

Field Innovation

Business process transformation
by visualizing workplace challenges and insights



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<https://www.fujitsu.com/jp/about/businesspolicy/fieldinnovation/en/>

shaping tomorrow with you

Enabling you to drive innovation using workplace facts and insights

What is Field Innovation?

Business process transformation is achieved by visualizing relationships between ICT, people and process.

It's a unique approach to bringing out innovation by sharing tacit workplace knowledge.

"Business processes in our operations are too complex to change ..."

"To keep our competitive edge, we need spare time for innovation but ..."

Workplace managers are facing many challenges in a rapidly changing market environment.

For increasing corporate efficiency and creativity, ICT is an indispensable tool.

However, we emphasize the need to pay closer attention to people and processes.

Fujitsu focuses on your business.

We identify fundamental challenges and issues by visualizing relationships between ICT, people and processes and increase the value of ICT together with you by making full use of all available workplace knowledge.

This is Fujitsu's Field Innovation.



Concept of Field Innovation

1st stage A commitment to visualizing all the facts

Field Innovation starts by selecting the targeted area, or Field, in which innovation is to be applied. That areas business, products and operations are then scrutinized in order to completely visualize all the relevant facts.

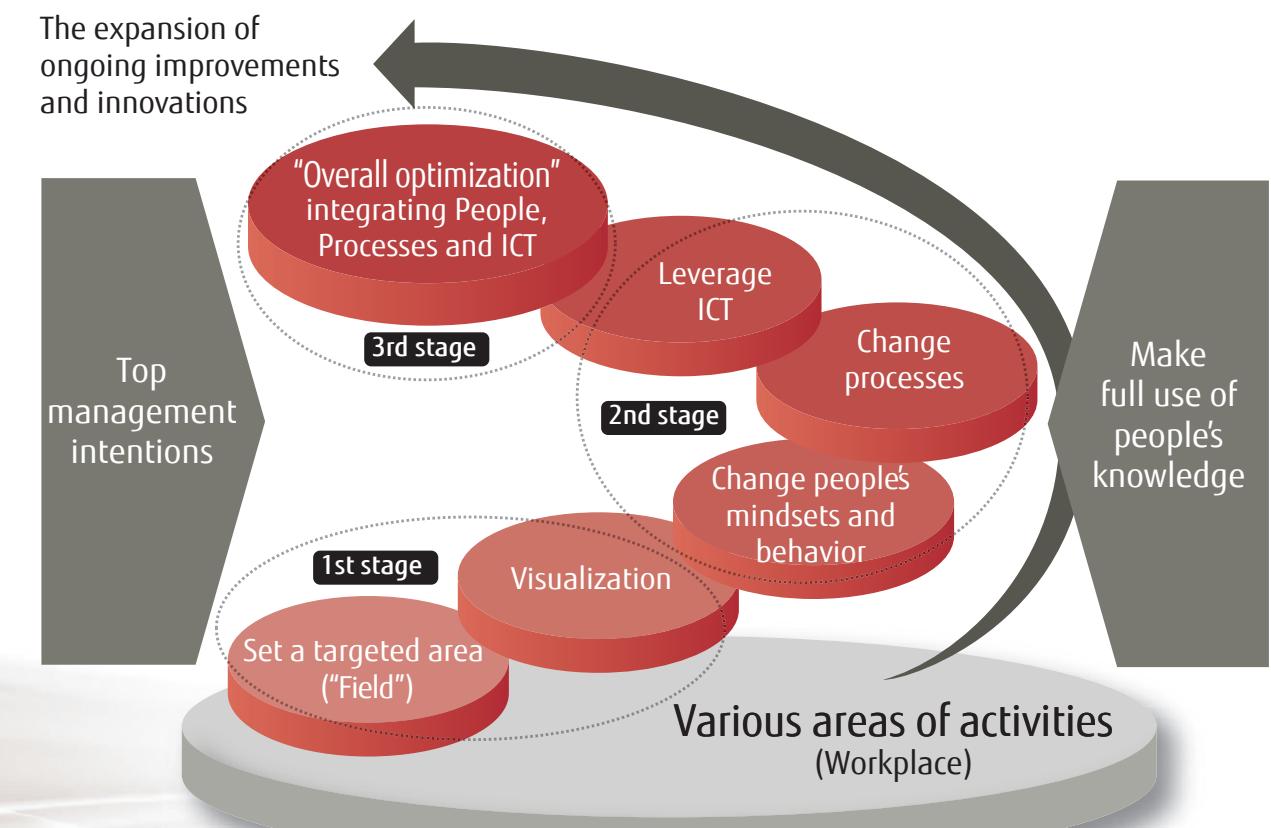
2nd stage Knowing the facts modifies mindsets and builds consensus

Issues only become clear when the basic facts are known.

By making use of workplace knowledge, effective solutions can be found. Furthermore, facts invoke a sense of urgency that something must be done, leading to a consensus on the necessity for innovation becoming firmly rooted in the workplace.

3rd stage Ongoing innovation fosters a "culture of innovation" in organizations

Fujitsu drives the integrated innovation of people, processes and ICT by changing people's mindsets and behavior, adjusting processes, and making full use of ICT. By continuing such innovation with the backing of your top management, Fujitsu will contribute to the building of strong companies and organizations that innovate on an ongoing basis.



Field Innovation Process and Technology / Methodology

Process

Understanding management and operational issues

- Customer's top management issues and future vision
- Operational problems
- Making hypotheses and identifying related business areas
- Setting targets

Fact Finding (Visualizing Operations)

- Visualization of the facts
 - Operational processes and problems
 - Operational rules, workflows and workloads
 - ICT system usage
- Separate the facts from people's perceptions

Solution Planning (Create solutions to problems)

- Sharing visualized facts
- Identifying root causes and summarizing from people, processes and ICT viewpoint
- Making full use of people's knowledge for planning measures

Solution deployment (Implement solutions)

- Activity planning
- Setting Key Performance Indicators (KPI) and Key Goal Indicators (KGI)
- Monitoring activities and achievements

ECOW^{*1} interview

Visualize the user's work environment, actual work practices, problem consciousness, core values, and mid/long-term objectives from his or her viewpoint and plan a business solution.



*1 ECOW: Ethno-Cognitive Interview for Work practice understanding

Business unit monitor

Numerically visualize awareness of problems and issues in the business unit by questionnaire method.

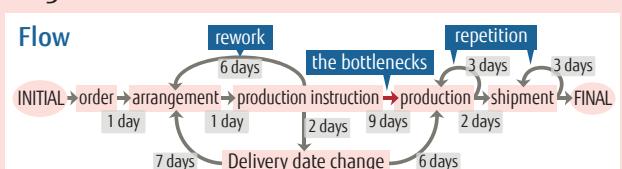
PC Operation Analysis

Visualize PC operation process flow and time usage from PC log records.



BPM^{*2} (process discovery)

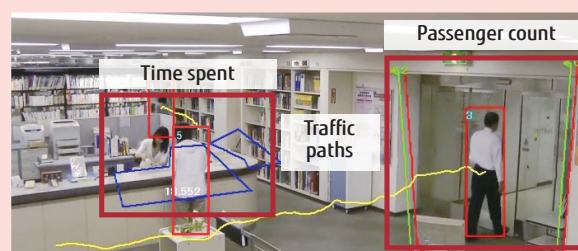
Draw business process flow from system log records.



*2 BPM: Fujitsu Software Interstage Business Process Manager Analytics

Human behavior analysis

Activity monitoring by tracking position with video and sensors.



Workshop C-NAP^{*3}

Summarize substantial issues and solutions in workshops using a sticky note technique.



*3 C-NAP: Customer-Needs and systems Analysis Procedures

BPM (monitoring process)

Monitor unusual routes and bottlenecks in business processes.



Customer Case Studies

Retail Business



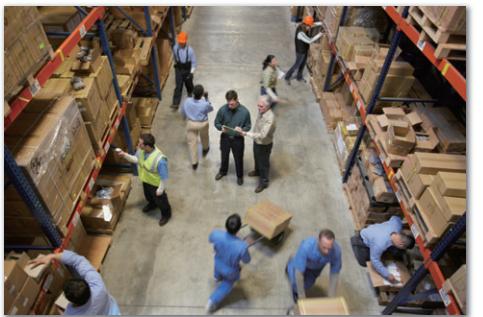
- ▶ Sales assistants performance and shoppers' behavior visualization & analysis
- ▶ Store order processing and inventory control efficiency improvement
- ▶ Merchandizing quality improvement through visualization
- ▶ POS check out waiting time reduction

Healthcare



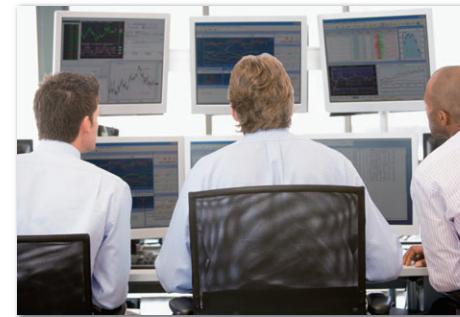
- ▶ Doctors and paramedic's job improvement
- ▶ Out-patient waiting time reduction
- ▶ In-patient nursing quality improvement
- ▶ Enhancement of medical service network utilization for qualified patient care

Logistics



- ▶ Shipping & delivery performance improvement
- ▶ Warehouse order processing and inventory allocation efficiency
- ▶ Shipping worker movement efficiency analysis
- ▶ Order processing and account receivable collection job efficiency

Financial Services



- ▶ Banking counter operation efficiency improvement
- ▶ Back office center operation improvement
- ▶ Document processing & filing operation visualization and efficiency improvement

Manufacturing



- ▶ Supply Chain Management (SCM)
Quality and productivity improvements in order processing, shipping, inventory control, procurement, production and other operations
- ▶ Engineering Chain Management (ECM)
Product design & development operational quality improvement
- ▶ Global operations
Visualization of global manufacturing operations for quality improvement

Work Style Visualization



- ▶ Improvement of sales, accounting, personnel, engineering and other operations
- ▶ Job productivity and quality improvement