

# Digital Co-Creation with Hybrid IT

Fujitsu World Tour 2017

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shaping tomorrow with you

Human Centric Innovation

# Digital Co-creation

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# The Industrial Revolution

The original disruptor that brought us to a new world

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- The Industrial Revolution was a period of rapid growth in use of machines in manufacturing and production that started in the mid-1700's
- Today most of these technologies has been disrupted or even no longer exist

# Welcome to the future

We are in the midst of the next revolution, a digital revolution...

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“Technologies are blurring the boundaries between people, the internet and the physical world... It's a transformation in the way we live, work and relate to one another in the coming years, affecting entire industries and economies.”

Fulvia Montesor, World Economic Forum, 2016

# Technology is revolutionising us again

We are in the next industrial revolution, it is an era of intelligently connected things

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The next revolution will be driven by technologies such as:

- Blockchain (disruption through the removal of supply chain intermediaries)
- Artificial Intelligence (deep learning already enhancing usability in apps)
- Human interaction interfaces (Virtual and Augmented Reality, Voice, Audio)
- Sensors and devices (think nanoscale for how far this will extend)

# Estonia, the Governmental disruptor

Embracing digital technologies changing communities, removing physical boundaries



- Estonia have overcome physical boundaries and embraced digitalisation
- Leading adopter of the most advanced technologies to drive new opportunity
- Advanced in trials of Blockchain with the Nasdaq and for health records
- The key to their success is in their digital backbone for integration – X-Road

# Can you drive sustainable innovation alone?

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Digital transformation enables creativity and radical transformation of business models

- Effective partnering offers great results in co-creating value for customers
- The creation of value alone can also be driven by your ecosystem
- Adopting technologies such as IoT and Block Chain require partnerships
- The key to partnering for value is through API's the backbone of digital

# Do you understand the impact this has on your digital business platform?

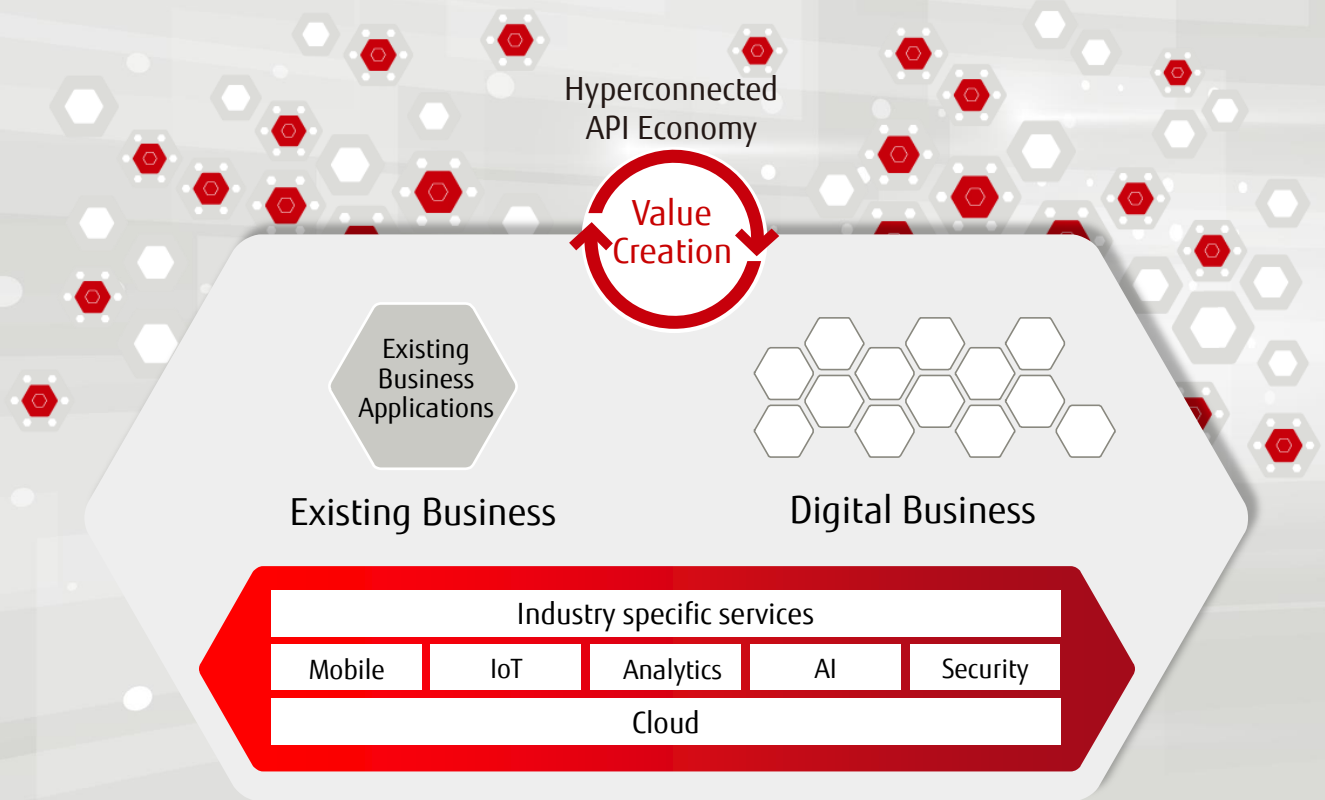
Providing the building blocks for your developers to accelerate competitive advantage

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- Unlocking your business requires a powerful platform
- Your digital platform will extend your business to partners, developers and enable you to interact globally with ease
- API's are the powerful key to unlocking business agility, aid in the automation of processes and in developing new business models

# What does a Digital Platform Look Like?

Powerful advanced technology integrated, hyperconnected to grow your business





# Introducing Fujitsu Cloud Service K5

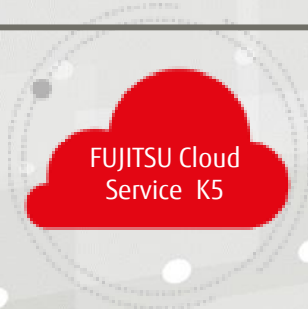
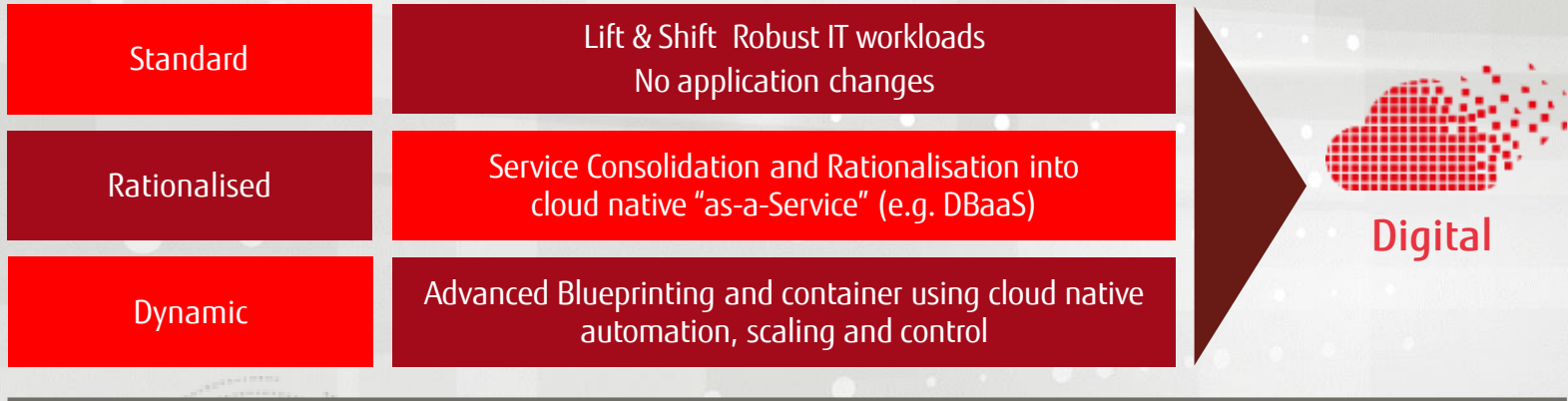


An advanced platform that delivers the capabilities you need to accelerate digitalisation

K5 addresses the multi-faceted nature of Digital Transformation to give an organisation the transformational experience they require.



# Delivering expertise and services across any cloud



- Fujitsu has a long term relationship with BAT, managing end user services and delivering its Office 365 deployment. 12 months ago, BAT decided to migrate 110 Global Data Centres and 20 country Global Estates to Azure with Fujitsu
- Fujitsu used its Hybrid IT 7x7 transformation model to migrate BAT's estate on to Azure, which is the largest global migration of its type in the world, encompassing 3,500 workloads
- Fujitsu is now also working with BAT on the development of new Digital applications using Azure and the modernisation of Lotus Notes

- Fujitsu run next generation transaction processing platform on K5
- ACT process over 70 million transactions per month
- Internal IT systems being migrated to K5 to lower operational cost
- Fujitsu cloud will support 27,000 pay point terminal processing units

- Challenge – how to drive the modernisation of 2,400 enterprise application systems, consolidate Data Centres and leverage hybrid cloud
- What we delivered: 7X7 Hybrid IT Workload Assessment Services
  - Gathered detailed meta data for each application and system
- Results:
  - They can now model interactions, performance, migration scenarios, etc
  - They can plan what to move, and which landing zone is best fit
  - They know what to modernise, replace, redo
  - Can model and forecast various Hybrid IT footprints
  - Roadmap for development of Fast and Robust IT systems

- K5 Selected by the Finnish Government ICT Centre as the basis for Digital Transformation
- To achieve greater operational efficiency in managing government agencies and to develop new digital services for both citizens and the public administration
- The use of K5 public cloud is pivotal to plans to centralize and manage IT services and applications provided by partner agencies, and will digitally transform the use of secure applications
- “Valtori plans to take advantage of K5’s powerful capabilities in the areas of application integration and development”

# Impact of regulation on your strategy

GDPR requires immediate consideration to your data management strategy



- Fines of up to 4% of your global turnover means board level impact
- Reputational damage threatens to multiplier effect to the damage
- Managing data securely and in a compliant way across multiple Clouds requires different methods and toolsets than in traditional environments

# Real-time data transforms the business

Show not tell and starting now is the best first step towards digital transformation



- Identify a quick win that will resonate with the business
- Look for processes involving manual effort and with emotional impact
- Delivering a business process quickly will open us further opportunities



# Effective integration is the digital bridge

K5, Hybrid IT & MetaArc significantly reduce the risk of digital transformation

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- The concept of co-creation, working with partners and competitors together is one of the biggest shifts of this industrial revolution
- Your digital business platform is the enabler to unlocking peoples creativity and building new business models

# What the rest of the revolution holds

Robotics and AI offer huge potential. Edge processing enhancements drive new opportunities



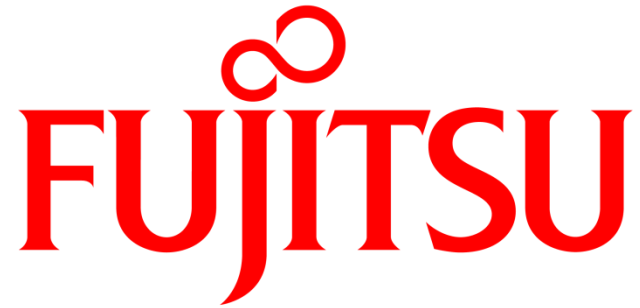
Technologies such as AI and robotics place threat to some current employment. Using technology to remove mundane repetitive tasks however also enables your employees to create differentiation when applied to new opportunities. Edge processing promises enhanced realtime service opportunities.

# We are in the midst of the digital revolution

Embrace it, reimagine your business, act now and start doing incredible things today

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- Embracing the digital revolution means fundamental business change
- Continuous delivery is required to deliver continuous customer revelation
- Enable creativity by leveraging an advanced digital business platform
- Co-creation with partners is essential to sustainable digital relevance



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