Fujitsu World Tour 2018

Human Centric Innovation
Co-creation for Success
Co-creation for Success

Dr Joseph Reger

Fujitsu Fellow,
CTO Fujitsu EMEIA
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“The limits of the possible can only be defined by going beyond them into the impossible.”

Arthur C. Clarke
Solving tough challenges

Drug discovery

Molecular structures

Aerodynamics

Manufacturing
90% of organizations have a clearly defined digital strategy

88% feel the leadership team has a clear view of all digital projects

74% say that digital projects are not linked to the overarching strategy

72% admit shadow digital projects are the only way they can deliver meaningful innovation

Fujitsu global research of 1,625 business decision makers, July / August 2017
87% say a culture of innovation exists in their organization.

66% said failed digital projects put them off pursuing them in the future.

86% see their company’s ability to change as being crucial to future success.

71% worry about their ability to adapt.

Fujitsu global research of 1,625 business decision makers, July / August 2017.
The data universe
Art or science?
Transforming data into value

The Data universe

Outcomes
- Business Models
  - Curation
  - Learning
  - Patterns
  - Feedback
- Business Models
  - Customer Experience
  - Operational Excellence
  - Product Leadership
Transforming data into value

Manufacturing
Use scan images and engineering expertise to learn how to quality assure key parts.

Finance
Learn from securities transaction data to spot anomalies like errors in data entry and fraud.

Media
Use written content and language syntax to learn to write program summaries for the TV guide.

Healthcare
Bring together patient data and medical open data to learn to diagnose risk factors in mental illness.

Life Science
Combine genome data and medical open data to explain the links between genome and disease.

Security
Convert network log data into images and learn to how to interpret these to spot security anomalies.

Shipping
Combine weather data and operational data to learn to plot optimal, weather compensated routes.

Infrastructure
Use sub-surface scan images to learn how to spot cavities and sink holes underneath roads.

Safety
Combine temperature and humidity data, worker activity and vital signs to learn to spot heat stress.
Digital Co-creation
Pace of change

Transformation of industries

Combining technology and business knowledge
Customer stories of co-creation

Belfius
Slingeland Hospital
Siemens Gamesa
Our strategy

- Industry Transformation
- Solutions and Ecosystem
- Breakthrough Technology
Industry Transformation

- Knowledge Integration
- Industry solutions
Solutions and ecosystem

- Digital platforms and solutions
- Open innovation
Breakthrough technology

- Explainable AI
- Digital Annealer
- Blockchain
The digital future
The future is already here – it’s just not very evenly distributed.

William Gibson, Sci-fi writer
Three signals

Distributed Value Chains

Distributed Intelligence

Distributed Trust
Recap

‘Real Digital’ isn’t easy...

Value comes from transforming data

Co-creation, the best route to growth

Our strategy is driven by you

The digital future = distributed
Leadership
Digital Transformation is a priority of the CEO

People
Ensuring people having the right skills for Digital Transformation

Ecosystem
Establishment of an ecosystem of partners, especially technology partners

Value from Data
Being able to use data to deliver benefits, while keeping it secure

Agility
An innovation supporting culture, an appetite for change and for design thinking

Business Integration
Practicing the integration of digital into the business, alignment with existing IT and connecting physical assets

Digital muscles
FUJITSU

shaping tomorrow with you