

# Fujitsu World Tour 2015

Tsuneo Nakata, CEO  
Fujitsu Laboratories of Europe



**FUJITSU**  
shaping tomorrow with you

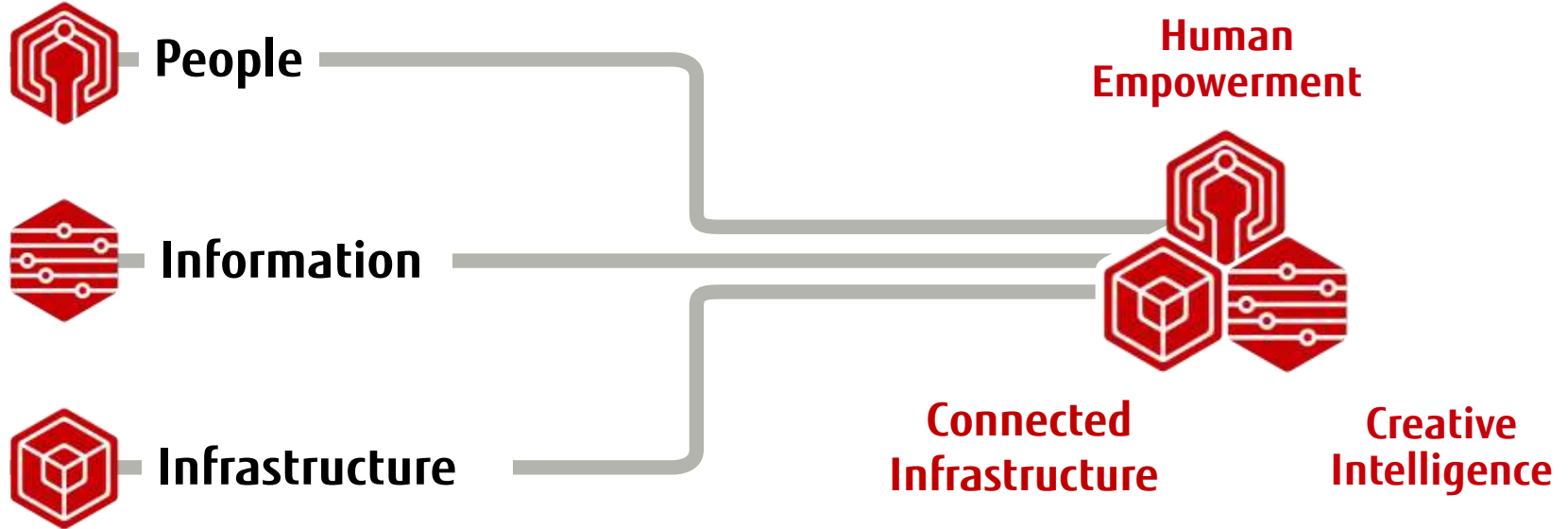
## Human Centric Innovation – Game Changer of ICT

A dark, monochromatic background image. On the left, there is a large silhouette of a person's head and shoulders in profile, facing right. In the background, on the right side, is a city skyline with several tall buildings, including one with a prominent spire. The overall tone is professional and modern.

# Introduction: Fujitsu & Fujitsu Laboratories Group

# Human Centric Innovation

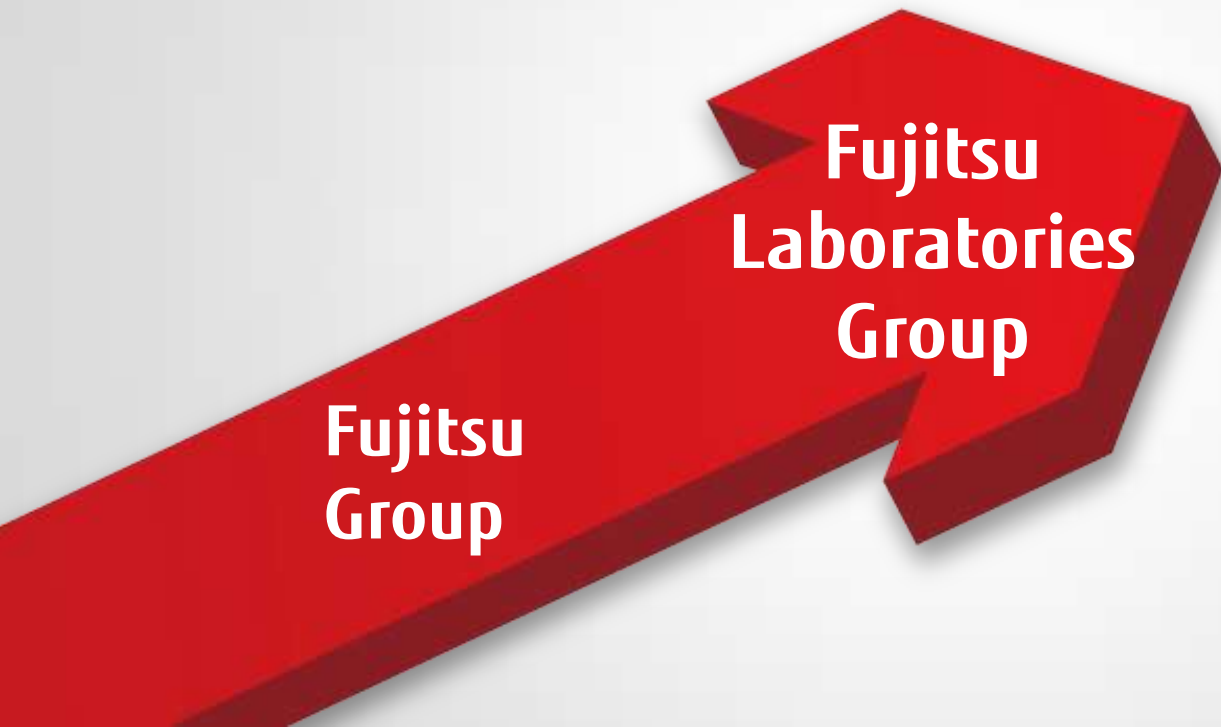
- Empower people by connecting digital information, physical things, and infrastructure, to create new business and social value



# Fujitsu Laboratories Group: Mission



## ■ Technologies to drive growth of the Fujitsu Group



**Growth  
Markets**



**New  
Domains**

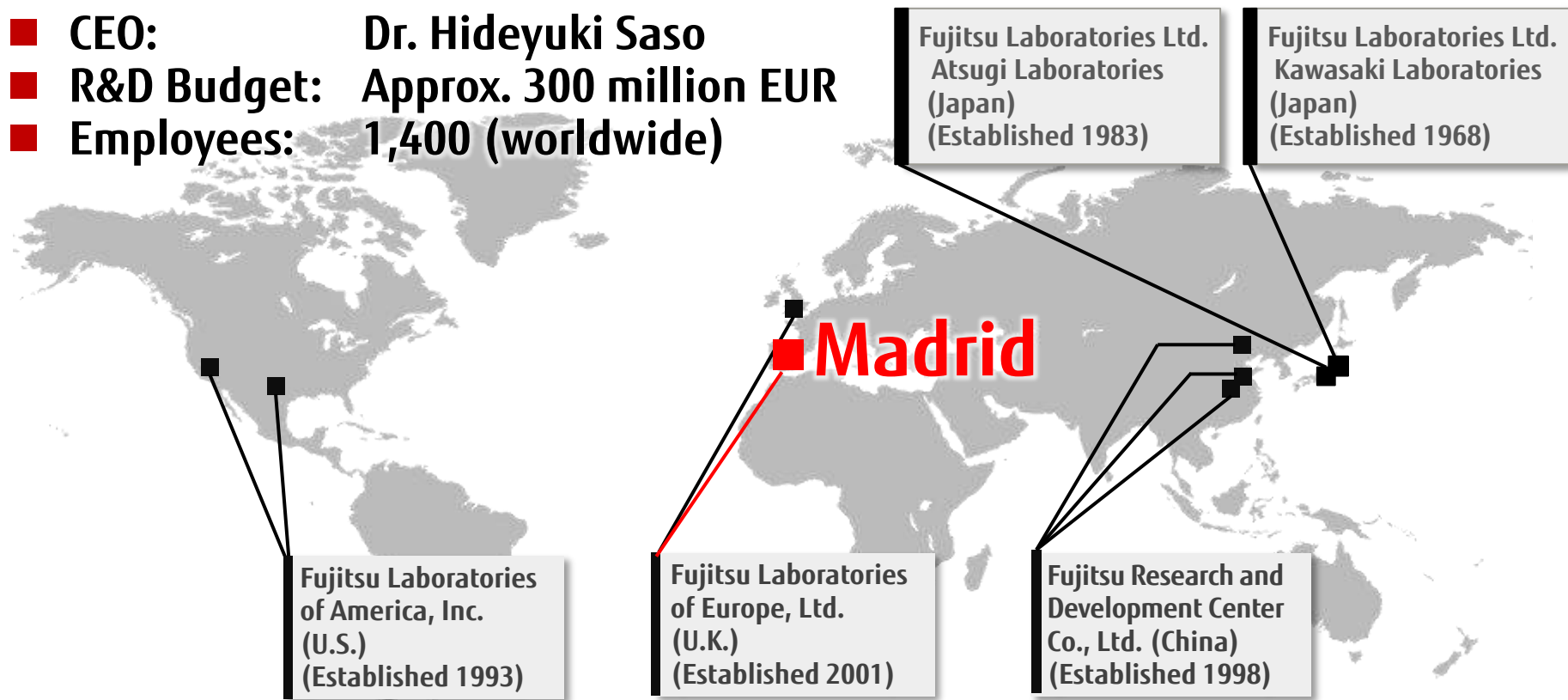


**New  
Technologies**

# Fujitsu Laboratories Group: Overview



- **CEO:** Dr. Hideyuki Saso
- **R&D Budget:** Approx. 300 million EUR
- **Employees:** 1,400 (worldwide)



**Innovation**  
**= Invention?**  
**(Technology)**

# Definition of Innovation by Schumpeter

1. The introduction of a **new good** – that is one with which **consumers are not yet familiar** – or of a new quality of a good.
2. The introduction of an **improved or better method of production**, which need **by no means** be founded upon a discovery **scientifically new** and can also exist in a better way of handling a **commodity commercially**.
3. The **opening of a new market** that is a market into which the particular branch of manufacture of the country in question has not previously entered, whether or **not this market has existed** before.
4. The conquest of a new source of supply of raw materials or half-manufactured goods, again irrespective of whether this source already exists or whether it has first to be created.
5. The carrying out of the **better organization** of any industry, like the creation of a monopoly position or the breaking up of a monopoly position.

Theorie der wirtschaftlichen Entwicklung (The Theory of Economic Development) (1912)

# Other Excerpts on Innovation

- **Wikipedia:** Innovation is a new idea, more effective device or process. While a novel device is often described as an innovation, innovation is generally considered to be a process that **brings together various novel ideas** in a way that they have an **impact on society**.
- **Innovation Zen:** Invention refers to new concepts or products that derive from individual's ideas or from scientific research. Innovation, on the other hand, is the **commercialization of the invention** itself.

**Innovation**

Commercialize

**= Invention × ???**

Combine

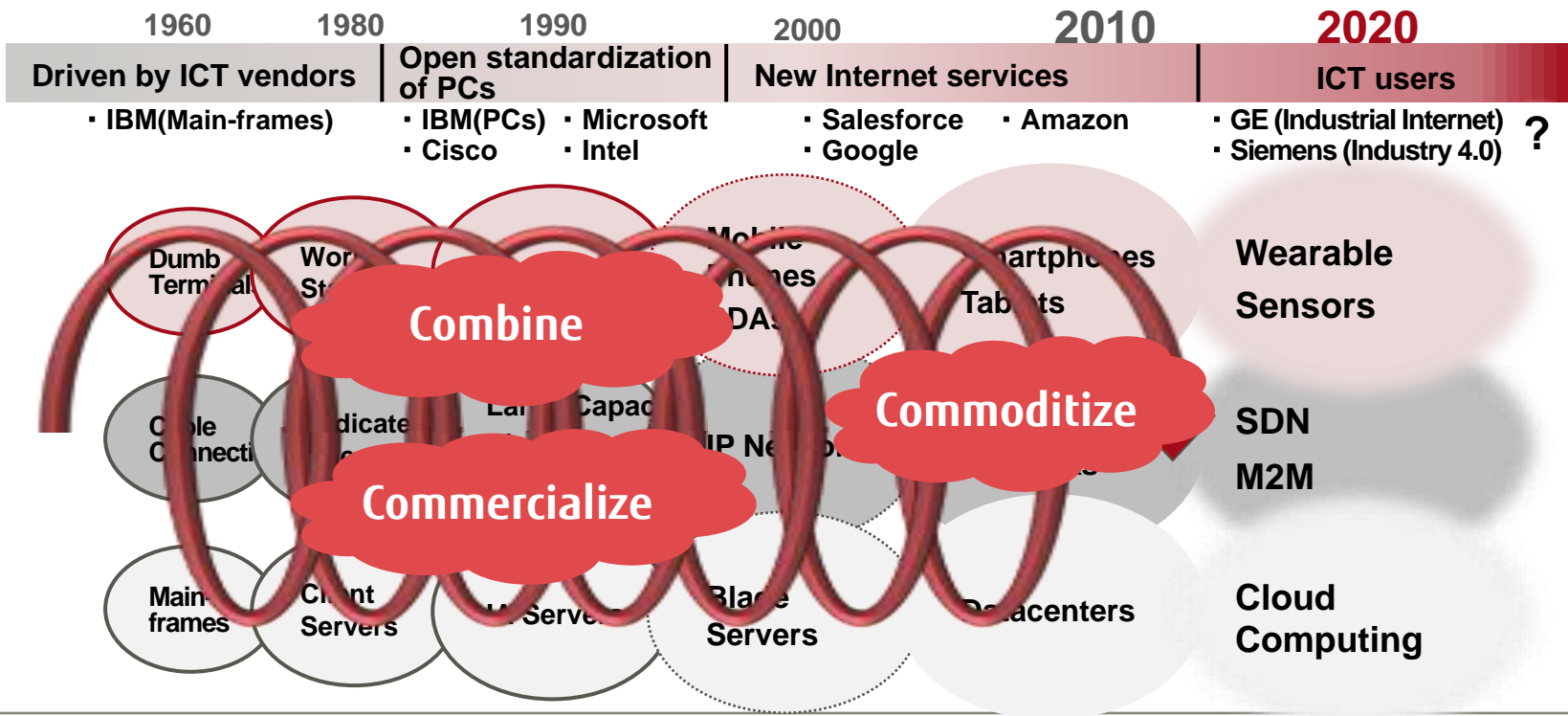
**(Technology)**

Commoditize

# Evolution of ICT\* and Drivers

\* Information Communication Technologies

## ■ Linkage and interaction of front-end devices, networks, and computing



# Big Innovations in ICT Domain

Combine

Commercialize

Commoditize

+ 0



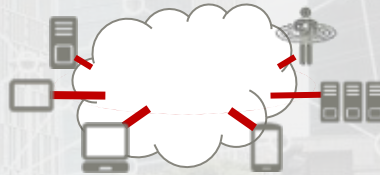
Personal Computers

1980s



Internet Services

1990s



Cloud Computing

2000s



2010s

# Big Innovations in ICT Domain

Technologies made something **0** → Seismic Changes in **Business**

Computing  
Cost

Global  
Communication  
Cost

IT Investment

Personal Computers

Internet Services

Cloud Computing

1980s

1990s

2000s

2010s





**Innovation**

**How?**

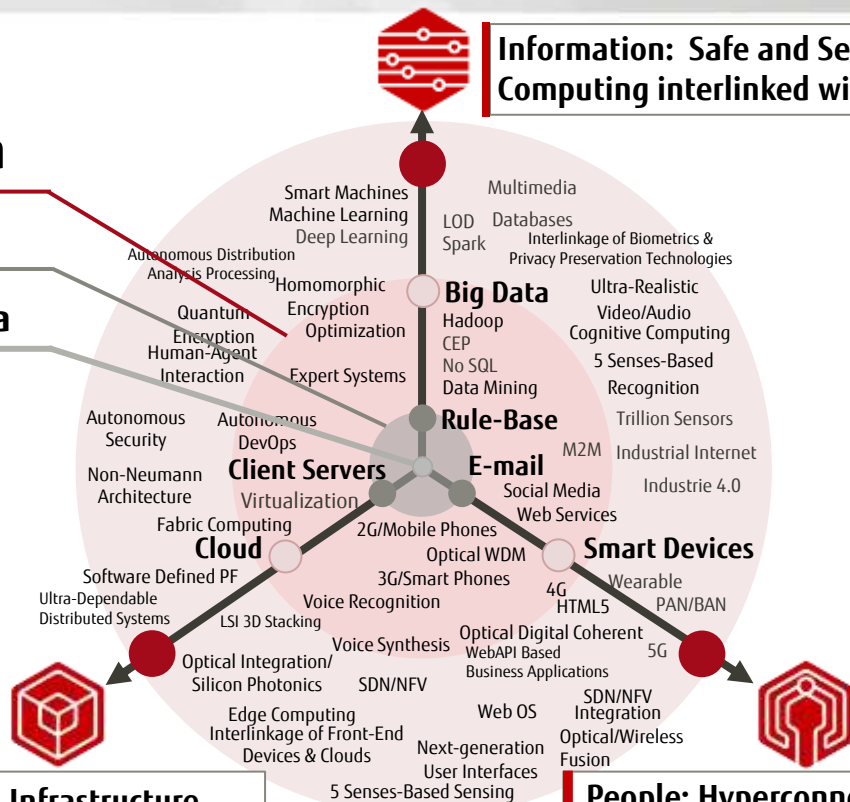
**= Invention × Business Model**

# Learn from History: ICT Mega Trends

## ■ Human-Centric Era

## ■ Network Era

## ■ Computer Era



**Information: Safe and Secure Intelligence**  
Computing interlinked with clouds

**Infrastructure: Integrated Infrastructure**  
Supporting hyperconnected clouds

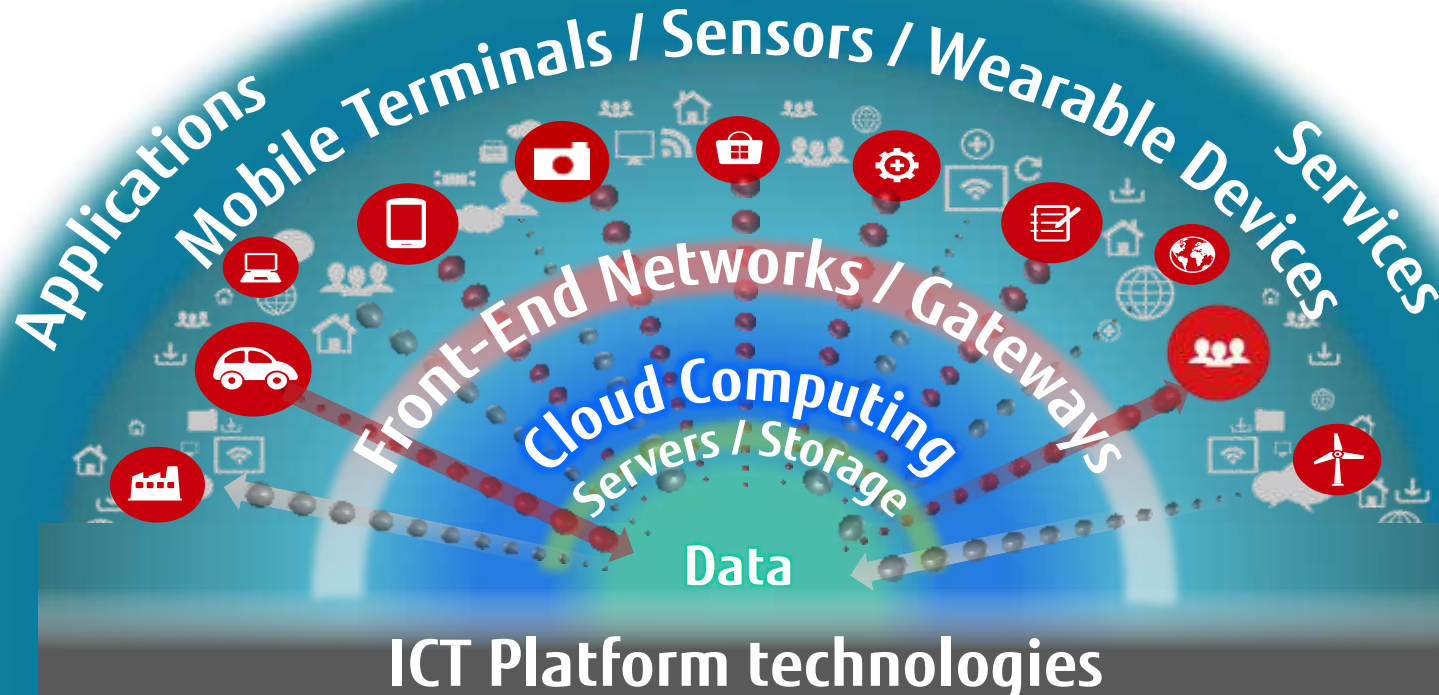
**People: Hyperconnected Networking**  
Connecting people, information, and things

# Learn from 'People' – Customers



# Vision: Hyperconnected Cloud

Human-Centric Innovation enabled by a Hyperconnected Cloud







shaping tomorrow with you