

The need to master business innovation is more important than ever before.

As our own research shows, 71% of executives believe that it's 'impossible' to predict who will be their organization's major competitors over the next decade. Rapid digital disruption is the new normal. Though the great majority of organizations (87%) foster a culture of innovation, the fear of failure inhibits 68% of them.¹



Having a culture of innovation is vital, but being willing to try and fail, then learn and try again is even more important.

If your enterprise does not have the ability (and tools) to innovate at pace, then it will find it more difficult to keep up with increased competition, emerging technologies, or anticipate and respond to customer demands.



Embrace disruption – Master Business Innovation Disruption is scary, but you need to embrace it. 80% of

business executives believe that's true.² Digitalization is making it cheaper and easier to create ecosystems that are more productive and creative, and that's allowing enterprises in all sectors to rethink what they do, how they do it, and act fast with confidence.

To ensure that you can start Mastering Business Innovation we advise: Build and Invest in innovation



what matters

Focus on

that delivers transformation enable your ecosystem

on the horizon

Key you eye

Think like

an entrepreneur

Enable people

to build a culture

of innovation

and capabilities

Bring concepts

to life quickly

Develop you people

to nurture creativity

We help

Use structure

Business Innovation is a journey At Fujitsu, we're known for our expertise in digital co-creation. It's enabled us to transform the way we work and service

Digital transformation and Mastering

customers for more than eight decades. Our strategic offering is powerful, but simple.

Assess your readiness for digital

We

Overcome the fear of failure and create a culture of innovative confidence

Work with you to identify and prioritize opportunities

Co-creation

Achieve significant step-change across all key areas

Consulting

Analytics

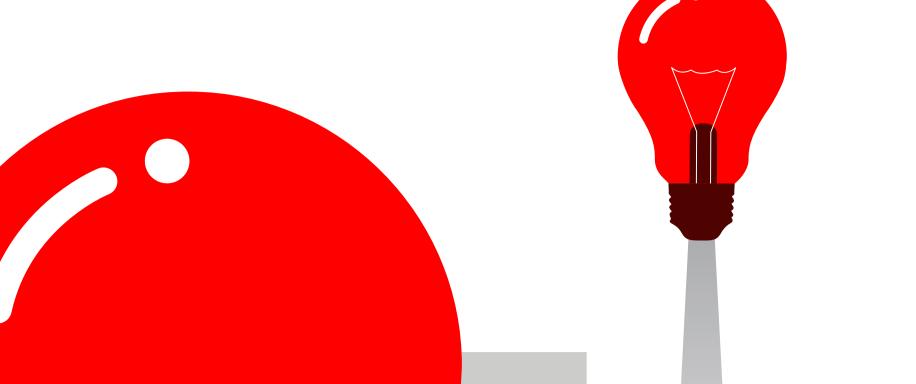


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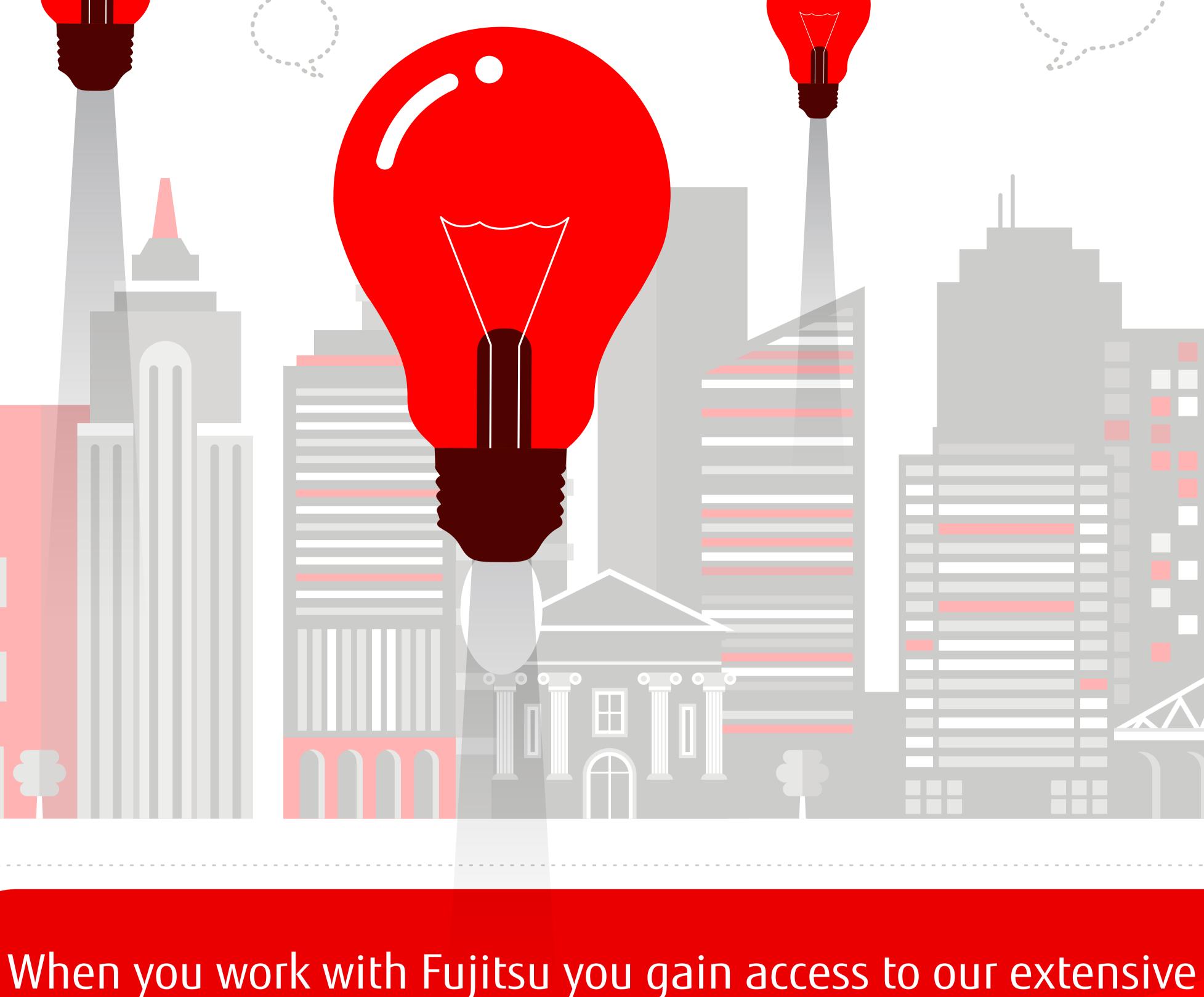
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Mastering this is all

about co-creation





(and deep) ecosystem. You can be confident of access to the best advice, tools and technologies to ensure that you develop the underlying skills that enable successful digital transformation – from ideation through proof of concept, to delivery, adoption and ongoing management.

¹ Fujitsu PACT for Success Survey: October 2017 ² Fit for Digital research: Fujitsu 2016 ³ www.ft.com/content/97a04f76-3494-11e7-99bd-13beb0903fa3 ⁴ PACT for Success Report: op cit Talk to Fujitsu and let's start working together

to Master Business Innovation. Ask Fujitsu +44 (0) 123 579 7711

shaping tomorrow with you