Fujitsu’s Technology and Service vision
Human Centric Intelligent Society

Cameron McNaught, Senior Vice President of Emerging Technologies and Solutions, Fujitsu Ltd
Chapter 1:
How will the future be different?
The Hyperconnected World

- The emerging new world where people, information, things and infrastructure are connected via network, transforming work and life everywhere
Internet of Things & Big Data

- IoT & big data bring huge growth potential to the global economy

Things connected to the internet

2013  10 billion
2020  50+ billion

1GB/s - A self-driving car
20TB/h - A jet engine in the air
100GB - An individual genome
Anybody can start a digital business

- Innovation cost has gone down significantly

Source: Key Note Speech, VCJ Venture Alpha Conference, Mark Suster (Partner, GRP)

2000: $5m
2005: $500K
2009: $50K
2011: $5K

Open source
Cloud
Developers Start Companies
Anybody can be a manufacturer

Example: TechShop
A new industrial revolution

- Led by people empowered by ICT
Solve difficult social challenges

- Aligning business with positive social outcomes is important

- Population Growth
- Urbanization
- Aging
- Environment
- Food
- Natural Disasters
A key driver for the future...

How **people** use technologies
## The human-centric paradigm

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Productivity-centric Paradigm</th>
<th>Human-centric Paradigm</th>
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<tr>
<td></td>
<td>Efficiency</td>
<td>Creativity</td>
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<td></td>
<td>Processes, static</td>
<td>Autonomy, dynamic</td>
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<td>Information</td>
<td>Knowledge</td>
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<td></td>
<td>Past</td>
<td>Present (real time) &amp; future</td>
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<td></td>
<td>Own</td>
<td>Share</td>
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<td></td>
<td>Lead by organizations</td>
<td>Lead by individuals</td>
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<td></td>
<td>High innovation cost</td>
<td>Low innovation cost</td>
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<td>Closed innovation</td>
<td>Open innovation</td>
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<tr>
<td>Role of ICT</td>
<td>Improvement of productivity</td>
<td>Empowerment of people</td>
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<td>Cost reduction</td>
<td>Improvement of value</td>
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<td>Innovation of business model</td>
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Through ICT, people will be empowered to create business and social innovation. This is our vision for a sustainable future.
Chapter 2:
A new approach to innovation
The top priority for CEOs is Growth. Technology is the key driver.

Science & Technology is...

- Accelerating: 62%
- Slowing: 38%

Source: Mark Raskino, Jorge Lopez (Gartner) MARCH 25, 2013

CEO and Senior Executive Survey 2013: As Uncertainty Recedes, the Digital Future Emerges
Three dimensions for innovation

- Enabling people, information and infrastructure leads to innovation

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<th>People</th>
<th>Human Empowerment</th>
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<td>Information</td>
<td>Creative Intelligence</td>
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<tr>
<td>Infrastructure</td>
<td>Connected Infrastructure</td>
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Human Empowerment

- Empower employees, connect with individual customers, drive open innovation
Creative Intelligence

- Create knowledge, support decisions, span industries & break silos
Connected Infrastructure

- Connect everything with ICT, optimize the entire infrastructure
Customer Cases

Boeing & Airbus AIT*

Engineers can maintain aircraft easily and accurately by using Fujitsu AIT(RFID).

Human Empowerment
- RFID-enabled business service

Creative Intelligence
- Industry-wide maintenance knowledge

Connected Infrastructure
- AIT & cloud infrastructure

*Automatic Identification Technology
Fujitsu’s cloud and augmented reality (AR) technology help Metawater to manage water and sewerage.

**Human Empowerment**
- Remote monitoring
- AR field service

**Creative Intelligence**
- Data analysis
- Knowledge sharing

**Connected Infrastructure**
- Sensors, IoT and cloud infrastructure
Customer Cases

AEON

“Akisai”, Fujitsu’s agriculture cloud enables farmers to get better results by harnessing information.

- **Human Empowerment**
  - Smartphones

- **Creative Intelligence**
  - Data analysis
  - Knowledge sharing

- **Connected Infrastructure**
  - Sensors/IoT and cloud infrastructure
Customer Cases

Soitec
Lowering and Simplifying Costs through Cloud Service

**Human Empowerment**
Educating staff and changing working styles to embrace cloud

**Creative Intelligence**
Sharing and using information between the research and development/manufacturing bases in Europe, US and Asia on cloud

**Connected Infrastructure**
Reducing the proportion of fixed IT costs to control and reduce the IT costs by adopting cloud
Chapter 3:
What we can do for you
Human Centric Innovation

- Enabling your people, information and infrastructure

Connected Infrastructure

Human Empowerment

Creative Intelligence

Human Centric Innovation

People

Information

Infrastructure
Cloud enables a Eco System platform

- Cloud connects everything, enabling a new, distributed form of business

Cross-industrial Digital Ecosystem

Value Web

Intelligent Business Platform (Cloud)

Connected Infrastructure for Internet of Things
Values we provide

- We provide an integrated portfolio of technologies and services to enable customers to innovate and deliver growth.
We are your innovation partner

* Blend your business know-how with our technology know-how*
Will you join our journey to a human centric intelligent society?