

Fujitsu World Tour 2016

13 June 2016

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shaping tomorrow with you

Human Centric Innovation in Action



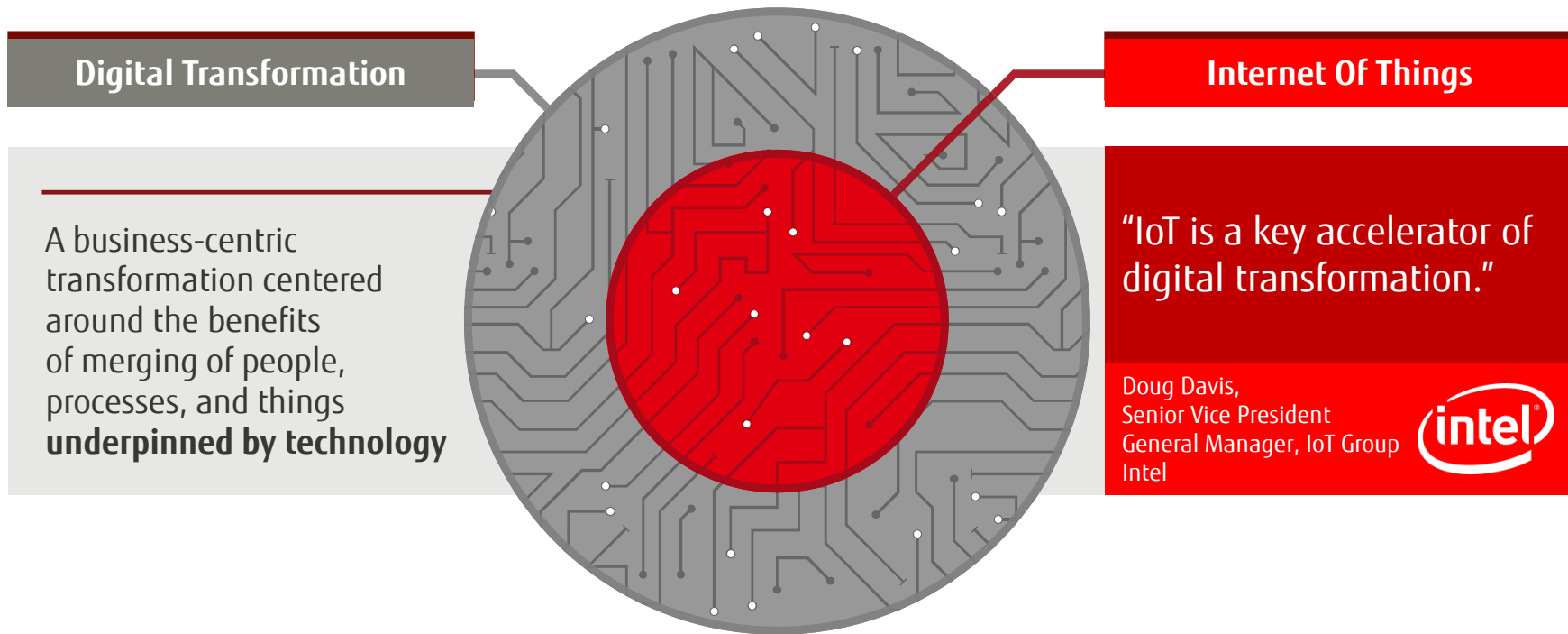
Delivering Business Value with Internet of Things

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Fujitsu



IoT and Digital Transformation



The Rise of IoT



A man in a grey suit is sitting on a white, curved architectural element, looking down at a laptop. He has his hand on his chin in a thoughtful pose. The background is a bright, modern building with large glass windows.

↓ 2X

Cost of SENSORS
Past 10 years

Source: Goldman Sachs Infographic "What is the Internet of Things?" // Sep 2014

↓ 40X

Cost of BANDWIDTH
Past 10 years

Source: Goldman Sachs Infographic "What is the Internet of Things?" // Sep 2014

↓ 60X

Cost of PROCESSING
Past 10 years

Source: Goldman Sachs Infographic "What is the Internet of Things?" // Sep 2014

We Are Only Seeing the Tip of the Iceberg



↑ 50B

Connected devices
by 2020

*That will be around 7 smart objects for
every human being on Earth!

Source: Fujitsu Technology & Service Vision 2015

+44ZB

Data generated per
year by 2020

Source: EMC "Digital Universe Study" with data and analysis by
IDC // April 2014

\$11T

Potential economic
impact of up to \$11
trillion a year in 2025

Source: McKinsey Global Institute "The Internet of Things:
Mapping the Value Beyond the Hype" // June 2015

The Internet of Things
is not only about things

But also about
people & processes

People and processes top IoT stack

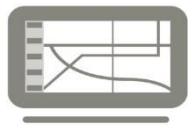
IoT World Forum Reference Model

Levels

- 7 **Collaboration & Processes**
(Involving People & Business Processes)
- 6 **Application**
(Reporting, Analytics, Control)
- 5 **Data Abstraction**
(Aggregation & Access)
- 4 **Data Accumulation**
(Storage)
- 3 **Edge Computing**
(Data Element Analysis & Transformation)
- 2 **Connectivity**
(Communication & Processing Units)
- 1 **Physical Devices & Controllers**
(The "Things" in IoT)



Fujitsu's IoT Portfolio & Ecosystem



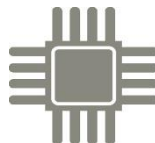
Applications



IoT Platform



Cloud, Infrastructure, Networks

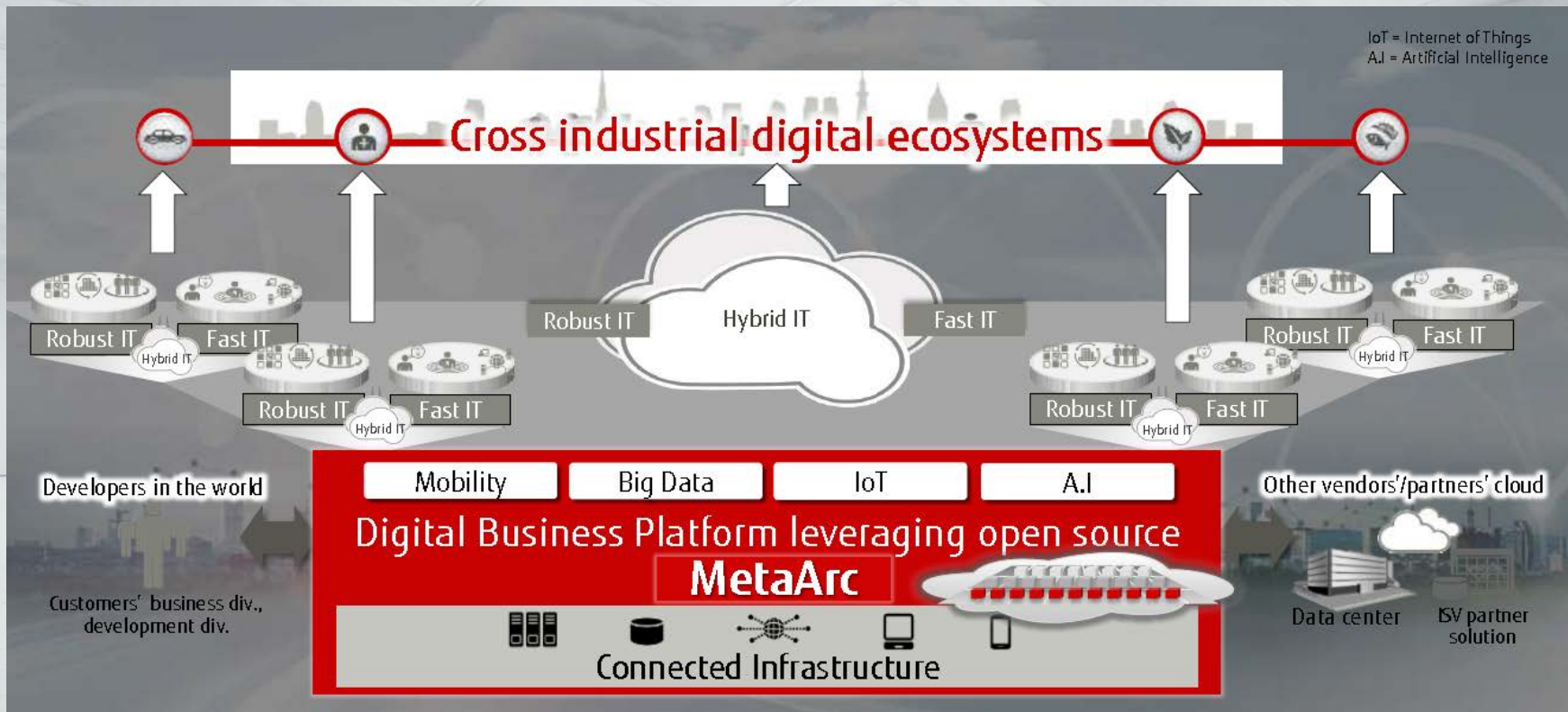


Devices & Sensors

IoT Ecosystem



MetaArc - Digital Business Platform



Why Fujitsu for IoT?



- €1.8bn R&D Spend/yr
- 100k Patents
- 1400 staff in Fujitsu Labs

Strong portfolio of our own Intellectual Property

Broad ecosystem of best-of-breed partners



Fujitsu's Internet of Things platform

Standardized business solutions for customer verticals

Globally managed integration and delivery services

- 6 GDC
- 7000+ staff

IoT Drivers & Key Challenges



IoT Drivers

- Increase productivity
- Time to market
- Process automation
- Improve human experience
- Democratization of data

Key Challenges

- Security
- Privacy
- Compatibility
- Network

The hyperconnected era will change how we create business and social value

Enterprise Wearables



Human-centric Innovation...

Enterprise wearables will surpass lifestyle wearables in the next 5 years – reaching \$6.3B in demand

Manufacturing

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Business Innovation...

Industrial manufacturers predict IoT initiatives will increase revenue 27.1% over next 3 years

Smart Cities



Social Innovation...

Cities and metropolitan areas will drive 25% of total government spending on IoT

Smart Agriculture



Agricultural Innovation...

Gyuhoo SaaS (Connected Cow) improves cattle breeding productivity by 11% on average

Getting Started with IoT

1. Begin with a pilot

- Find a suitable co-innovation IoT partner with a strong ecosystem

2. Identify & Secure Quick Wins

- Launch new products & services through prototypes and rapid development cycles

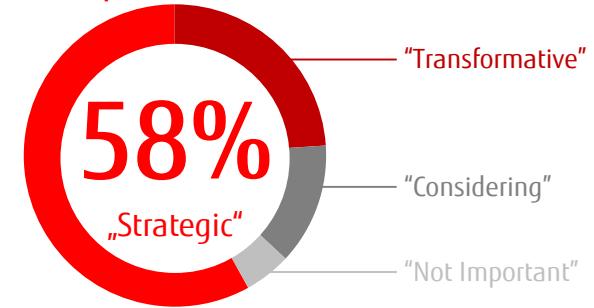
3. Scale up successful initiatives

- Utilize robust & scalable technology platforms to maintain momentum and expand rollout

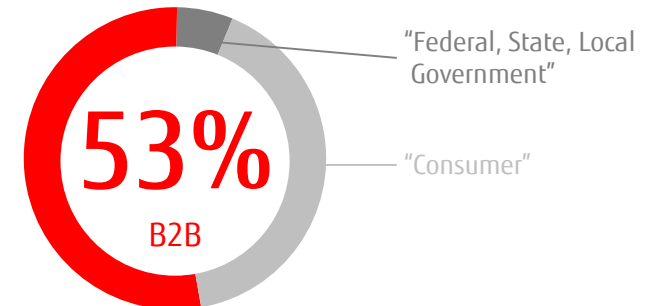
4. Lead and sustain change

- Adopt strong change management processes for digital ventures

Enterprise decision makers think IoT is:



After the hype, B2B IoT spending takes over from Consumer:



Source: IDC's Global IoT Decision Maker Survey // August 2015 // N=2350

In Summary: Balanced Innovation

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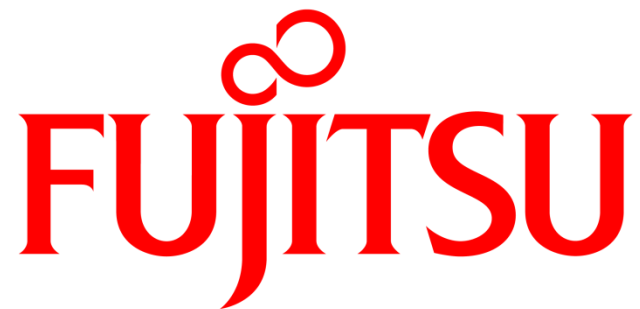


Thank You



Visit our Exhibition Area :

- The Connected Van
- The Connected Cow
- Enterprise Wearables
- Worker Monitoring
- Labor Safety & Efficiency Management
- Connected Vehicle & Vehicle Monitoring
- Augmented Reality
- RunMyProcess Digital Platform
- *and more...*



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