

Transforming Our Business Model toward a Trajectory of Sustainable Growth

Fujitsu's Challenge to Create New Value in the IoT Era

Part 1 Management Direction

The Fujitsu Group announced a new management direction in October 2015, in which it outlined the structure of its business model transformation for achieving sustainable growth.

Until now, Fujitsu has engaged in vertically integrated business centered around three solutions: Technology Solutions, Ubiquitous Solutions, and Device Solutions. Going forward, we will focus our management resources on the Technology Solutions segment, where we excel, and increase our competitiveness globally by expanding “connected” services. By responding with advanced IoT technologies to the market needs created by the evolution of digital technology, we aim to create new value for customers and achieve sustainable growth.

Fujitsu aims to become a Global Service Integrator—that is, an ICT company with global competitiveness. Here, we introduce Fujitsu's initiatives and medium- to long-term vision for realizing the qualitative changes needed to transform into such an ICT company.

Part 2 Leveraging the “Six Types of Capital”

As Fujitsu passes the 80th year since its founding and continues on toward its 100th anniversary and beyond, it is essential that we contribute to global sustainability and the sound development of a digital society.

For this reason, we must secure appropriate profit as a corporation and reinvest to enhance our ability to create innovation. What are Fujitsu's philosophy and focus for sustainable development as a digital technology leader?

Here, we report from the perspective of six types of capital: financial, intellectual, human, manufacturing, social and relationship, and natural capital.