

Column 3

New Service Value created through Location Data –An Application of Big Data–

Data transmitted from our mobile phones, cars and GPS sensors is gathering a lot of attention as to how it can shape new services regarding the location of people and moving vehicles. Taxi management is one such example. If we knew that people were queuing up for taxis near an amusement park on a particular weekend, it would be possible to direct vacant taxis to that location and raise vehicle occupancy as well as customer satisfaction. Additionally, if it were possible to create a service that generated real time information on car traffic, it would enable us to avoid busy areas or construction sites and choose a more efficient travel route to our destination.

Fujitsu's "SPATIOWL" is a service platform with a new perspective on value. By analyzing location data gathered through vast sources of information including traffic and events as well as individual opinions through social networking services new opportunities are created. The processing of vast amounts of data is supported by Hadoop combined with other advanced technologies of ICT. Fujitsu's Interstage Big Data solution has also developed a unique technology that enables Hadoop to run 5 times faster.

Fujitsu responds to various customer needs with servers, storage systems, and our wide range of software.

