An emerging new world

A Hyperconnected World

People and the things around us, all linked together, sharing information. More connectivity means more collaboration.

A new approach to innovation

Human Centric Innovation

The basis for innovation will come from the management of three key dimensions: people, information and infrastructure.

Fujitsu’s vision

A Human Centric Intelligent Society

Fujitsu wants to use the power of human centric ICT to build a safer, more prosperous and sustainable society.
The world is changing.
People and the things around us, all linked together,
It is a hyperconnected world.

A Hyperconnected World

A world where everything is connected, sharing information across boundaries, between people, organizations and entire industries. The World Economic Forum calls it a Hyperconnected World.
At the heart of this new world is a new generation of the internet, the “Internet of Things” (IoT).

Internet of Things (IoT)

A development of the Internet in which everyday objects have network connectivity, allowing them to send and receive data.
The digital world will connect an enormous variety of things, generating massive amounts of information.

Things connected to the internet
- 2013: 10 billion
- 2020: 50+ billion

Data generated from day to day
- 3.6TB/h - A self-driving car
- 20TB/h - A jet engine in the air
- 0.1TB - An individual genome
By harnessing this information, we can create new services.
However, we will also face serious challenges of information security and privacy protection.
The potential of cyber threats to harm us grows ever more real.
What, then, is the key to success in this hyperconnected world?
Cutting-edge technologies on their own are not enough.
The answer is **People**.

Fujitsu believes empowering people is the key driver for the future.
In a hyperconnected world, value is determined by how people can harness new technology.
How can we deliver innovation in this new world?
Joseph A. Schumpeter
In his book "The Theory of Economic Development", Schumpeter argued that internal factors such as innovation play the main role in economic development, rather than external factors such as population growth and climate change. He also argued that innovation is about producing new things or producing existing things by new methods and that production is about combining things together.

By combining resources in new ways.
Fujitsu believes that three dimensions – people, information and infrastructure are the key to enable innovation.
Human Empowerment

Empower employees, connect with individual customers, drive open innovation
Creative Intelligence

Create knowledge, support decisions, span industries and break silos
Connected Infrastructure

Connect everything with ICT, optimize the entire infrastructure
People, Information and Infrastructure

Bringing together the three dimensions will realize business and social value.
People, Information and Infrastructure

Fujitsu calls this new approach “Human Centric Innovation”.

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Human Centric Innovation

Human Centric Innovation means empowering people with human centric ICT to create business and social value.

- **Human Empowerment**: Connect people and empower
- **Connected Infrastructure**: Connect everything and optimize business and social infrastructure
- **Creative Intelligence**: Create knowledge from information
Let's consider how the dimensions of people, information and infrastructure can come together to deliver valuable innovation, with a simple example.
In this way, in a future society, we can prevent accidents before they happen.
Here’s how the innovation process works.
1. Sense data from a variety of ICT sources

2. Analyze the integrated information

3. Generate knowledge and deliver key insights

4. Lead to human empowerment
Let’s look at the role people, information and infrastructure play in this example.
People, Information and Infrastructure

Collect data from sensors and use cloud services to consolidate the integrated information.
People, Information and Infrastructure

**Information**

Analyze the collected information such as location, time and weather conditions, even how often the brake pedal is pushed.

**Infrastructure**

Collect data from sensors and use cloud services to consolidate the integrated information.
## People, Information and Infrastructure

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Bringing together the three dimensions of people, information and infrastructure in this way...

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... is what we call “Human Centric Innovation”.

**Human Empowerment**
Connect people and empower

**Connected Infrastructure**
Connect everything and optimize business and social infrastructure

**Creative Intelligence**
Create knowledge from information
The scope of Human Centric Innovation is not limited to a single company or organization.
In future, innovation will transcend the boundaries of organizations and industries.
Information will underpin a new set of connections weaving a new kind of value chain.
Organizations will be connected through information, across industries, establishing these value chains in a digital ecosystem.
For example, in a digital ecosystem of car manufactures, transport organizations, tourism and insurance companies, we can co-create value in the form of safer and more convenient transport.
Equally, we could use co-creation to improve people’s health, by bringing together hospitals, academic institutions and pharmaceutical companies into a digital ecosystem.
We can even use co-created value to improve the food we eat, in collaboration with agriculture, the food industry and manufactures of home appliances.
In this way, by co-creating value with our customers and leveraging the digital ecosystem across boundaries...
We can realize a “Human Centric Intelligent Society”.

**Business Innovation**
- Manufacturing innovation
- Marketing innovation
- Collaboration
- Work style transformation

**Social Innovation**
- Education
- Healthcare
- Transportation
- Environment
“A Human Centric Intelligent Society”

Fujitsu wants to use the power of human centric ICT to build a safer, more prosperous and sustainable society.
Values we provide

Fujitsu provides an integrated portfolio of technologies and services globally to enable customers to innovate and deliver growth.
Fujitsu is one of the only companies that can provide technology and services in all three dimensions of people, information and infrastructure.
shaping tomorrow with you

Will you join a journey with us to a Human Centric Intelligent Society?
Fujitsu Technology and Service Vision 2014

In the Fujitsu Technology and Service Vision, we set out innovation scenarios for business and society and show how these are underpinned by technology and service concepts, and how these are embodied in our line up of offerings.

Fujitsu vision site


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