

Accelerate a pathway to successful digital transformation

FUJITSU Co-creating Program

“ Co-creation is powerful because great ideas never informed nor experienced. Creativity is driven by people working together. And that needs to be engineered. Your people need a time and place to collaborate, and the right tools to do it quickly. ”

At Fujitsu, our Co-creating Program helps you to harness the power of collaboration to deliver your unique digital transformation by driving ideation. It has been developed over decades of experience in Japan and around the world; working with customers, exchanging perspectives, ideas, and information in a highly focused and innovative way. The approach is based on simple and collaborative engagement.

We bring multiple perspectives together using digital technologies. To do that we ask customers to identify their key business and IT decision makers as well as people from across their enterprise who are open to creative thinking as well as have a deep understanding of the strategic needs of the business. Fujitsu’s talented and experienced experts facilitate their collaborative engagement to achieve a dynamic mix of knowledge, creativity, ideation and concept development. Our unique form of ‘design thinking’ is added to the mix – Human Centric Experience Design (HXD) to create innovative concepts faster than could be achieved if those people worked in isolation.

Fujitsu Co-creating Program Workshop Menu

‘Define’ workshop | Half- day

[Global Menu](#)
[Coming Soon](#)

Accelerate transformation by defining and designing a solution or concept to address a specific challenge in short time. By the time the workshop ends, the team will have agreed a concept, a plan and a shared commitment to working together.

Workshop Theme example >> [Digitize Your Business Processes, etc.](#)

‘Explore’ workshop | Full-day

[Global Menu](#)
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Ideal for business challenges that are less well defined or understood. Participants can think deeply about how they can be solved using solutions which are based on emerging technologies. The workshop delivers a clear perspective on possible ways forward.

Workshop Theme example >> [Connected Retail, etc.](#)

‘Deep Dive’ workshop | 3-days

[Global Menu](#)
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Ideal for business challenges that are less well defined or understood, or complicated, and needs additional customized session (ex. Focus session, Site survey, ect.) to gain insight more. The tailor-made workshop delivers a clear perspective and detailed UX concept.

Workshop Theme example >> [Digital Campus, etc.](#)

Country Dedicated programs

[Available in TH](#)
[For more Detail Next Page >>](#)

Our Human Centric Experience Design approach enables you to...



Understand your business challenge within the context of your strategy



Look at the issues through different lenses



Combine business and technology expertise to develop rapid outline concepts



Develop joint working plan for immediate experimentation.

shaping tomorrow with you

Fujitsu Thailand's Co-creating Program Pack

Pack 1 | 1-Day Training | Human Centric Design Thinking Overview



Goal "Mind shift in organization for digital transformation" / "Learn basics of Design Thinking"

Detail 1 Day Max 30 People Training Material provided On site

- Workshop Content**
- How to be creative
 - Innovation by design: Insighting, Ideating, and Iterating
 - How to start customer journey
 - Innovation by design: Methods & Principles
 - How to draw customer experience right
 - Customer experience matters
 - Brand essence matters

Pack 2 | 1-Day Workshop | Consultative Design Thinking to Cultivate Quick Innovation



Goal "Fast way to apply design thinking in your real business case and gain quick innovation"

Detail 1 Day Max 30 People Workshop Report* provided On site Prerequisite: Human Centric Design Thinking Overview

- Workshop Content**
- Recap "Human Centric Design Thinking"
 - Observation and idea
 - Eco-system and human journey
 - Quick solution presentation
 - Define problem statement with your focused journey in your industry
 - Next actions summary
- * Workshop Report and next actions recommendation

Pack 3 | 3-Day Workshop | Applying Design Thinking to Deep-dive into the Company's Selected Innovation



Goal "Deep-dive in company's focused internal /external journey to plan for agile execution"

Detail 3 Day Max 30 People Workshop Report* provided On site Prerequisite: Human Centric Design Thinking Overview / Selected Innovation

- Workshop Content**
- DAY 1
- Find the insighting by interviewing and observing your stakeholders at site
 - Finalize the fact finding
- DAY 2
- Understand the stakeholders by creating the persona
 - Define the problem statement
 - Create quick ideas
- DAY 3
- Create and present the prototype
 - Find feedback on the prototype
 - Improve the prototype
 - Finalize the prototype and present to the stakeholders
 - Prototype testing by the stakeholders
 - Finalize human centric agile planning
- * Workshop Report and next actions recommendation



Workshop Facilitator

Ms Ittaya Sirivasukarn | Digital Transformation Advisor, Design Thinking Coach

Ittaya Sirivasukarn is former Chief Executive Officer (CEO) of INSEE Digital and Former Group CIO of INSEE Group. Led the Digital and IT arm of INSEE Group, a subsidiary of Siam City Cement PCL, a multi-cultural organization responsible for the Digital Transformation of the group, 6 countries, 17 companies. Successfully implemented the Smart Plant of the first Industrial 4.0 for Cement Business in Thailand and Asia, and one of the first in the world in implementing Digital Technology in business transformation using Design Thinking methodology. Her currently role is Digital Transformation Advisor and Founder of Sparkle IDEA Ltd.

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