

Fujitsu World Tour 2015

FUJITSU
shaping tomorrow with you

Human Centric Innovation

Solving a data problem



■ Visualizing the supply chain



Copyright 2015 FUJITSU

Solving a data problem

- RFID technology on their production line and in their aircraft
- +20% reduction in supply chain costs



Solving a customer problem

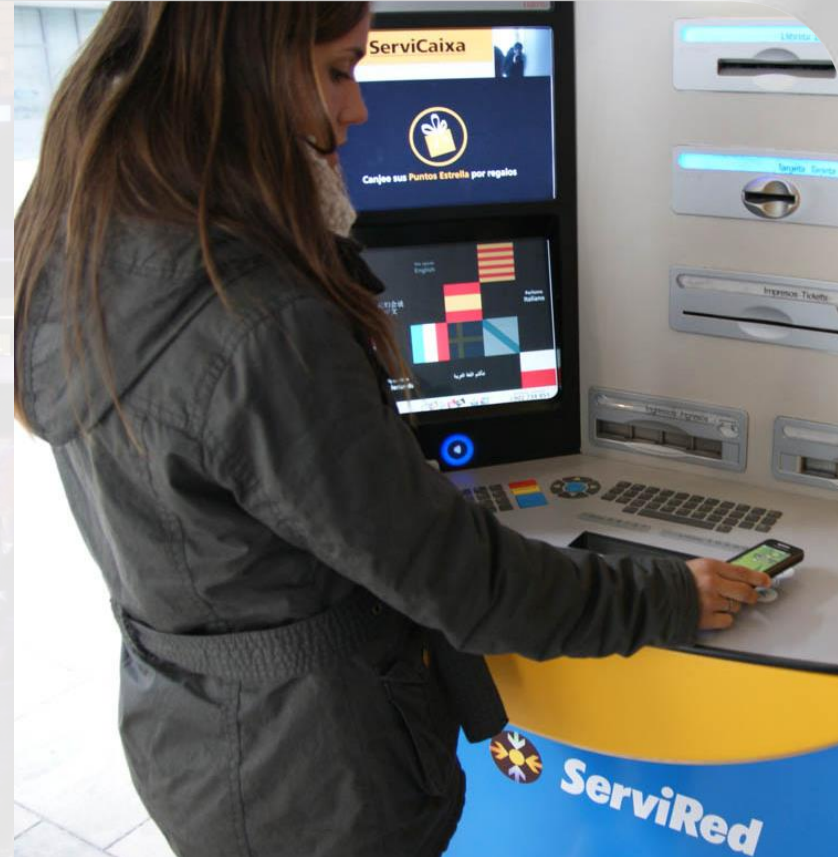
■ Designing for customer needs



Solving a customer problem



- Fujitsu ATM manufactured in Malaga
- Customers in innovation process



Solving an environmental problem



■ Building a smart ecosystem



Solving an environmental problem



- Hydrogen Station Data Management Service based on SPATIOWL
- An Ecosystem to support a Hydrogen Society for the future



A hyperconnected world

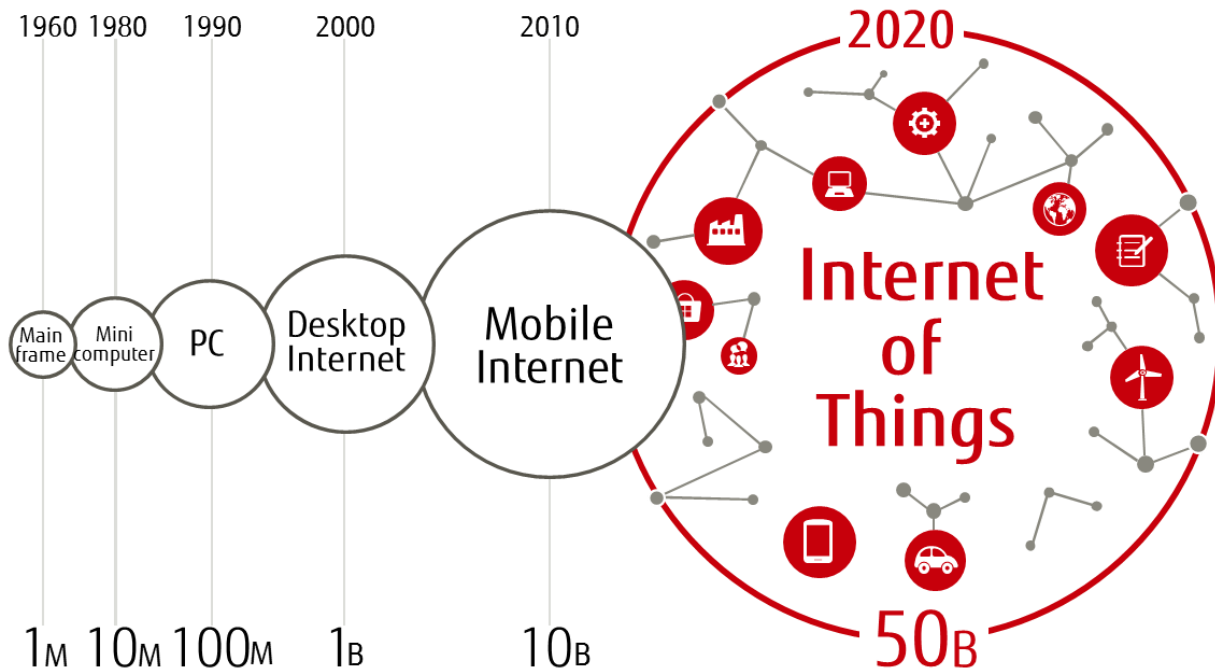


■ People, things, information, processes, all connected



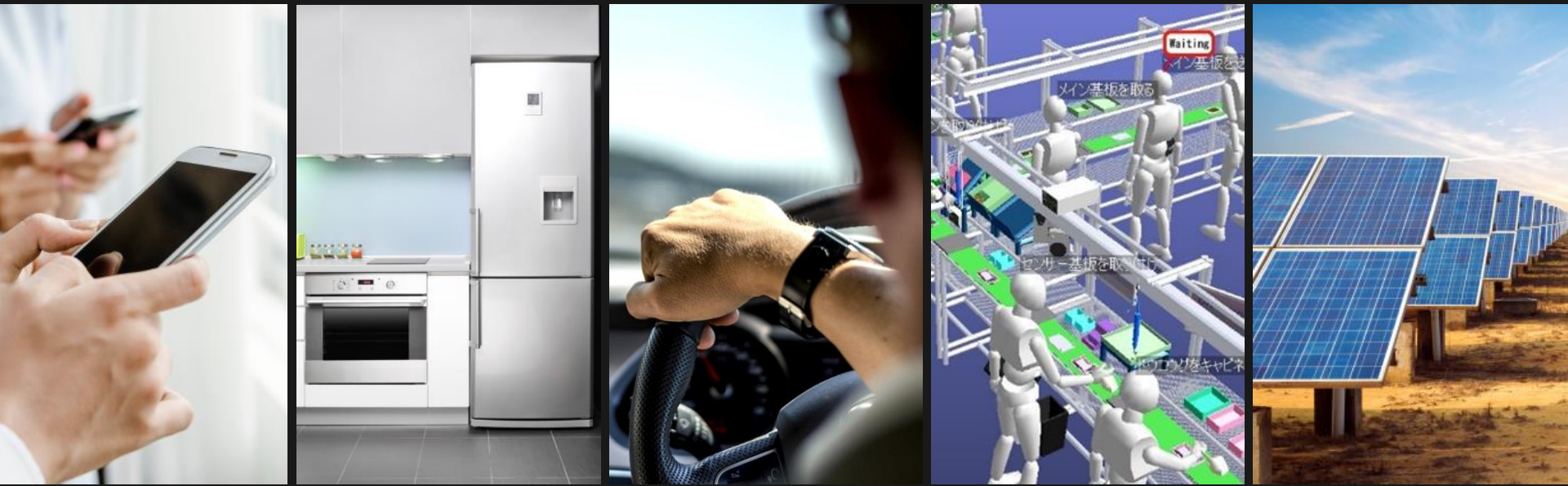
The rise of connections

- IoT and Big Data bring huge growth potential to the global economy



Digital...a new role for IT

- **Digitalization**: digital transformation of services, products, processes and things



Change is coming



■ How can you secure growth in a hyperconnected world?



A new business paradigm

Craftsmanship Era



- People focused
- Low scale
- Specialized, High cost
- Standalone

Industrial Era



- Assets focused
- High scale
- Standardized, Low cost
- Value Chain

Hyperconnected Era



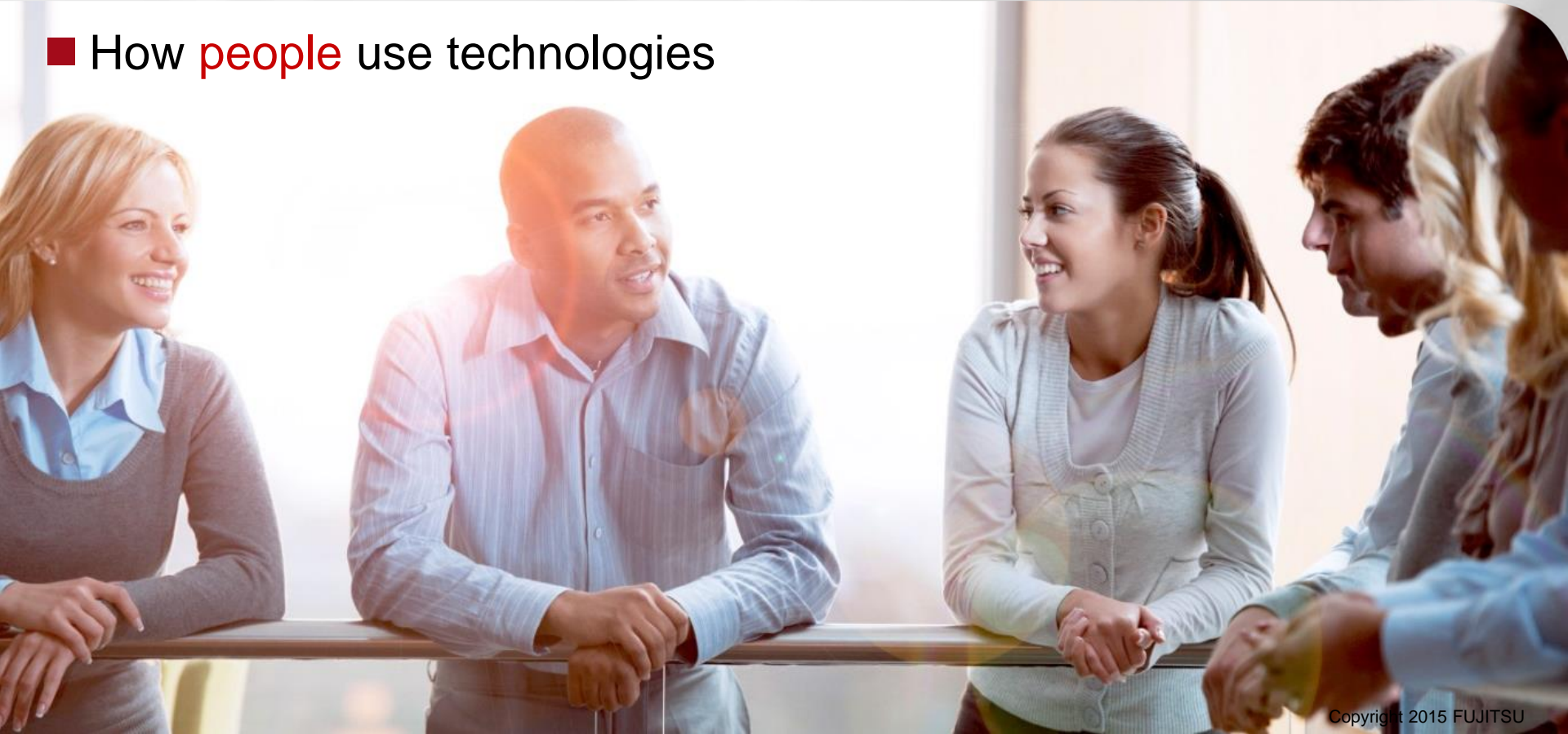
- People focused
- High scale
- Specialized, Low cost
- Digital Ecosystem

Greater Value →

The key driver for the future

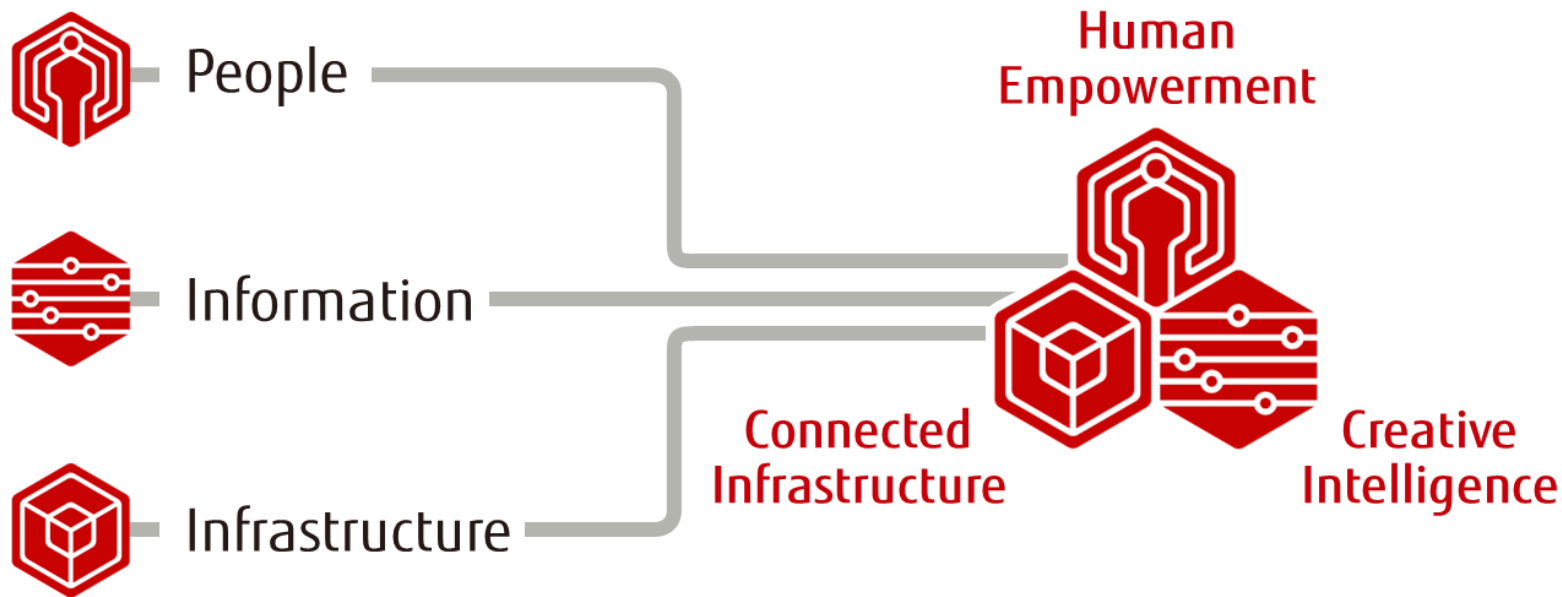


■ How **people** use technologies



Human Centric Innovation

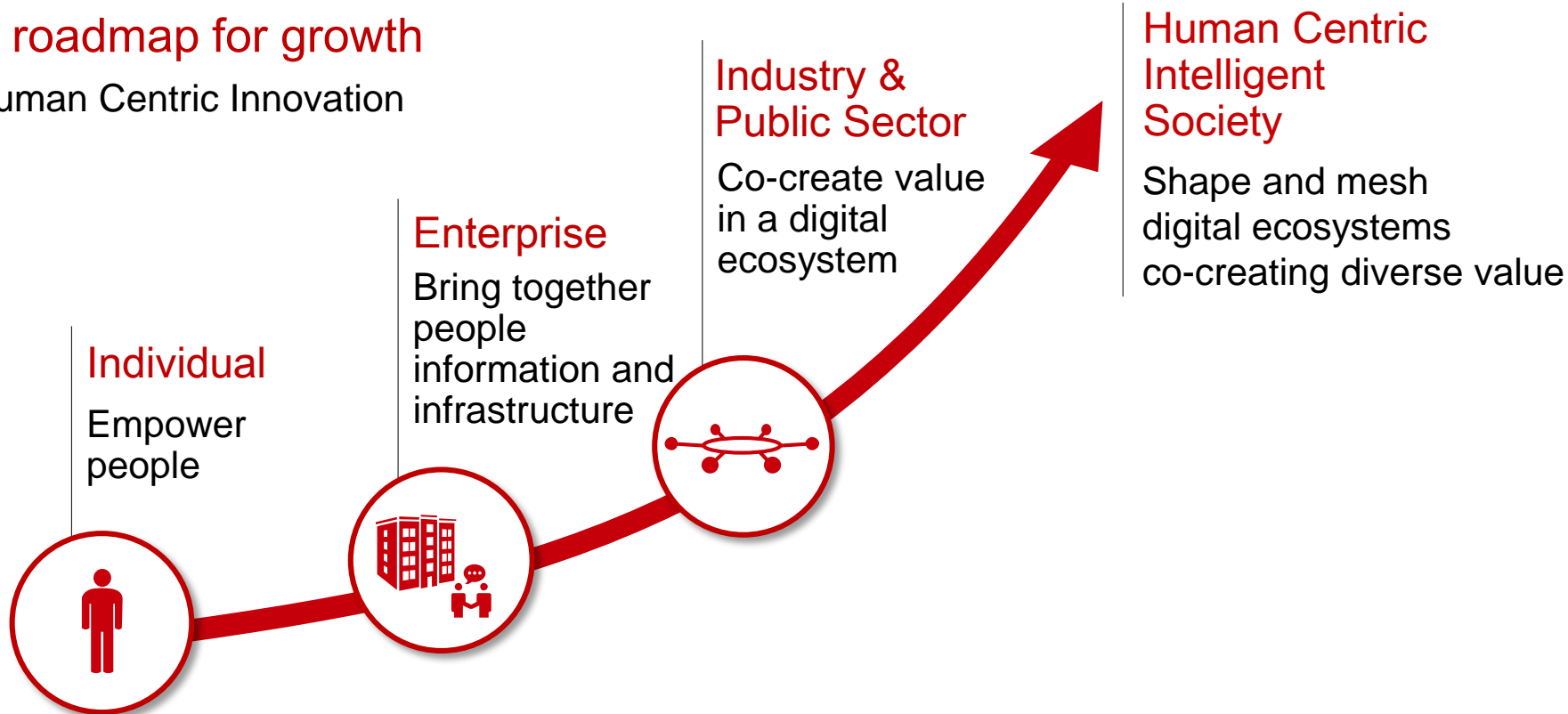
- Connect people with digital information, physical things and infrastructure to empower them and create business and social value.



The journey

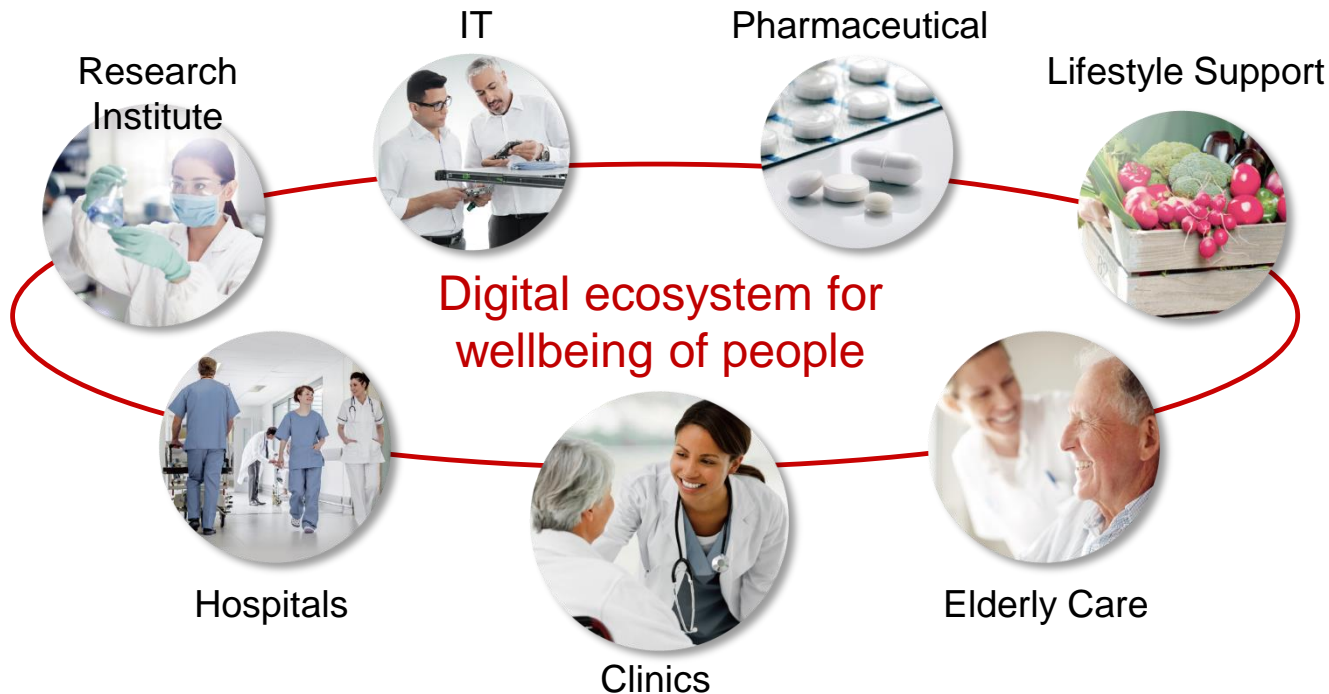
A roadmap for growth

Human Centric Innovation



Digital ecosystems

■ A new value model delivering human centric experiences



Digital ecosystems create shared value



Wellbeing of People



Stress-free Mobility



Safer Food



Sustainable Energy



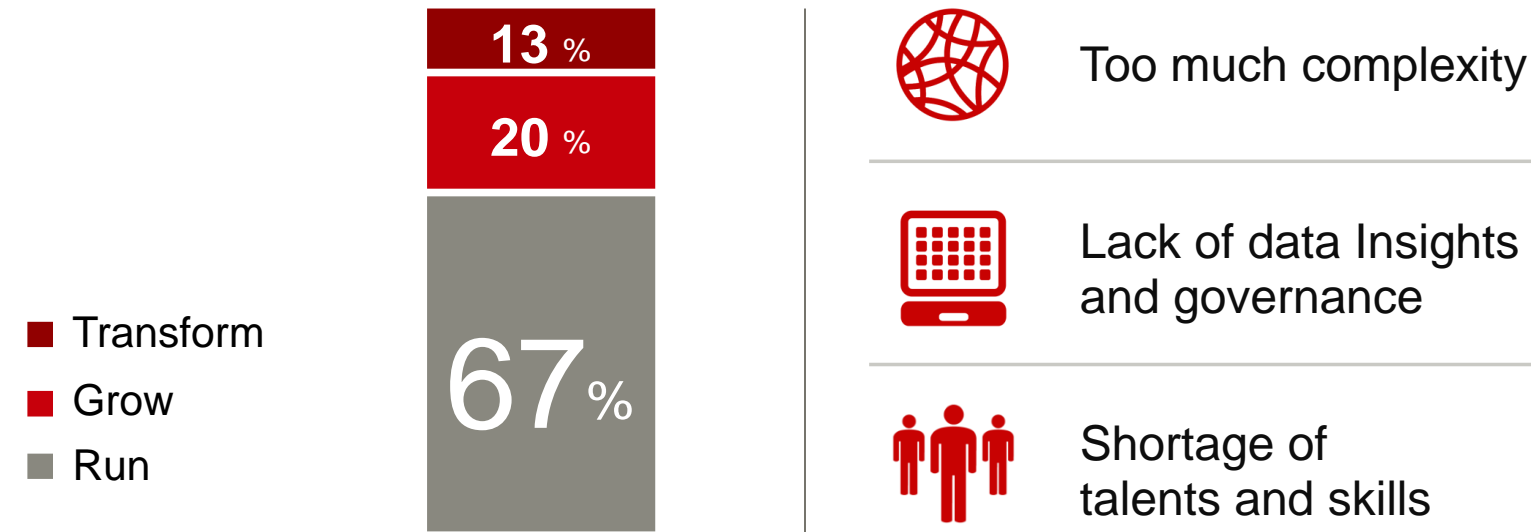
Education for All
People



Better Environment

The challenge of enterprise IT

■ IT spending to run, grow and transform the business



*13 Source: Gartner "IT Key Metrics Data 2015: Executive Summary" Linda Hall et al, 15 December 2014

Graph created by Fujitsu based on Gartner data

*Note: The value for 2015 is a projected figure and is based on projected 2015 IT budgets provided by Gartner clients.

Portfolio of technologies & services

Integration

Software-Defined
Connected
Infrastructure

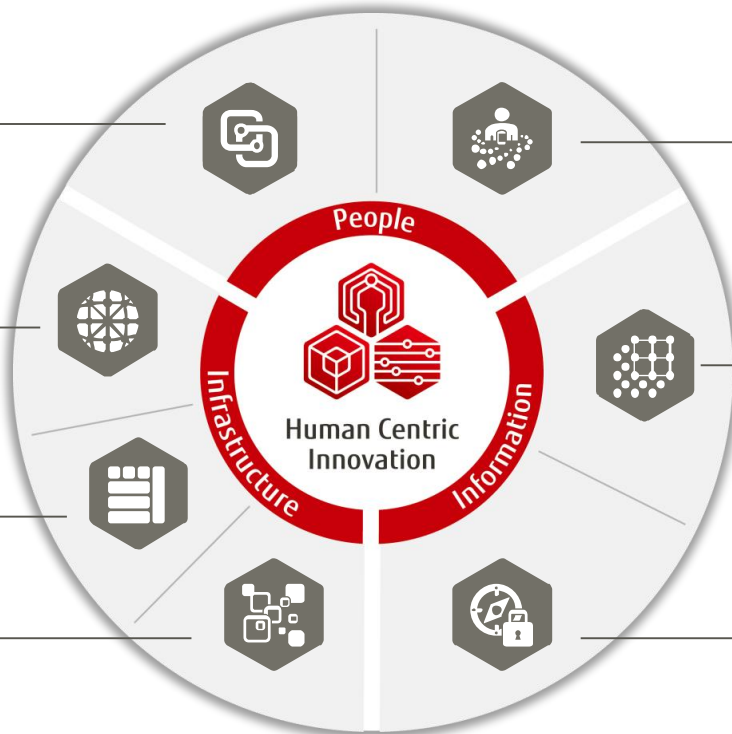
Integrated
Computing

Cloud

Mobility

Big Data

Security



Two worlds, two systems

Systems of Record



Limited number of users

Fixed scale

Rigid, Secured

Internet

Business Intelligence

Known process, Process driven

Structured data

Systems of Engagement



Huge number of users

Variable scale

Flexible, Agile

Internet of Things

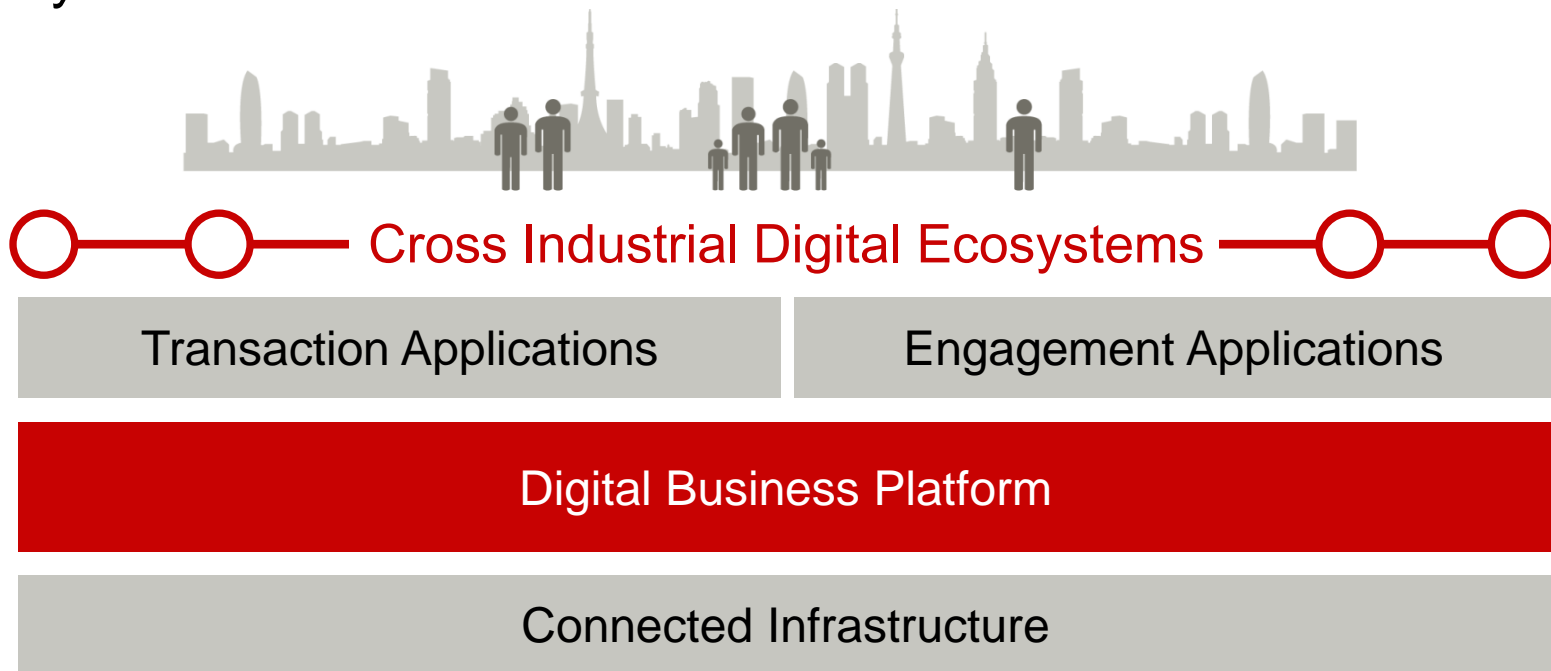
Big Data Intelligence

Unknown process, Data driven

Unstructured data

A hyperconnected system

- Bridging the two worlds, a technology foundation for digital ecosystems



Your innovation partner



■ Blend your business expertise with our technology expertise



Fujitsu Labs Nakata-san

Human Centric Intelligent Society



- A safer, more prosperous and sustainable world





shaping tomorrow with you