

FUJITSU Co-creating Program

Accelerate your digital transformation
with our unique HXD approach

shaping tomorrow with you





The new digital frontier

Our mission is to enable you to co-create your future and take advantage of all the opportunities of the digital age. It's a new frontier for business as well as society. It's a more social, collaborative era in which innovative ideas, business models, products and services emerge from a broad ecosystem of partners. They are co-created.

The sharing economy is about proactively exchanging knowledge, insights, ideas and skills to transform both established markets and the way existing enterprises operate.

While co-creation is not new, it has never been faster. Digital disruption by so-called "upstart" challengers in traditional markets has given them a decisive advantage based on speed and simplicity. They are free to come up with new concepts, try them, fail a few times, and swiftly move from proof-of-concept to proof-of-business and get to market early.

And those disruptors are after your customers, employees, partners and revenues. But, just because you are an established business doesn't mean you can't act like a start-up. You have the creativity you need within your business and you can augment it by working with key strategic partners. You just need to engage with them – and act.

Co-creation must be driven by people

Co-creation is powerful because great ideas never arise behind closed doors. They thrive on flows of information and experience. 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.

That's why Fujitsu is opening a series of Digital Transformation Centers (DTCs) based on the successful template of our DTCs in Japan. They are designed to fire the imagination of the people who attend, with highly focused workshops that focus on real-world, urgent problems, needs and ideas, and turn them into proof-of-concept and quickly deliver tangible outcomes. While the DTCs are purpose built, the approach and methodology is mobile – we can deliver these co-creation events anywhere, maybe much nearer you and your people.

It's an approach based on Fujitsu Human Centric Experience Design (HXD) methodology, developed in Japan, and applied around the world to achieve swift results. And yes, it's amazing what can be done in a very short time.

Co-creating for cleaner oceans

- Unexplained environmental events in the Gulf of Paria in Trinidad and Tobago – including mass killing of fish – drive Institute of Marine Affairs (IMA) for answers
- True co-creation engagement brings expertise from Fujitsu GlobeRanger, long-time Fujitsu customer, Digicel, Microsoft and YSI (buoy sensors and hardware) for use-case based solution
- GlobeRanger IoT platform to deliver real-time insights on water quality to provide early detection and prevention and to drive accountability for chief polluters

Unexplained environmental events in the Gulf of Paria in Trinidad and Tobago – including mass killing of fish – drove the local Institute of Marine Affairs (IMA) to seek answers and identify a solution to prevent such repeat occurrences. The IMA in conjunction with the Fujitsu Caribbean business unit, GlobeRanger (a Fujitsu company), Microsoft and Fujitsu long-term Caribbean customer Digicel, deployed a Water Quality Monitoring Buoy in the Gulf of Paria, in October 2017. The solution represents a true co-creation engagement combining expertise from Fujitsu, Microsoft and Digicel to provide an IoT platform that delivers real-time insights on water quality to provide early detection and prevention and to drive accountability for chief polluters. This project is important to the Government of the Republic of Trinidad and Tobago, has national appeal and is highly visible to citizens. It has received positive local media coverage and mentions in key government forums. This project has the potential to be replicated in other areas, subject to availability of funds.

More information can be found at:

www.ima.gov.tt

<http://newsday.co.tt/2018/02/01/microsoft-helps-tackle-oil-spills/>

<http://newsday.co.tt/2017/11/08/new-technology-to-detect-sea-pollution/>

<http://newsday.co.tt/2017/11/01/microsoft-plays-role-in-pollution-detection/>

<http://www.trinidadexpress.com/20171103/business/ima-deploys-quality-monitoring-buoy>

AI helps doctors make clinical decisions faster

The doctors and researchers working for the Institute of Sanitary Research at Madrid's San Carlos Clinical Hospital, were determined to take advantage of Artificial Intelligence (AI) in promoting public health.

They wanted to proactively improve health rather than just managing disease. And they knew that collaboration was the key. So, they worked closely with Fujitsu to co-create a solution that takes aggregated anonymized data from both clinical and non-clinical sources and analyze it to improve clinical decisions. The skills of the medical staff combined with those of carefully chosen partners from the Fujitsu ecosystem delivered amazing results. Now, decisions can be made more accurately by doctors in seconds. Asking the right questions based on the data empowers both doctors and patients and delivers benefits that will be felt by all of society.



Every enterprise can be its own disruptor

You need to be proactive and act without fear. Fujitsu research shows that despite over 90% of organizations having a clear digital strategy, many are struggling to deliver it. Why? Because they're afraid of failure.

One in four organizations have experienced a failed digital project over the last few years, and they've lost significant amounts of money doing so. That's inhibiting innovation. 68% of organizations say that the fear of failure is affecting their creativity, and digital projects aren't getting off the ground.

That's ideal for disruptors. But, if you're proactive you have a better chance of success because of your heritage and the knowledge, talent and experience of your people. You have a head start, and you need to make the most of it.

You can't be reactive or protective.

That's looking backwards. You need to look beyond the traditional boundaries of your sector to find new partners with whom you can innovate. By fundamentally re-evaluating your business you will find new – and often surprising – ways to create value.

That means examining all the elements that potential disruptors seek to do better than you; business models and processes, customer experience and technology. You need to accelerate innovation in all those areas. That takes creativity. And the best way to unleash it is to work with others.

Keeping motorists... and revenues moving

Finland's ABC Petrol (a subsidiary of S Group) wanted to refresh what they saw as an "old-fashioned" market by creating a consumer app that enabled motorists to find any ABC fuel station, select a pump, then pay for the fuel in a simple and user-friendly way. The app had to be fully integrated into the company's business systems and yield valuable real-time data which could then be used to improve services, create offers, and generate customer loyalty. So, we developed a co-creating program that was focused on building an innovative platform. The team designed the new application to put mobile payments at its heart, making life easier for customers and staff at gas stations. Utilizing existing software as well as new ideas enabled the project to be delivered very quickly. Within eight months of the app's launch over 600,000 customers had downloaded it and transactions at the pump soared by 500%.



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HXD + DTCs: Human Centric Experience Design and Digital Transformation Centers

The Fujitsu philosophy is not new. In fact, it's been powering our development as a global business over the last eight decades. It's enabled us to face severe challenges and overcome them. We have transformed our markets, products and ways of working many times, always seeking to be at the cutting edge of business and society.

We pioneered ideas like "ergonomics" and "universal design" and our approach is always evolving, as any good philosophy should. HXD is our methodology for enabling customers to accelerate their digital journeys.

But a philosophy is nothing without decisive action in the real world. That's why we have built on the success of our DTCs in Japan and are opening new ones in major cities including one in NYC.

It's a global equation for success:

HXD + DTCs = faster digital transformation through creativity.

The DTCs offer tailored tools and methods that can inspire your people in highly focused ways. Workshops are carefully planned to mix the right people so that we can generate intensive creative thinking.

Everyone participates actively. It's an interactive experience. Digital inspiration cards created in a variety of workshops with a wide range of customers are used to get people thinking and to inspire their creativity. They speed idea formation, and as the ideas flow they are captured on paper cards which will, in turn, be digitalized and added to the development of their specific solutions. The huge screens show the trajectory of inspiration and thought so participants can keep track of ideas and rearrange them to inspire new outcomes.

It's done at speed to really focus people's minds.

HXD enables four key things:

- 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

Half-day "Define" workshop to accelerate transformation

The workshop target is to define and design a solution or concept that helps solve a focused business challenge. This culminates in a plan for rapid development immediately after the workshop.

Outcome

These sessions are intended to achieve an agreed concept, plan, and a shared commitment for joint working.

We will agree a fast start plan and propose resources for rapid solution development. We will also include a co-creation report, a digital library of workshop material and outline the opportunities for joint working.

Full-day workshop "Explore" session

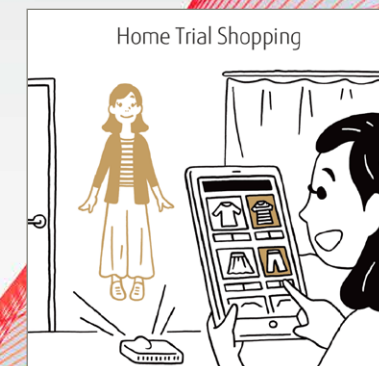
These sessions are ideally suited where a business challenge is less well understood and where potential solutions may be addressed with emerging technology.

Outcome

We will agree a joint way forward to address the challenge including a clear idea about how we can start developing or testing potential solutions.

A co-creation report, a video of concept presentations and, most importantly, a clear plan for next steps will be provided quickly after the session in completed.

Inspiration cards



Open your bank account in just five minutes



The banking industry is being transformed by rising customer expectations.

More people log onto their accounts online or via an app than visit branches. So, the frontline for any traditional bank is digital. Belfius, Belgium's leading banking and insurance provider, understood both the threats and opportunities, and they signed up for the Fujitsu Co-creating Program to boost their presence in the mobile banking market.

The idea was simple: give customers the ability to open a bank account in just five minutes. It had to be easy and secure. With the right talent and experience on the project, we co-created a new solution based on our e-signature technology and rolled it out rapidly to customers. They loved it and Belfius is experiencing significant growth in the vital area of mobile banking.

People are at the heart of co-creation

The program is a simple concept: Bring together business and IT decision makers with key people from across your enterprise. Create the conditions in which they can share a rich variety of perspectives and viewpoints. Then add "design thinking" to the mix and you will create innovative concepts faster than could be achieved if those people worked in isolation.

It's both art and science: Bring multiple perspectives together using digital technologies and anything can happen. There's always a reaction. New ideas arise to forge new visions of products, markets, and ways of working. They are transformational outcomes which would not have been created without collaboration.

It's a principle we stress repeatedly, and it arises from our Japanese heritage. We combine four critical ingredients to generate creative outcomes:

People: Bring together the right skills and expertise from diverse backgrounds. Our customer's experience is vital, and we combine it with ours and that of other partners as the foundation of the co-creation process.

Purpose: Success demands a formal, strong purpose that's understood by all and relentlessly pursued. It must be of strategic importance to your business.

Outcome: What do you want to achieve? It must be defined and related to the needs of your business, employees, customers and markets. A well-defined outcome helps us focus on the people who will be impacted by the digital transformation that will be implemented to achieve the outcome.

Design: We can all be designers. The Fujitsu Co-creating Program unlocks latent skills in a fun and energizing way, so concepts can be developed and tried out quickly.



Helping experts focus on being experts

Siemens Gamesa is at the forefront of the drive to increase the supply of renewable energy. It's specialized fiberglass wind-turbine blades, which can be up to 246 feet long, must be perfect to maximize the capture of energy and assure continuous performance. Any fault can comprise their performance. But, finding those faults was a lengthy, time-consuming job which could take six hours to check every centimeter of the blades. Siemens worked with Fujitsu to co-create a solution that harnessed the power of Artificial Intelligence to get the job down to under 90 mins.

AI learned about all the possible faults and where they could be found, and then did the hard work of identifying areas where they were most likely to be found. The human experts then assessed each fault and decided whether the blade was to be rejected or not. The data generated has been valuable for the entire manufacturing process, as well as freeing experts' time so they can focus on higher value tasks. Simply, they're now able to make more of their expertise.

Time to act

If you're interested in generating the creativity, imagination and inspiration you need to succeed on the digital frontier, we're ready to help. This is what you need to know to get started:

- Most co-creation groups consist of up to 16 people. 10 to 12 of them should be business and IT decision makers as well as key people from across your organization. The others will be talented people from Fujitsu or partners
- The co-creation workshops usually take half to a full day and are based around a specific topic that's important to you right now and will be in the future. The more focused the workshop, the better the outcomes will be
- This is a joint investment of time by both Fujitsu and you. It is not chargeable consultancy. By mixing our people with yours we both benefit
- The dialogue starts with a preparation call hosted by a senior sponsor to ensure that we all know what issues, ideas and materials to bring to the workshop and what to expect from it

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