



## Preface

# Special Issue on Digital Business Platform

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The expansion of the Internet in the 1990s initiated a wave of digitalization that gave birth to a new business model that could meet the detailed needs of individuals by inter-connecting people. This expansion evolved into the mobile Internet, which enables users to connect to the network anytime and anywhere and receive a wide variety of services through their smartphones.

Now, in the 2010s, we have the dawning of the Internet of Things (IoT) era. The physical and digital are converging rapidly, data is becoming the medium, and all manner of things are becoming connected in ways that go beyond existing corporate and industrial frameworks. These changes are making it possible to create new value heretofore inconceivable.

At the same time, digitalization is expanding into a domain that uses the huge amount of generated data to support human intellectual activities and create new forms of intelligence as in machine learning and artificial intelligence (AI). In addition, digital technologies such as the cloud, mobile systems, big data, IoT, and AI that support digitalization are not limited to specific areas—they extend throughout industry and society as a driver of a new industrial revolution known as the *digital transformation*.

Against the above background, Fujitsu has come to launch FUJITSU Digital Business Platform MetaArc as a new digital business platform to help its customers achieve their own digital transformation. The era of digital transformation requires readiness to provide new services as soon as they are needed and flexibility to connect and use processes and information in ways that exceed existing organizational and industrial frameworks. MetaArc brings together Fujitsu technologies, know-how, and services while also forming a global ecosystem supported by a wide range of business partners.

The essence of digital transformation is not technology transformation—it's a transformation of people's workstyles and lifestyles, organizational and business processes, and relationships with customers and business partners. It also means a change in the methods used for creating social value. Fujitsu previously presented its "Human Centric" vision in which everything revolves around people. We are now in an era of great advances in AI and system automation/autonomization, and it's because of these advances that Fujitsu is developing technology to support and empower people to enable them to become more creative and competent by leveraging the power of technology.

For our customers to use MetaArc in an ongoing manner as a business platform, it must, of course, be safe and secure, but it must also contribute to social evolution, enhanced reliability, and sustainable growth. Going forward, we see FUJITSU Digital Business Platform MetaArc providing robust support for a diverse range of human activities.