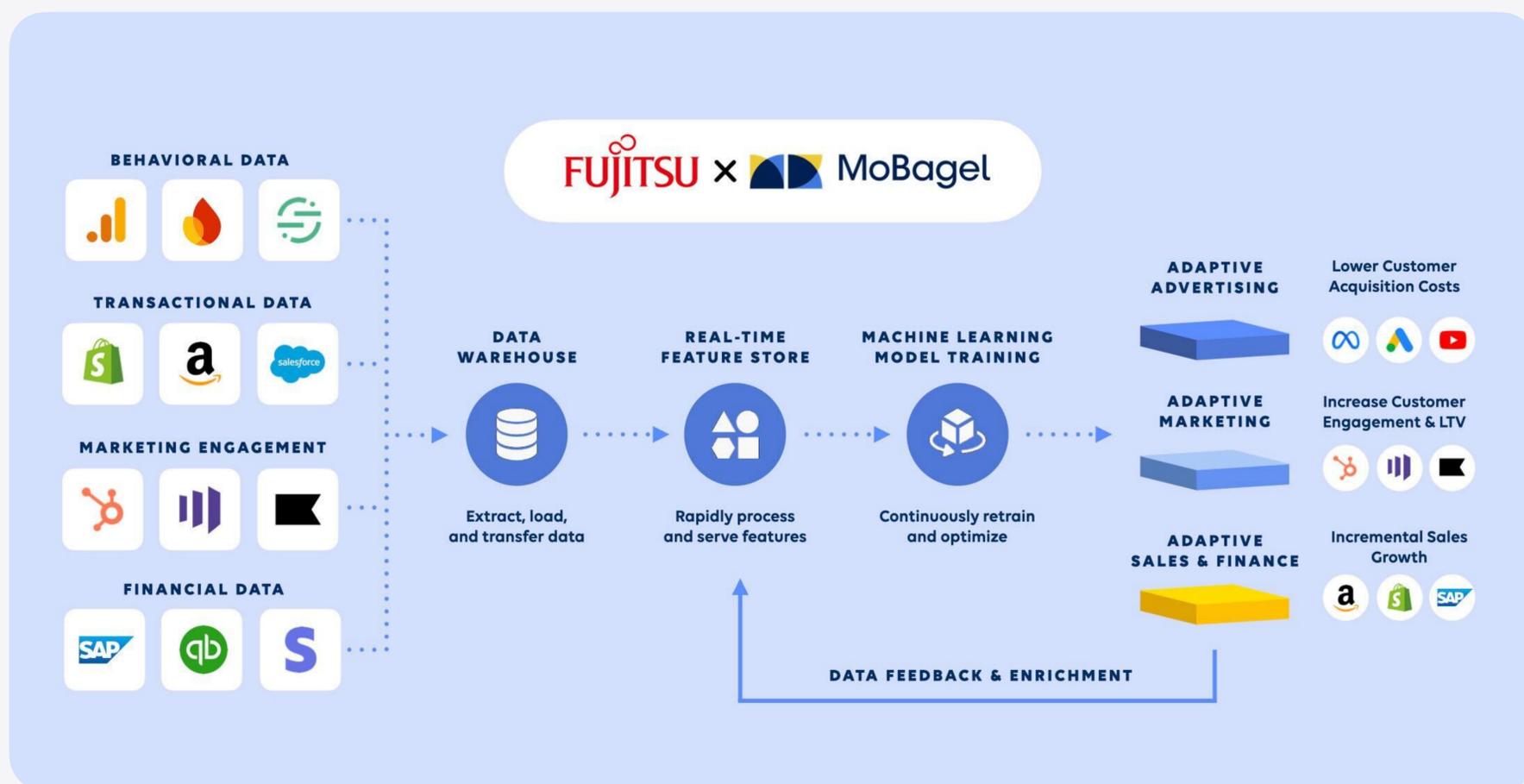
## The Background

A leading brand with a marketing team of 150 across seven global regions faced significant challenges extracting insights from their numerous marketing channels. Their initial attempts to develop **in-house AI solutions** were unsuccessful due to the IT team's limited marketing and data science knowledge. This misalignment led to **\$300,000 in wasted computing expenses**, a failed project, and a significant six-month delay in their AI implementation schedule. These setbacks not only underscored major gaps in the company's capability to manage AI costs and deploy effective applications efficiently but also resulted in a larger, company-wide setback in their AI implementation efforts.

MoBagel's team first established contact with Fujitsu's representatives while participating as a batch startup at **Plug and Play in Japan** — kickstarting the partnership between **Fujitsu and MoBagel**. After a few months, Fujitsu set up the first comprehensive meeting to delve into technical and strategic challenges. They quickly realized Fujitsu's advanced algorithmic solutions could potentially resolve their client's longstanding issues. Inspired by this insight, they promptly initiated a collaboration, aiming to leverage Fujitsu's capabilities to **accelerate their client's AI transformation** and align it more closely with their overall business objectives.



# The Project



## The Engagement

MoBagel hoped to utilize Fujitsu's generative AutoML technologies and their emphasis on explainability to expedite the model-building and adoption processes. By integrating these with MoBagel's generative AI application builder, they aimed to pinpoint business problems and define modeling requirements swiftly. This approach is designed to significantly shorten the time needed to identify business needs, frame machine learning problems, and accelerate the entire cycle of AI model development. Ultimately, their goal was to complete the deployment of AI in at least one major department within a one-month timeframe.

## The Scope

- Synergy between generative technologies:** Utilizes the synergy between generative technologies to enable rapid iteration, efficient requirements gathering, and thorough testing, focusing on creating AI initiatives that are not only fast but also deliver tangible business impacts.
- Lightning-fast modeling with Fujitsu's AutoML:** Implements a data verification system and algorithm recommendations, enhancing model accuracy and deployment speeds while focusing on sustainability by optimizing compute resource usage.
- Optimizing explainable AI with Wide Learning:** Enhances explainability through Wide Learning, fostering trust and understanding among non-technical decision-makers, which supports long-term adoption and realistic expectations of AI technology.

# The Project

## The Timeline

### **December 2022**

Introduction of Fujitsu and MoBagel

### **January–March 2023**

First research project on AutoML's speed and accuracy comparisons

### **June–August 2023**

Discussion of go-to-market challenges and client's problems

### **September–November 2023**

Technical document evaluation and contract signing

### **December 2023–January 2024**

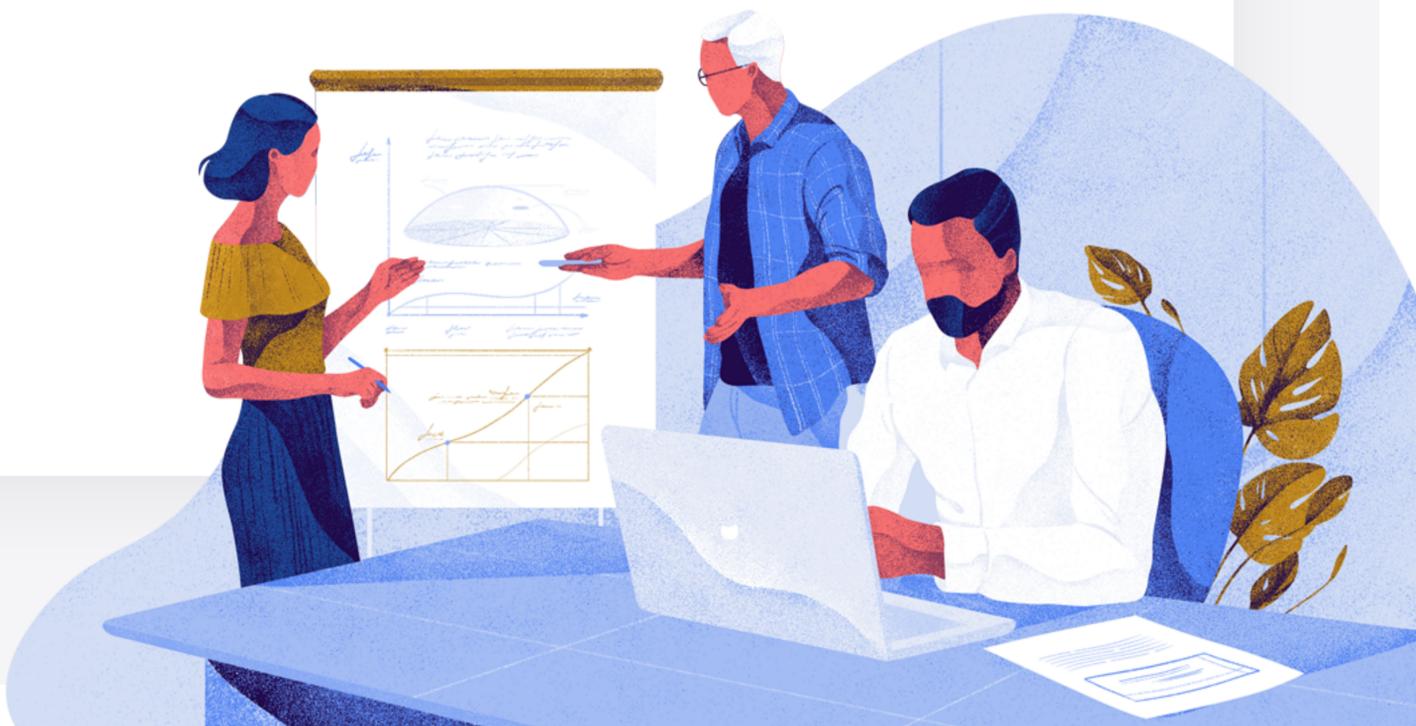
Technology integration

### **February–March 2024**

User testing and product launch in Fujitsu ActivateNow Technology Summit 2024

### **April 2024–Present**

Continuous introduction and deployment to potential customers



## The Results & Key Takeaways

4X

### PROCESSING SPEED INCREASE

while preserving model accuracy, outperforming top automated machine learning providers.

60%

### DECREASE IN COMPUTING COSTS

substantially decreasing the environmental impact.

1 month

### LAUNCH TIME

Enabled the client to launch their inaugural AI agent for digital marketing in just one month.

10

### NEW APPLICATIONS

are planned to be introduced across four key departments within the next six months.

### Partner Quote



*“The success of this project really highlights the importance of synergy between technology and clear communication. It’s crucial to engage customers early and often, ensuring their input is integrated into the development process for better-tailored solutions. This open communication was just as useful to our work with MoBagel, as they are a pleasure to work with and were proactive at all steps of the process.”*

— **Zach Rainey**, Sr. Startup Ecosystems Specialist, Fujitsu

**FUJITSU**

**Start with where it hurts first.** Identifying clear pain points and problem areas is critical for determining success in pilots and proof-of-concepts. Fortunately, there was a clear customer pain point this time, and they had data readily available, so they could understand the results and adjust as needed.

**Constant involvement and communication with key stakeholders ensured that the following steps could be quickly identified and acted upon.** MoBagel appreciated Fujitsu’s engineering team’s swift and timely response, whether in providing documents or making development adjustments, facilitating a smooth integration process. Likewise, MoBagel’s flexibility, professionalism, and communication added a layer of confidence for Fujitsu throughout the collaboration.

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- ✓ Increase operational efficiencies
- ✓ Decrease costs
- ✓ Find new product lines
- ✓ And, become more innovative from the core

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