

Fujitsu North America Technology Forum 2015



shaping tomorrow with you

Fujitsu's New Approach to Innovation

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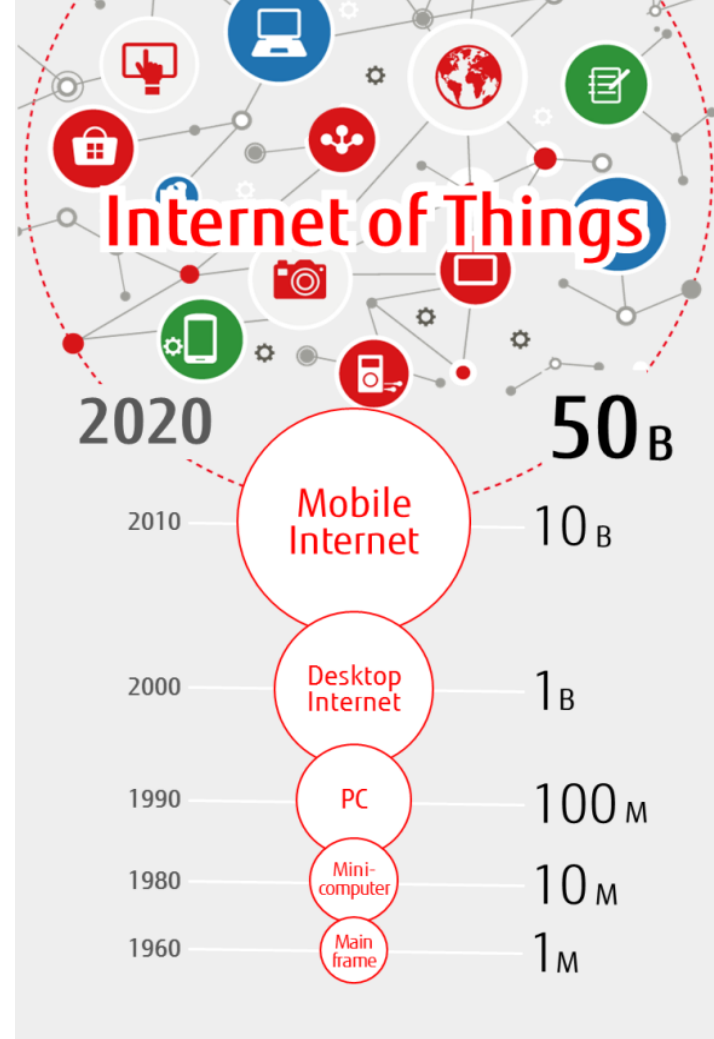
A Hyperconnected World

- An emerging new world where people, information, things and infrastructure are connected via networks, transforming work and life everywhere



Internet of Things & Big Data

- IoT & big data bring huge growth potential to the global economy
 - In 2020, 50 billion or more things connected to the internet.



Everything is digitalized

- Things and services are digitized, controlled by intelligent software
- “Software is eating the world”



Rapidly transform an idea into a business

- Rapidly transform an idea into a business



Idea



Business













The key driver for the future

- It is **People** who create value.
- How people use technologies is critical.



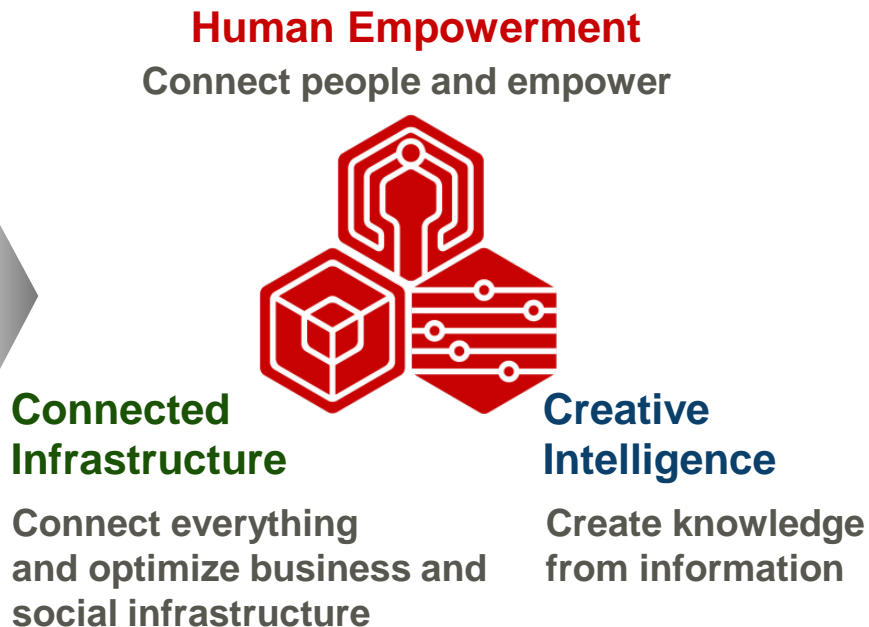
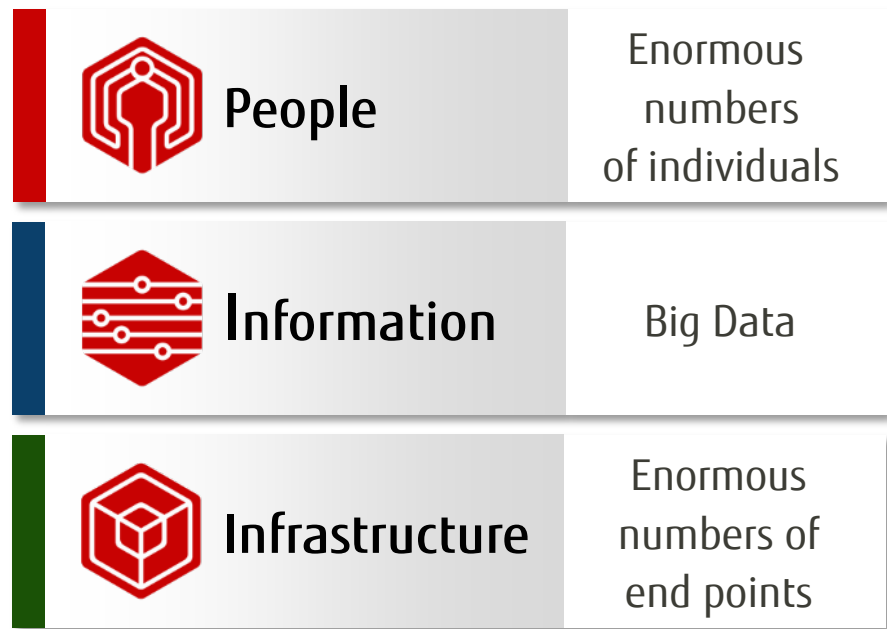
Human Centric Innovation

- A new way of creating business and social innovation by empowering people with the power of ICT

Traditional Innovation		Human Centric Innovation	
Standalone		Connected -People -Information -Infrastructure	
Led by specialists		Led by anyone	
Waterfall (slow)		Agile	
Closed		Open	
High setup cost		Low setup cost	
Part of a value chain		Part of an ecosystem	

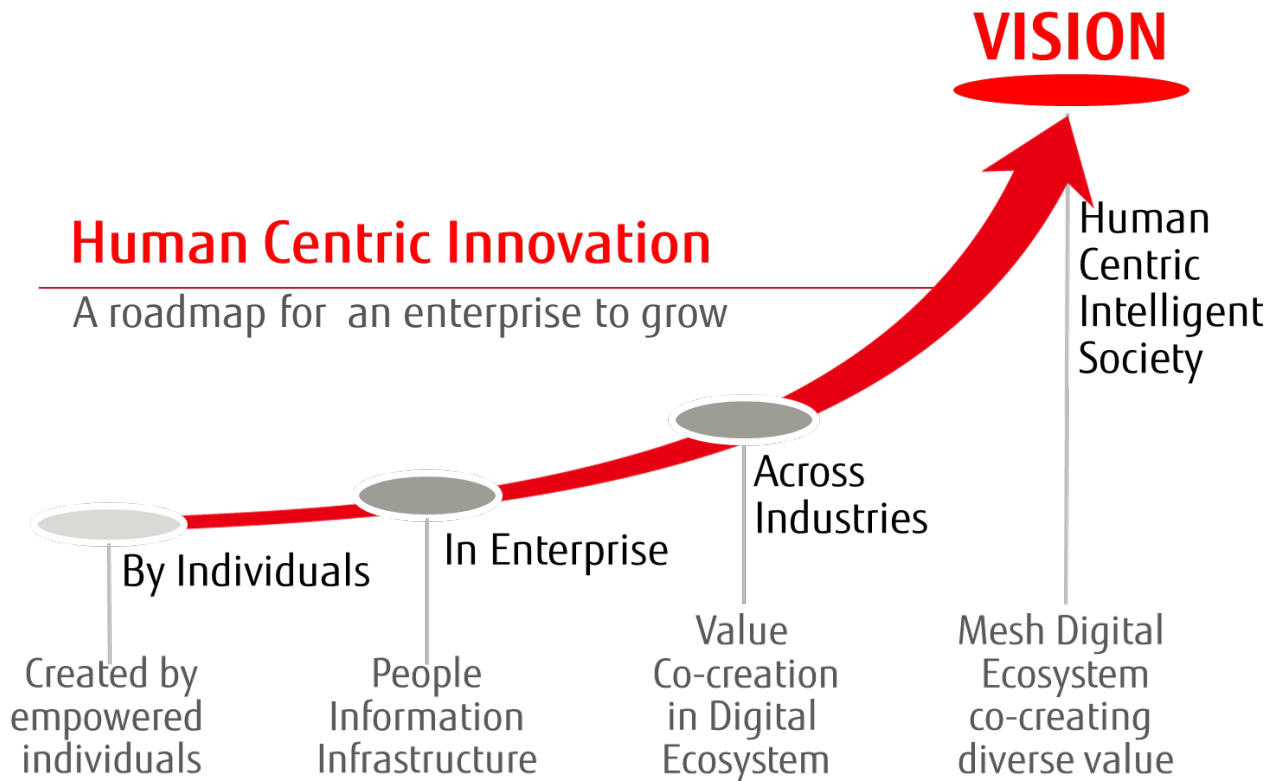
Human Centric Innovation

- Bringing together the 3 dimensions will realize business and social value



A Roadmap to the Future

- Human Centric Innovation is a roadmap for an enterprise to grow.



Human Centric Innovation in Action

- Manufacturing
(Monozdukuri)
- Agriculture



Manufacturing (Industrial Internet)

- Integrating manufacturing-machines, and ICT with digital technologies
- Huge impact on the industry



Manufacturing (Industrial Internet)

- Industrial Internet Consortium is formed to drive the transformation.



Manufacturing (Big Data)

- A machinery manufacturer utilizes big data analysis technology to seek improvement of the production line.



The zSpace logo is located in the top right corner. It features a red, curved banner with the text "zSpace" in white. To the right of the banner is a circular icon composed of several concentric, slightly offset white lines, creating a sense of depth or a 3D effect.

zSpace

The background image shows two men in business attire working at a desk. They are looking at a large, tilted monitor that displays a 3D model of a mechanical part. One man is pointing at the screen while the other looks on. The scene is brightly lit, likely from a window in the background.

Manufacturing solutions

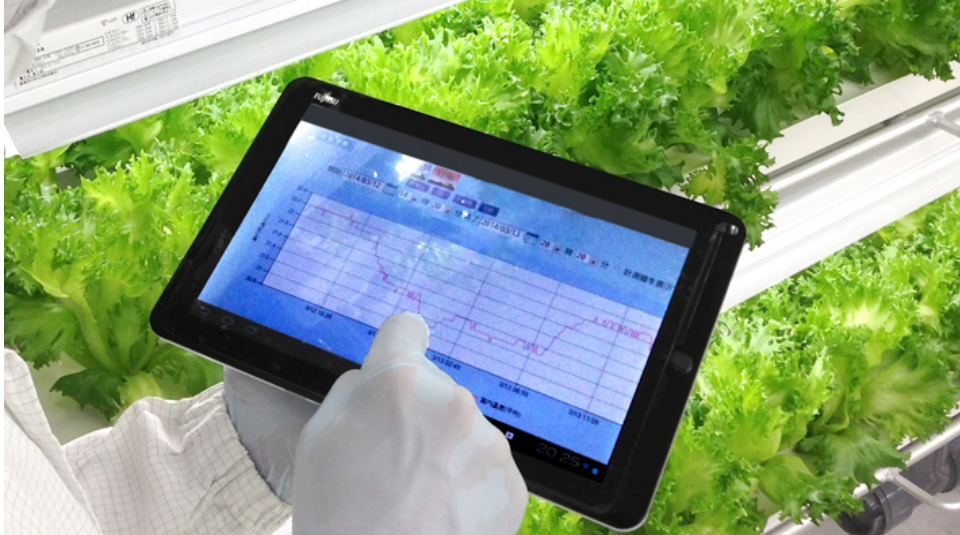
Agriculture (Cloud Service)

- Fujitsu provides food & agricultural cloud service to the agricultural enterprises.
- The service enables visualizing farm environment and cultivation data to improve agricultural management.



Agriculture (Fujitsu)

- Fujitsu is cultivating low-potassium vegetables at its own plant-factory.



Agriculture (Japanese sake)

- Asahi Shuzo : establish a digital ecosystem with producers of Yamada Nishiki rice, the type of rice used to brew its premium sake 'Dassai' .



Agriculture (Aeon Agri Create)

- The cloud platform underpins the digital ecosystem

Cloud for safer food



Agriculture (Aeon Agri Create)

- The cloud platform underpins the digital ecosystem

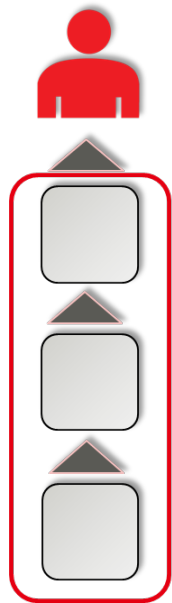
Cloud for safer food



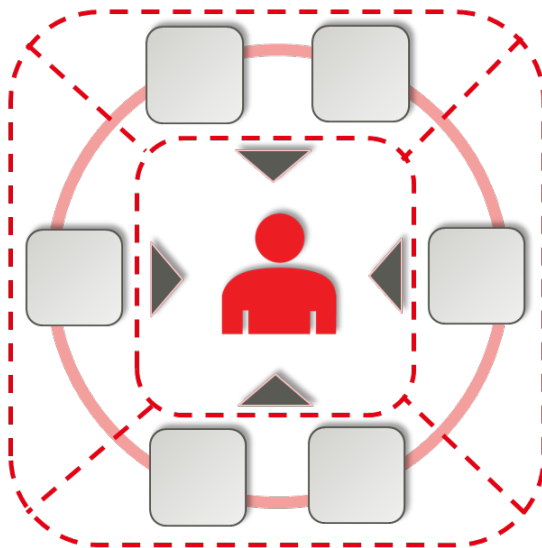
Digital Ecosystems

- Value will be co-created through a digital ecosystem

Closed Value Chain



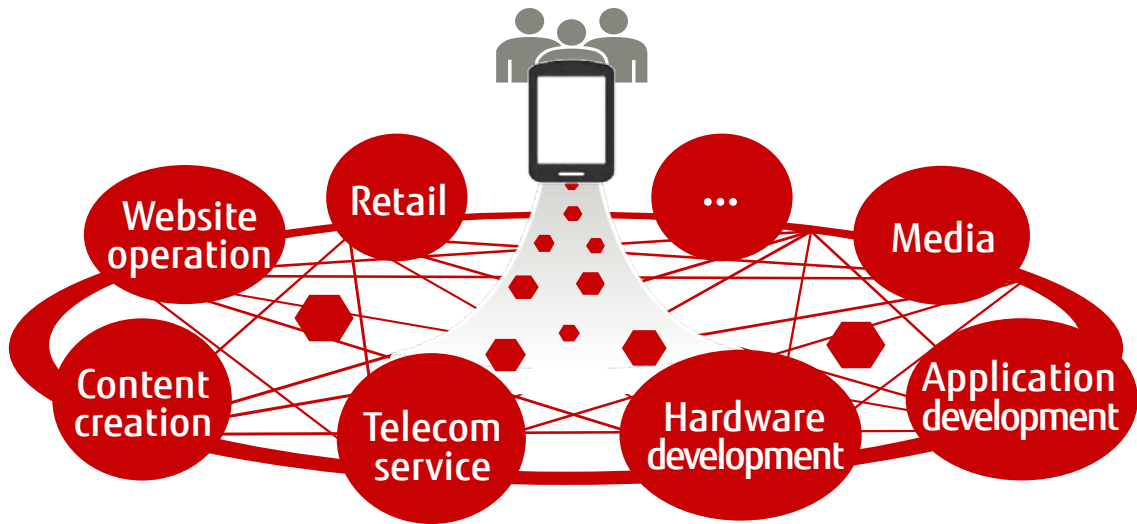
Digital Ecosystem
(Human Centric)



Digital Ecosystems

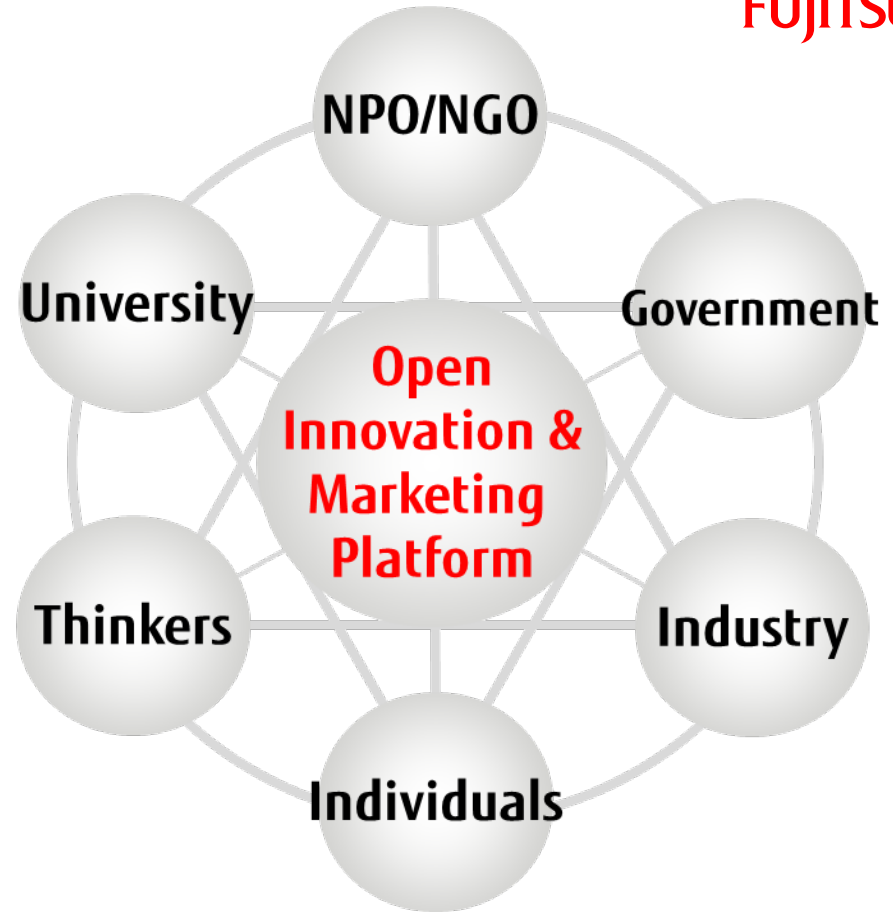
- Provide high-value added products with low cost through the ecosystem

Ecosystem of smartphone



Open innovation

- Set up our base for open innovation at Sunnyvale



Empowering people and open innovation

- Important to empower individuals (employees) and leverage open community to create innovation



Collaboration with TechShop



TechShop Inside! – Powered by Fujitsu

Responsible Business

- ICT can take a leading role in addressing these global challenges



Human Centric Intelligent Society

A safer, more prosperous and sustainable world

- People are connected and empowered by knowledge
- Diverse systems are cross-connected, shaping digital ecosystems to deliver greater value for people



Our commitment to North America

- Support your innovation with its cutting-edge technologies
- Pursue open innovation with our customers and partners





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