

Fujitsu World Tour 2017

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Fujitsu Limited



shaping tomorrow with you

Human Centric Innovation

Digital Co-creation



#FujitsuWorldTour



Fujitsu Technology and Service Vision

- Our vision for the future
- Our thinking on how organizations create innovation
- Our central idea is Human Centric innovation.



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浪裏

舟の島



Digital Transformation

FUJITSU

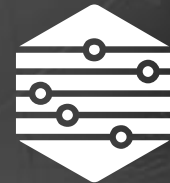


Our approach

- 3 Forces of Digital leading to Human Centric Innovation



Everything from the customer's viewpoint



Intelligence makes a difference



Connectivity changes the nature of business

Transformation toward Digital Arenas

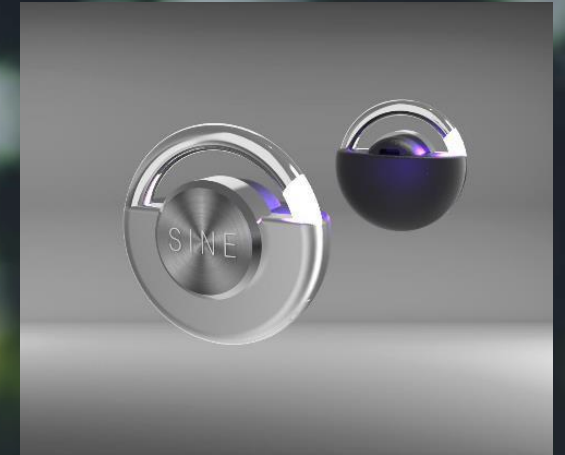


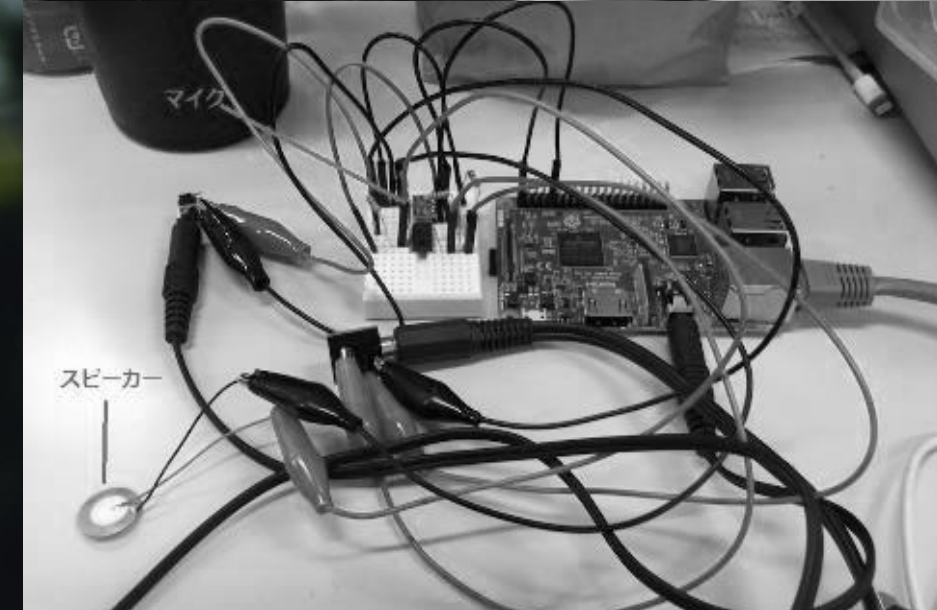
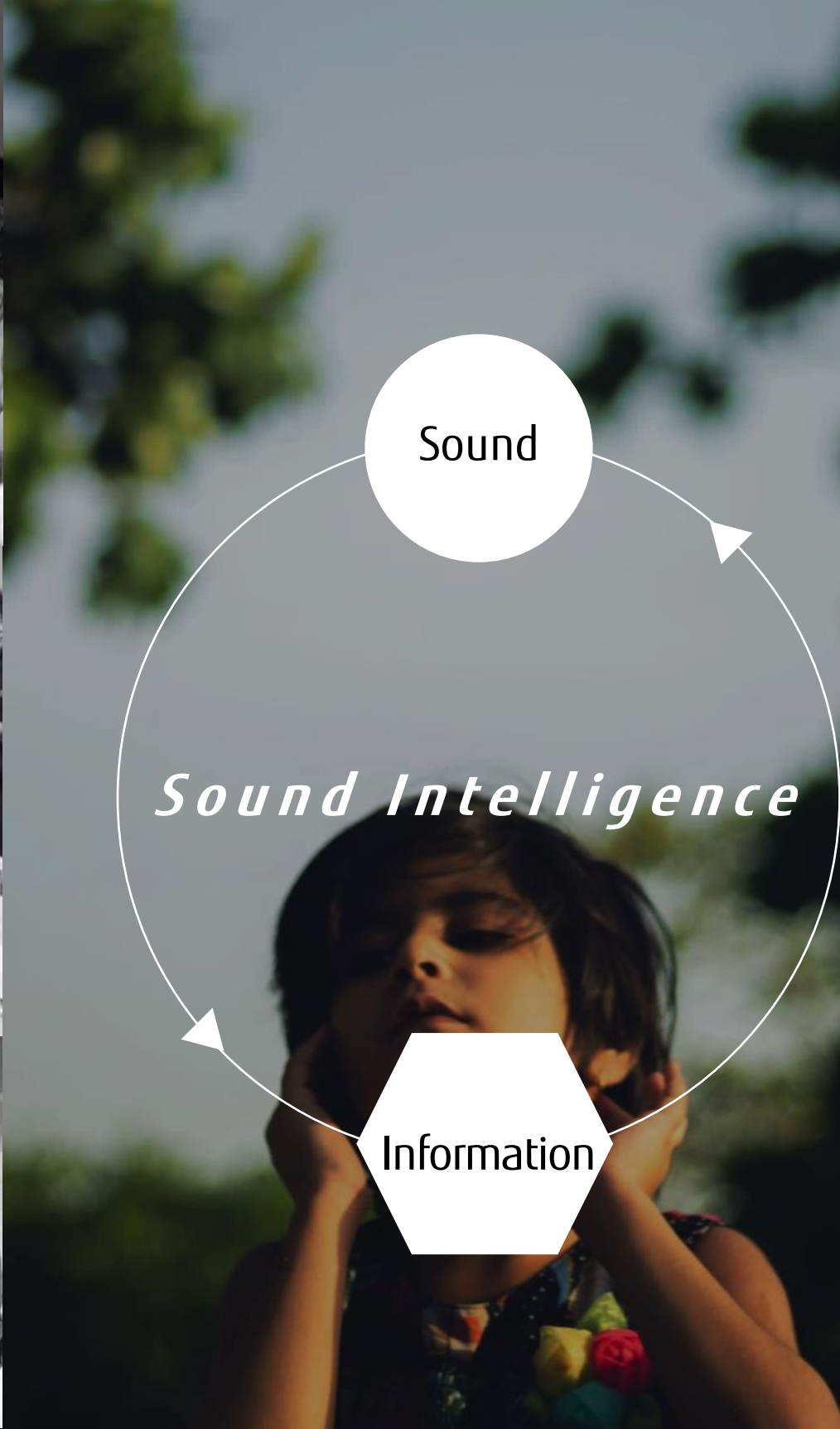
Transformation toward Digital Arenas

- Autonomous cars will be on the road in 2020
- Vast digitally connected ecosystems for Mobility are emerging
- The borders of existing industries are blurred
- Bringing about disruptive consequences
- Digital Co-creation is a new business norm

Yamaha Corporation

Sound Intelligence





Digital Co-creation

■ Human Centric Experience Design: A collaborative approach to design your digital business

01



Set out your disruptive vision

Find out value of the future

02



Design your business model

Connectivity, Intelligence, and Customer-orientation

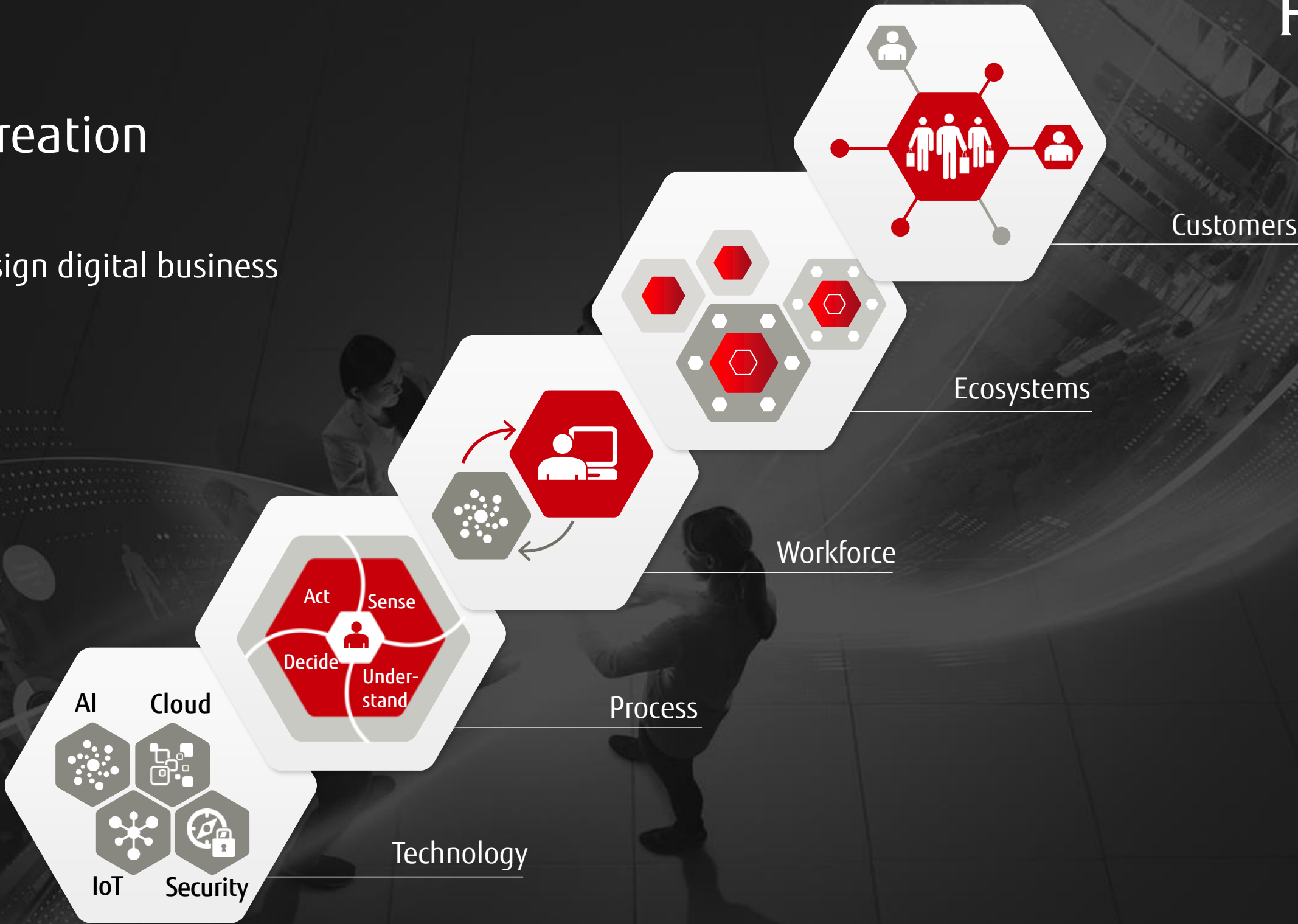
03



Implement your digital business
architecture

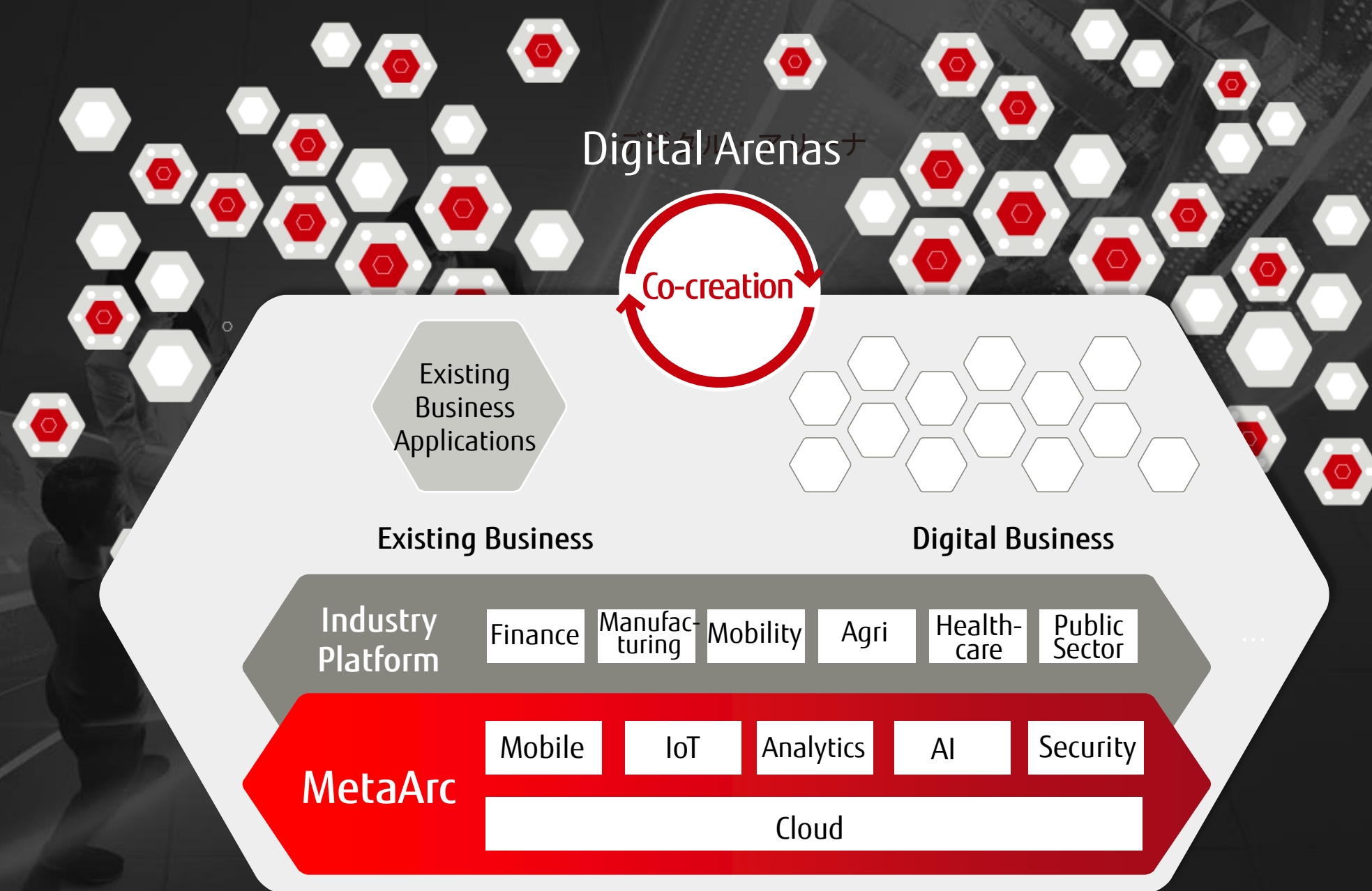
Digital Co-creation

- 5 Layers to design digital business



MetaArc

- A comprehensive framework to deliver Connected Services
- Provide digital technologies as a service
- Accelerate Digital Co-creation



The future of people and AI

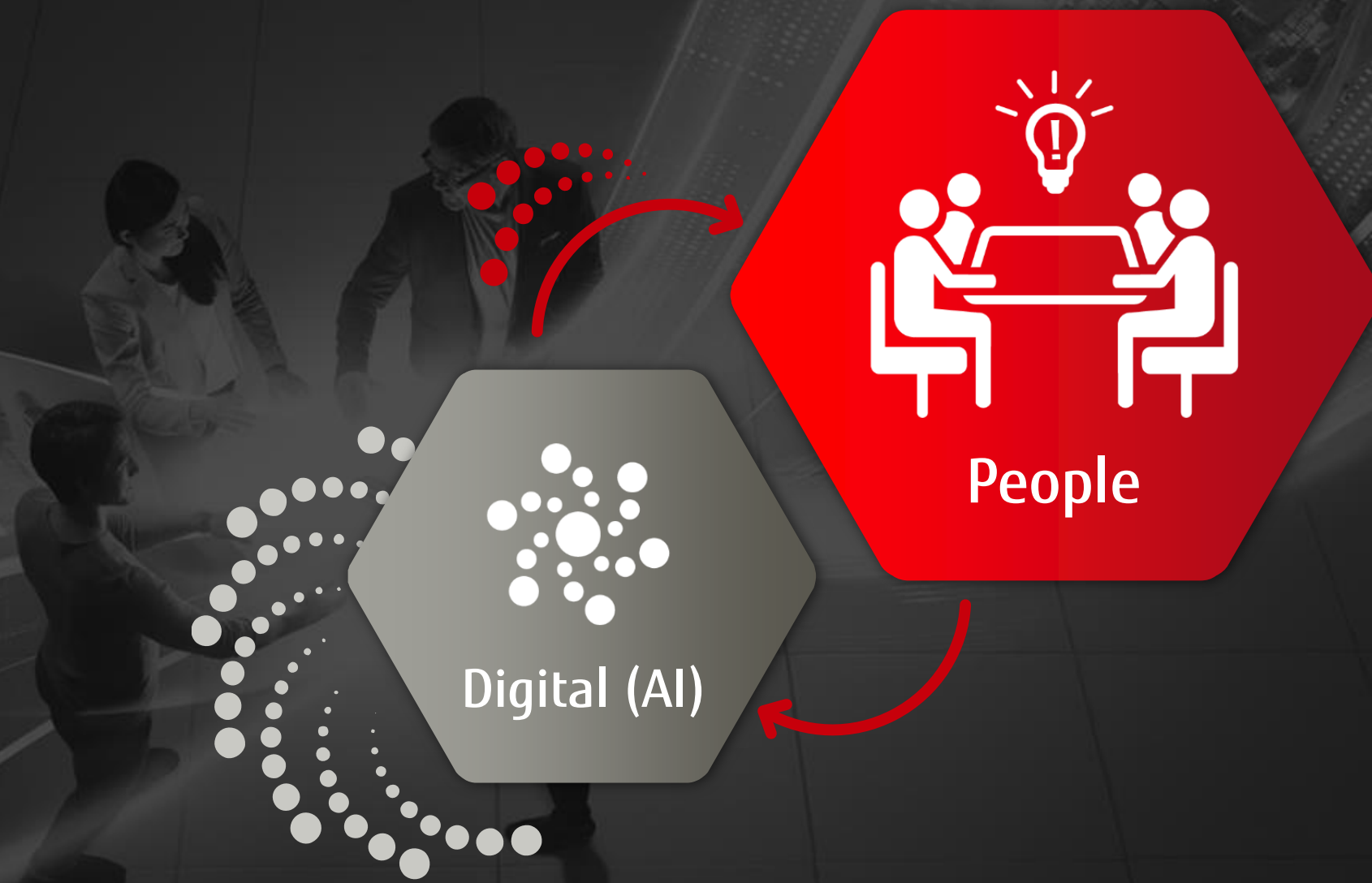
Can a robot get into the university of Tokyo?

$$\text{Find}(m) \left(\begin{array}{l} 0 < a \wedge \\ a \leq y \leq 2a \wedge \\ \frac{1}{2} \leq x \leq 1 \wedge \\ \text{minimum} \left(\left\{ \frac{y}{x} + \frac{x}{y} - xy \mid 0 < a \wedge a \leq y \leq 2a \wedge \right. \right. \end{array} \right.$$

$$\text{Find}(m) \left(\begin{array}{l} 0 < a \wedge \\ a \leq y \leq 2a \wedge \\ \frac{1}{2} \leq x \leq 1 \wedge \\ \exists x \left(\begin{array}{l} \exists y \left(\begin{array}{l} a \leq y \leq 2a \wedge \\ m = \frac{y}{x} + \frac{x}{y} - xy \end{array} \right) \wedge \\ \frac{1}{2} \leq x \leq 1 \end{array} \right) \wedge \\ \left(\begin{array}{l} 0 < a \rightarrow \\ \forall y \left(\begin{array}{l} a \leq y \leq 2a \rightarrow \\ \forall x \left(\frac{1}{2} \leq x \leq 1 \rightarrow m \leq \frac{y}{x} + \frac{x}{y} - xy \right) \end{array} \right) \end{array} \right) \end{array} \right.$$

Digital Business Workforce

- Hybrid learning is a new style of delivering value



Overcoming global challenges



Overcoming global challenges

- Sustainable Development Goals of the United Nations





SDG2 Smart food and Agriculture

- 400 organizations use Fujitsu Akisai Agriculture Cloud
- Fujitsu's in-house precision agriculture facility
- Shaping a Digital Arena to co-create value of safer smart food, expanding to Vietnam and Finland





SDG3 Everyone living fuller lives

- Connected 7,000 hospitals, clinics, care facilities and drug stores in Japan with an aspiration to deliver well-beings of people instead of just treatment of patients
- In-home elderly care project using IoT in Ireland
- Co-creating predictive medicine, preventive medicine, a digital twin of a human heart, IT drug discoveries





SDG11 Sustainable City

- Fujitsu's SPATIOWL location data cloud service works as a platform to co-create new services
 - Congestion management
 - Hydrogen station management for fuel-cell vehicles
 - Citizens services
 - Telematics
 - Safety monitoring
 - Road planning, and more
- In Singapore, Fujitsu, A*Star, and Singapore Management University are jointly working to develop unique solutions to solve urban challenges



Interconnected Digital Arenas

- Distributed and autonomous network society
- A safer, more prosperous and sustainable world



FUJITSU

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凱風
快晴

葛飾野



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