Fujitsu Technology and Service Vision 2014

FUJITSU

shaping tomorrow with you

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A Human Centric Intelligent Society

Fujitsu wants to use the power of human centric ICT to build a safer, more prosperous and sustainable society.

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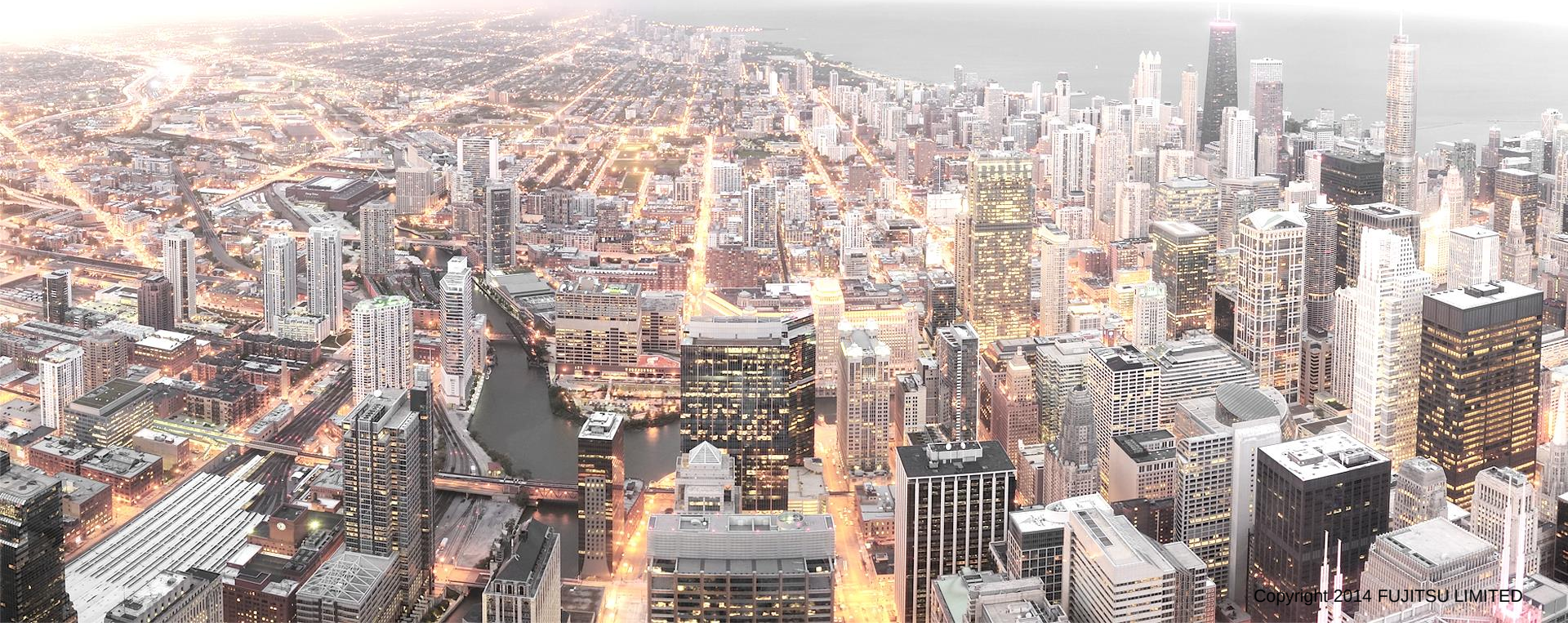
The world is changing.



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People and the things around us,
all linked together,

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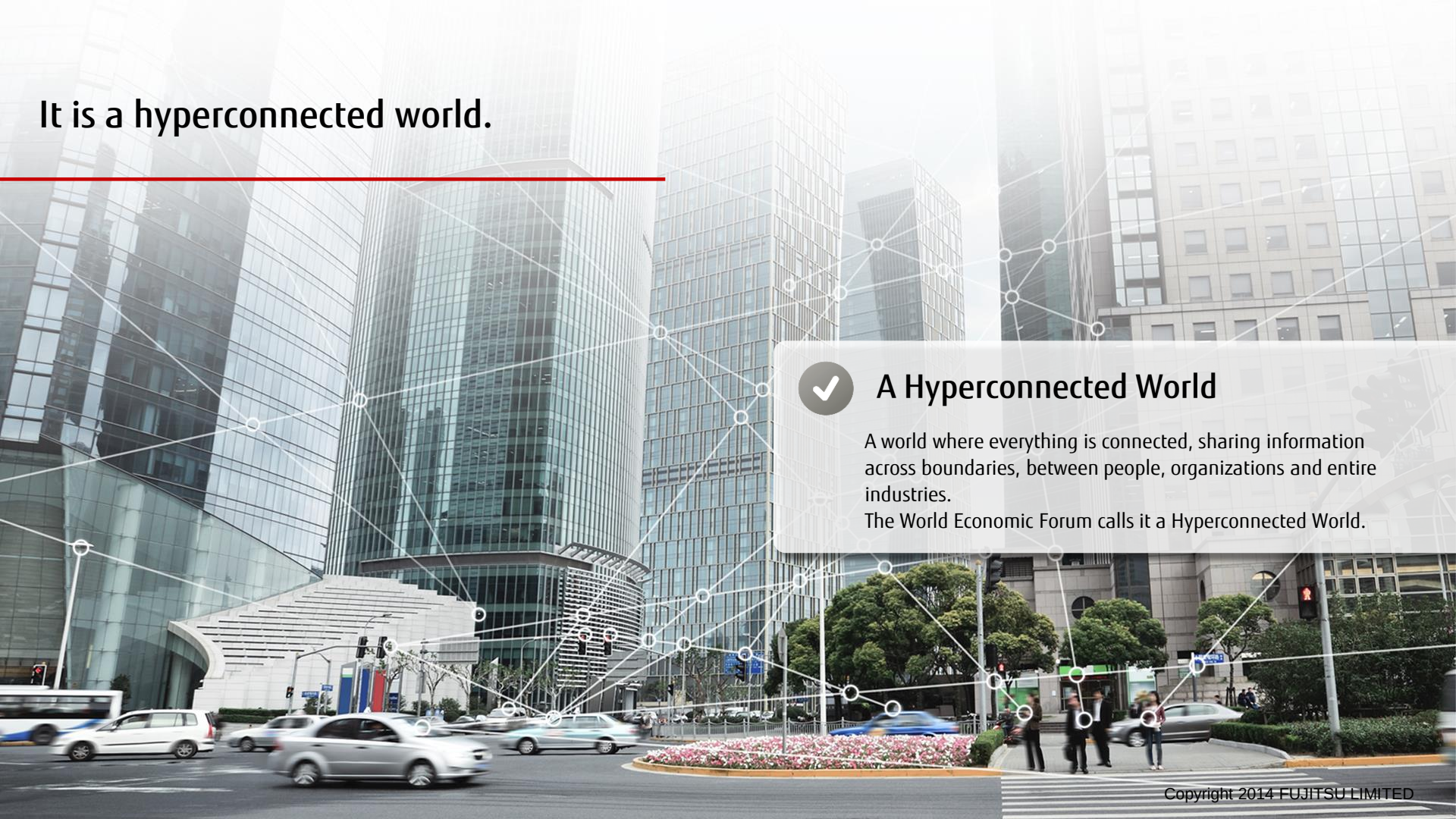
It is a hyperconnected world.



A Hyperconnected World

A world where everything is connected, sharing information across boundaries, between people, organizations and entire industries.
The World Economic Forum calls it a Hyperconnected World.

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At the heart of this new world is a new generation of the internet, the “Internet of Things” (IoT).

Internet of Things (IoT)

A development of the Internet in which everyday objects have network connectivity, allowing them to send and receive data.

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The digital world will connect an enormous variety of things, generating massive amounts of information.

Things connected to the internet

2013	10 billion
2020	50+ billion

Data generated from day to day

3.6TB/h - A self-driving car
20TB/h - A jet engine in the air
0.1TB - An individual genome

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By harnessing this information, we can create new services.

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The potential of cyber threats to harm us grows ever more real.

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What, then, is the key to success in this hyperconnected world?

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Cutting-edge technologies on their own are not enough.

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The answer is People.

Fujitsu believes empowering people is the key driver for the future.

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In a hyperconnected world, value is determined by how people can harness new technology.

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How can we deliver innovation in this new world?

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By combining resources in new ways.

Joseph A. Schumpeter

In his book "The Theory of Economic Development", Schumpeter argued that internal factors such as innovation play the main role in economic development, rather than external factors such as population growth and climate change. He also argued that innovation is about producing new things or producing existing things by new methods and that production is about combining things together.

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Fujitsu believes that three dimensions - people, information and infrastructure are the key to enable innovation.

People

Information

Infrastructure

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Human Empowerment

Empower employees, connect with individual customers, drive open innovation

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Creative Intelligence

Create knowledge, support decisions, span industries and break silos

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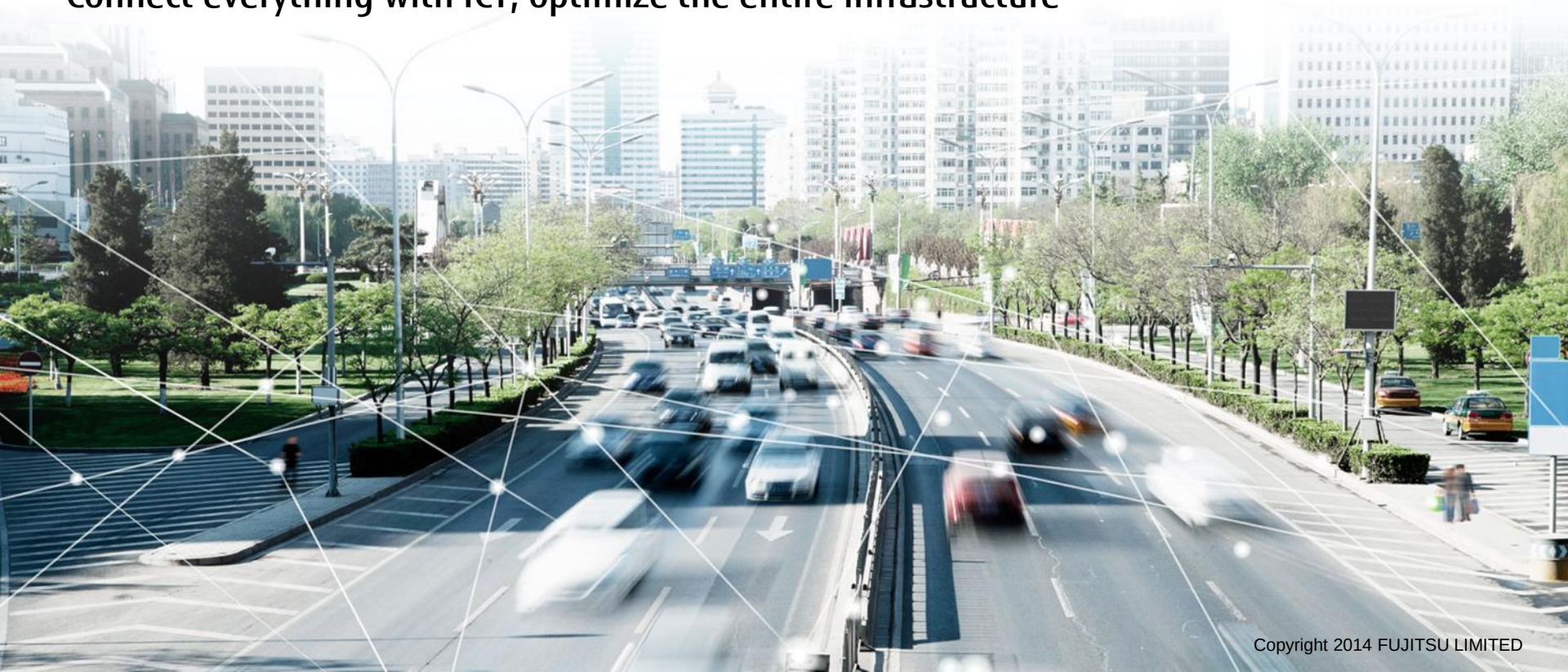
Connected Infrastructure

Connect everything with ICT, optimize the entire infrastructure



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People, Information and Infrastructure

Bringing together the three dimensions will realize business and social value.

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People, Information and Infrastructure

Fujitsu calls this new approach "Human Centric Innovation".

People

Information

Infrastructure

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Human Centric Innovation

Human Centric Innovation means empowering people with human centric ICT to create business and social value.

Human Empowerment

Connect people and empower

Connected Infrastructure

Connect everything and optimize business and social infrastructure

Creative Intelligence

Create knowledge from information

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Let's consider how the dimensions of people, information and infrastructure can come together to deliver valuable innovation, with a simple example.

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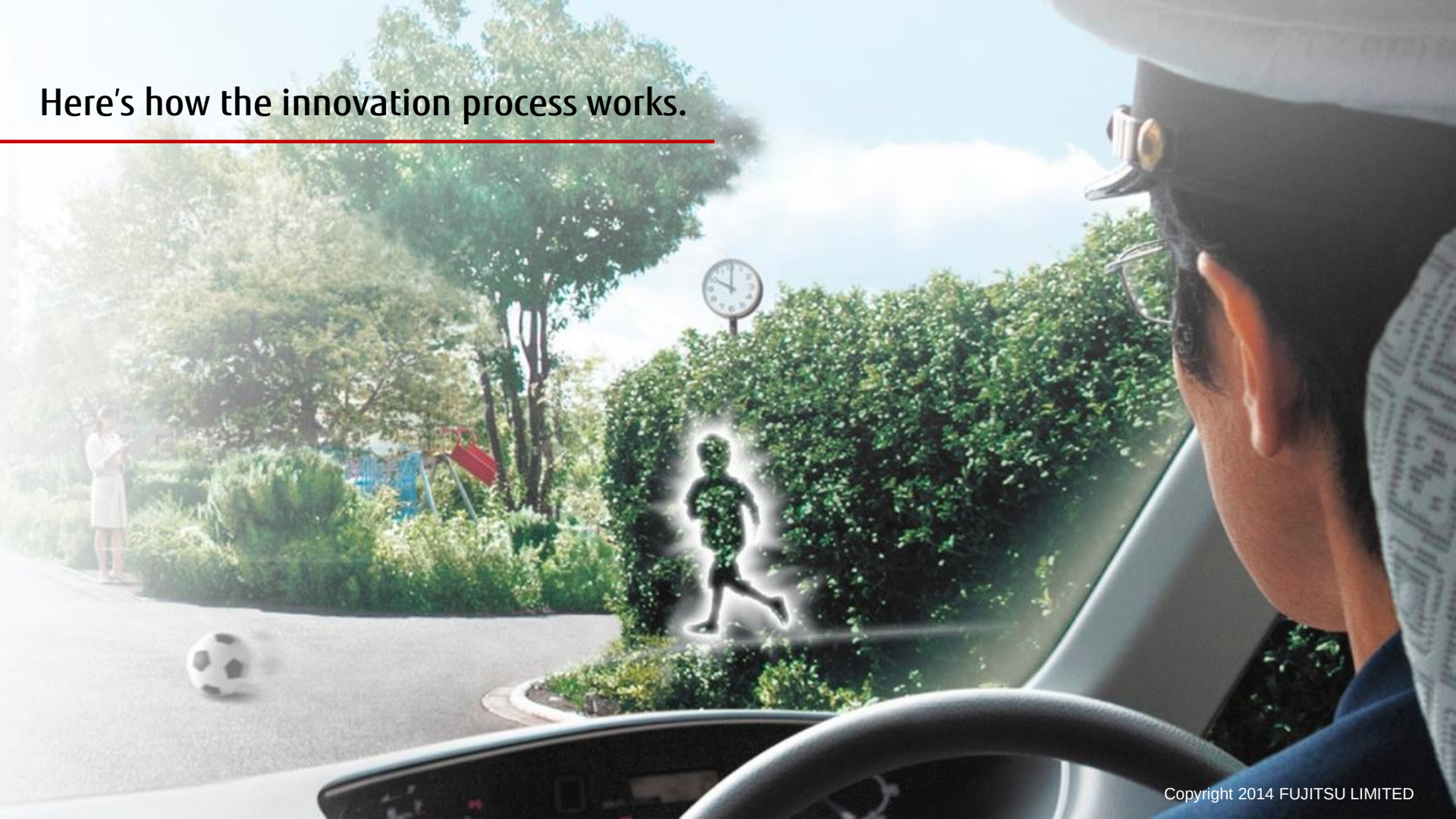
Here's how the innovation process works.



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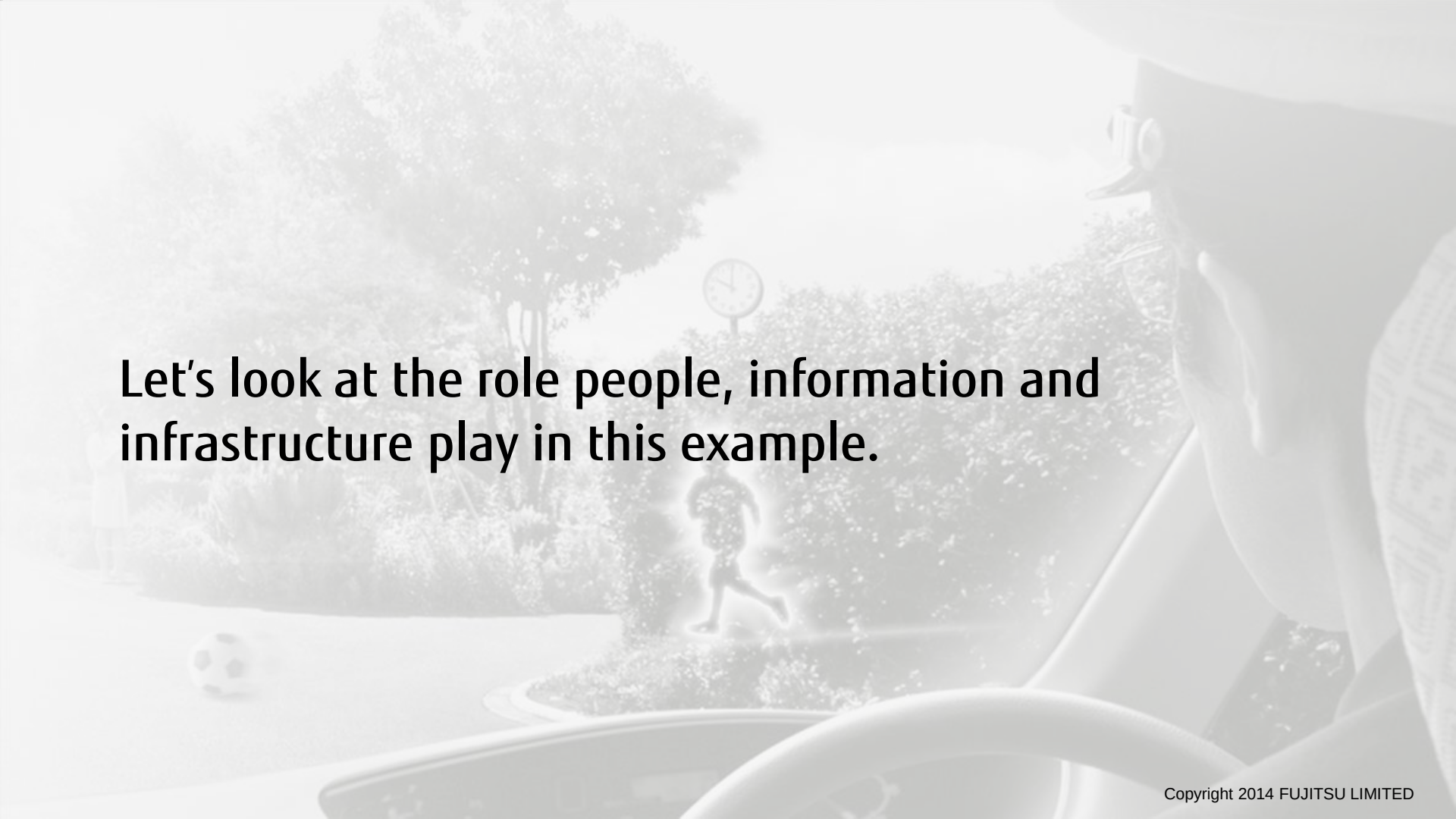

Let's look at the role people, information and infrastructure play in this example.

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People, Information and Infrastructure

Infrastructure

Collect data from sensors and use cloud services to consolidate the integrated information.

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People, Information and Infrastructure

Information

Analyze the collected information such as location, time and weather conditions, even how often the brake pedal is pushed.

Infrastructure

Collect data from sensors and use cloud services to consolidate the integrated information.

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People, Information and Infrastructure

People	Alert drivers when they approach accident hot spots based on the knowledge created by analysis.
Information	Analyze the collected information such as location, time and weather conditions, even how often the brake pedal is pushed.
Infrastructure	Collect data from sensors and use cloud services to consolidate the integrated information.

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Bringing together the three dimensions of people, information and infrastructure in this way...

People	Alert drivers when they approach accident hot spots based on the knowledge created by analysis.
Information	Analyze the collected information such as location, time and weather conditions, even how often the brake pedal is pushed.
Infrastructure	Collect data from sensors and use cloud services to consolidate the integrated information.

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… is what we call “Human Centric Innovation”.

Human Empowerment

Connect people and empower

Connected Infrastructure

Connect everything and optimize business and social infrastructure

Creative Intelligence

Create knowledge from information

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The scope of Human Centric Innovation is not limited to a single company or organization.

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In future, innovation will transcend the boundaries of organizations and industries.

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Information will underpin a new set of connections weaving a new kind of value chain.

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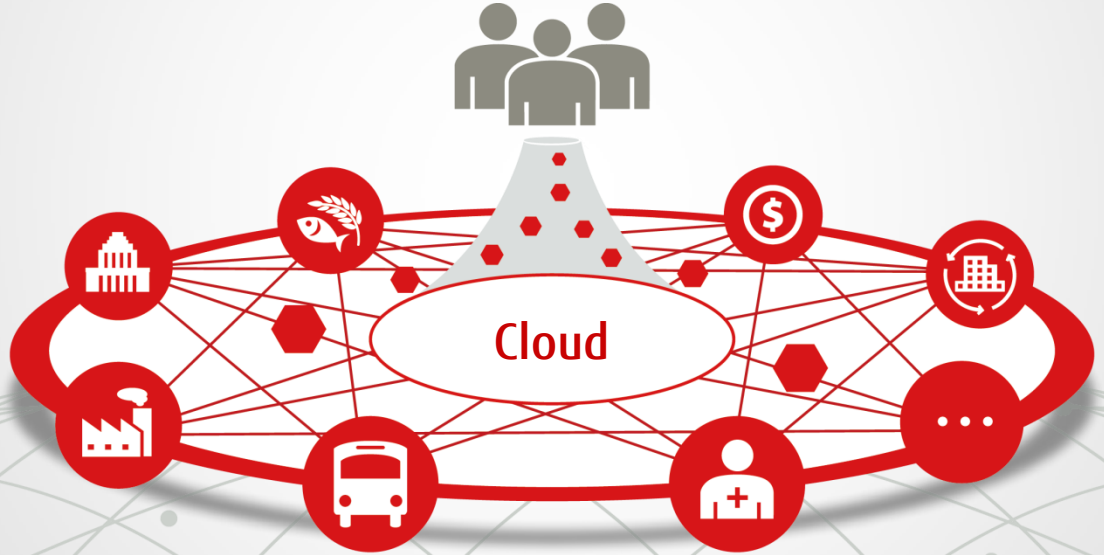
Organizations will be connected through information, across industries, establishing these value chains in a digital ecosystem.



Digital Ecosystem

Hyperconnected World

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For example, in a digital ecosystem of car manufactures, transport organizations, tourism and insurance companies, we can co-create value in the form of safer and more convenient transport.

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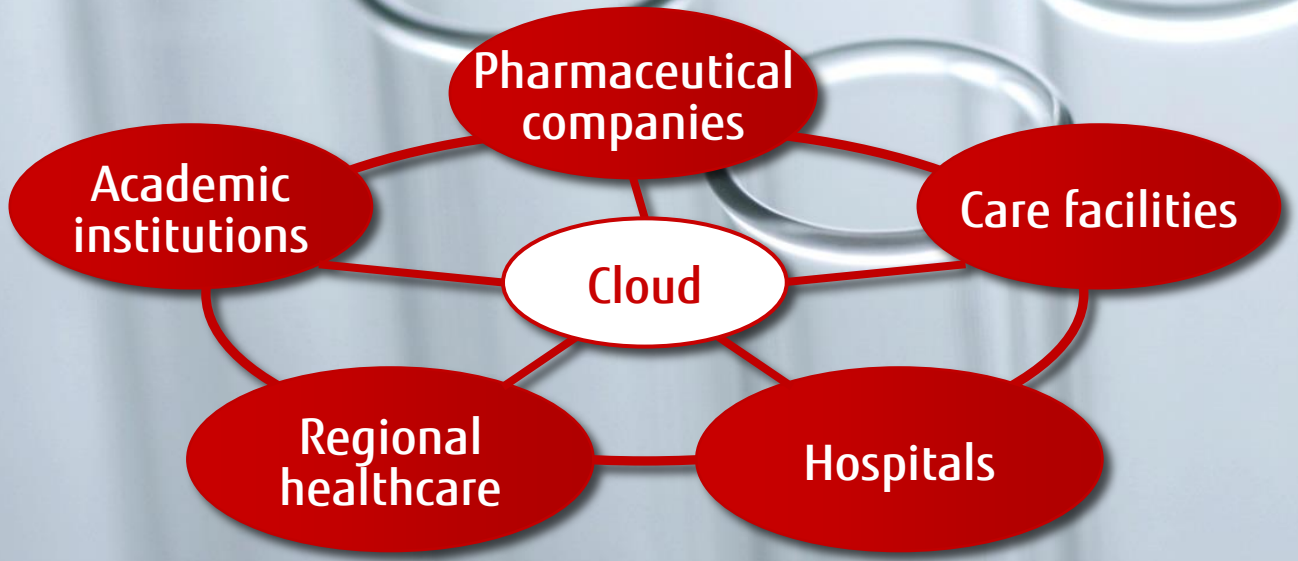
Equally, we could use co-creation to improve people's health, by bringing together hospitals, academic institutions and pharmaceutical companies into a digital ecosystem.



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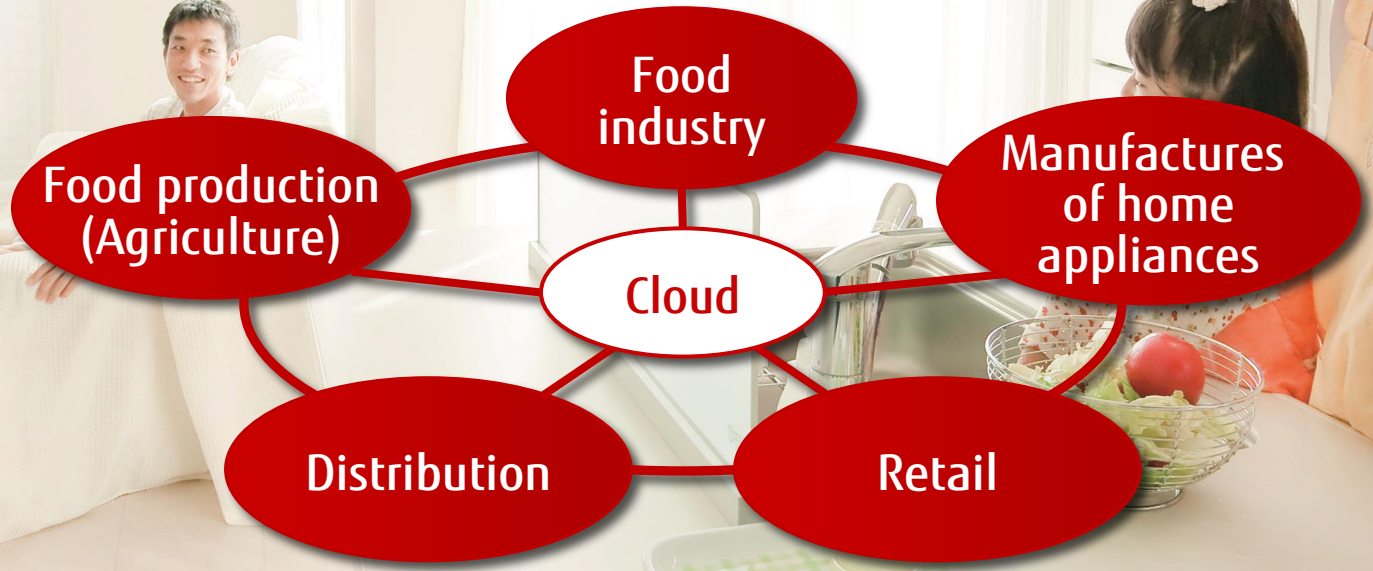
We can even use co-created value to improve the food we eat, in collaboration with agriculture, the food industry and manufactures of home appliances.



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In this way, by co-creating value with our customers and leveraging the digital ecosystem across boundaries…

Business Innovation

Manufacturing innovation

Marketing innovation

Collaboration

Work style transformation

Social Innovation

Education

Healthcare

Transportation

Environment

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We can realize a “Human Centric Intelligent Society”.

Business Innovation

Manufacturing innovation

Marketing innovation

Collaboration

Work style transformation

Social Innovation

Education

Healthcare

Transportation

Environment

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"A Human Centric Intelligent Society"

Fujitsu wants to use the power of human centric ICT
to build a safer, more prosperous and sustainable society.

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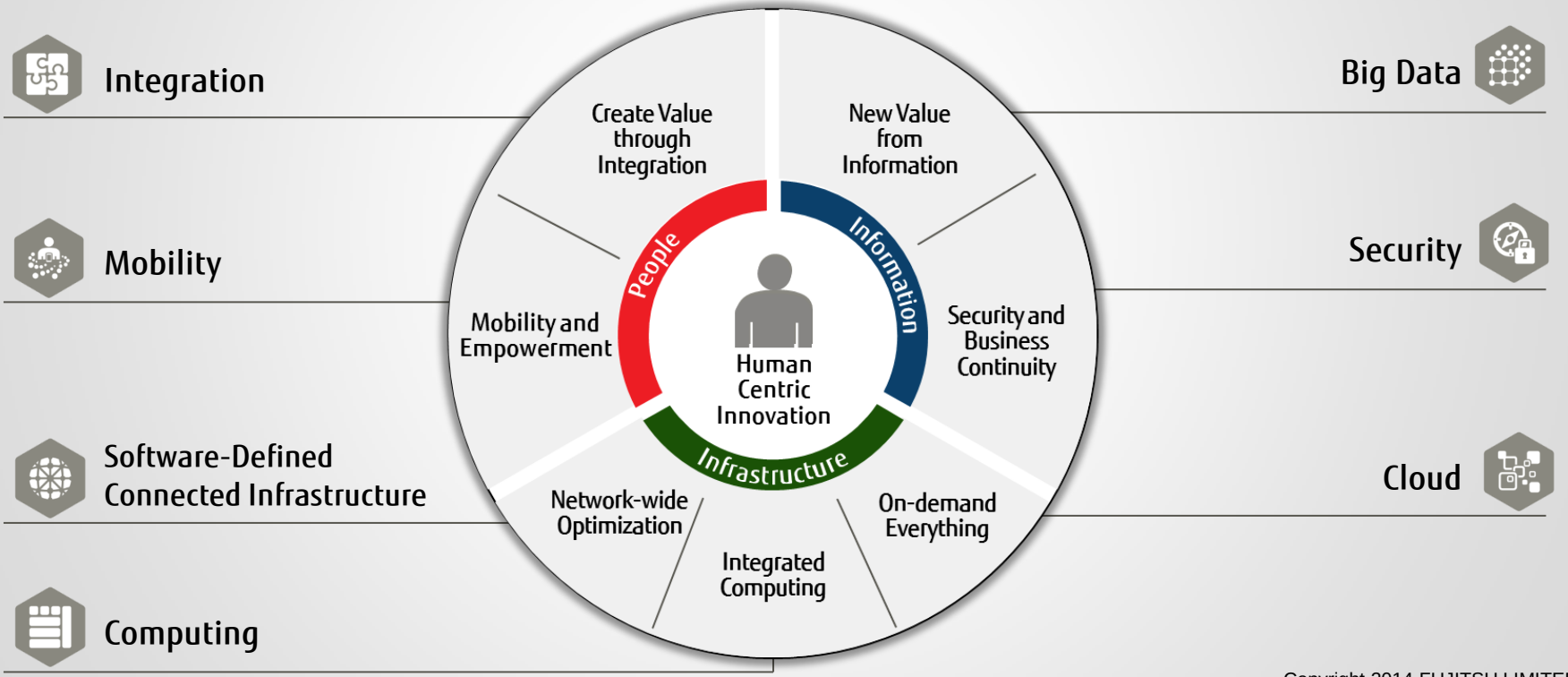
Values we provide

Fujitsu provides an integrated portfolio of technologies and services globally to enable customers to innovate and deliver growth.



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Values we provide

Fujitsu is one of the only companies that can provide technology and services in all three dimensions of people, information and infrastructure.

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shaping
tomorrow
with you

Will you join a journey with us to a Human Centric Intelligent Society?

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Fujitsu Technology and Service Vision 2014

In the Fujitsu Technology and Service Vision, we set out innovation scenarios for business and society and show how these are underpinned by technology and service concepts, and how these are embodied in our line up of offerings.

Fujitsu vision site

Global : http://www.fujitsu.com/global/vision
Japan : http://jp.fujitsu.com/vision/

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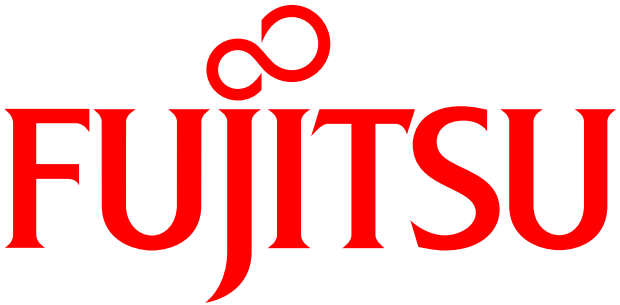

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