



Preface

A handwritten signature in black ink that reads "H. Kiwaki". The signature is fluid and cursive.

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The explosive spread of smart devices and social media has made the Internet more important than ever in the purchasing process. In this environment, the corporate approach to marketing is undergoing major changes, and attention is turning to technology that can enhance digital communication and intensify customer engagement.

Fujitsu has accumulated extensive know-how on system construction, system operation, and data usage from mission-critical systems to terminals by managing the assets of a great number of domestic and overseas clients over many years. In recent years, we have magnified our efforts in fostering innovation in customer-centric corporate marketing by providing platforms for managing and analyzing big data including log data, images, and video, offering analysis services staffed by data scientists, and providing consulting services that support the formulation of digital marketing strategies. Fujitsu systematized these services as FUJITSU Digital Marketing Platform CX360 in November 2016.

At the same time, Fujitsu is supporting ever-evolving marketing technologies and increasingly sophisticated customer needs, applying advanced technologies such as AI and quantum computing, and incorporating these technologies with integration capabilities in CX360. We aim to improve the value of the customer experience and enhance business competitiveness through all-out customer-centric (human-centric) digital marketing.

On the basis of a digital marketing framework using CX360, this issue introduces Fujitsu technologies and methods for enhancing our customers' marketing activities and contributing to their further growth while referring to examples of introducing digital marketing both within Fujitsu and in our customers' operations.