

Media Backgrounder

Fujitsu Technology and Service Vision

Munich, November 06, 2017

Since 2013, Fujitsu has issued an annual Technology and Service Vision which outlines the company's purpose and describes its position on key industry trends. The overarching theme has been Human Centric Innovation, realized by combining the creativity of people, intelligence derived from information, connectivity and infrastructure to empower people and to create significant value for business and society. As technologies such as AI and robotics become more mainstream, Fujitsu believes that human characteristics such as creativity and empathy become ever more important. As a result, people remain central to Fujitsu's technology development and deployment.

This vision continues to evolve as the industry advances and increasingly embraces digital transformation. The 2017 edition of the Fujitsu Technology and Services Vision has been updated to recognize that digital disruption is the new norm. Consequently, the vision outlines a unique approach to leveraging digital technologies, based around four key principles:

1. People and technology in the digital era

A new type of digital workforce will emerge, combining digital technologies and human creativity. This workforce will be able to work closely with AI-based intelligent systems, undertaking complementary tasks. Intelligent systems will perform searches and derive powerful insights from data, while autonomous robots will take care of repetitive tasks, enabling people to work more productively and make optimal decisions and liberating them to focus on creative work.

2. Digital Co-Creation – generating value in the digital arena

Digital co-creation means blending business expertise and digital technology. Fujitsu works in partnership with customers and ecosystem partners, enabling them to embrace the benefits of digitalization and to create new value. Every organization can undertake its own digital transformation, but each path will be different – making this collaborative approach to defining and deploying the right technologies more important than ever.

3. Digital society – aligning the shared objectives of business and society

Today, every business is becoming a technology company. Organizations are increasingly embedding digital technologies into their core processes –from sales and marketing, R&D and manufacturing to logistics and customer facing activities. Fujitsu believes that successful companies in the future will design their business models based on three transformational forces: intelligence, connectivity, and customer-orientation.

4. Connected Services – towards the co-creation of digital transformations

To drive digital co-creation, a different style of technology is needed – one that connects everything, and learns from data to generate intelligence, while empowering better decision-making. To enable this shift, Fujitsu is focusing on four core technologies, including AI, the internet of things (IoT), the cloud, and security. Fujitsu will combine these four and other digital technologies to deliver Connected Services, which will be delivered to customers via its MetaArc Digital Business Platform.

Fujitsu's 156,000 worldwide co-workers world are committed to co-creating digital transformation with customers to deliver significant benefits not only for those customers, but for our ecosystem and for society as a whole. As the Fujitsu Technology & Service Vision outlines, Fujitsu will continue to collaborate with customers and partners to innovate and to realize a safer, more prosperous world.

Online resources

- Fujitsu Technology and Service Vision 2017 microsite: <http://www.fujitsu.com/global/microsite/vision/president/index.html>
- Fujitsu Human Centric Innovation: <https://www.youtube.com/user/Fujitsuglobal>
- Discover the key for digital co-creation: <http://www.fujitsu.com/global/microsite/vision/2017/?DLd>
- Read the Fujitsu blog: <http://blog.ts.fujitsu.com/>
- Follow Fujitsu on Twitter: http://www.twitter.com/Fujitsu_Global
- Follow us on LinkedIn: <http://www.linkedin.com/company/fujitsu>
- Find Fujitsu on Facebook: <http://www.facebook.com/FujitsuICT>
- Fujitsu pictures and media server: <http://mediaportal.ts.fujitsu.com/pages/portal.php>
- For regular news updates, bookmark the Fujitsu newsroom: <http://ts.fujitsu.com/ps2/nr/index.aspx>

Customer Case Stories

Follow these hyperlinks to find out how digital co-creation is driving innovation for Fujitsu's customers:

- [The Institute of Sanitary Research of the San Carlos Clinical Hospital / Hospital Clínico, Madrid](#)
- [Fukuoka Financial Group, Inc./ iBank marketing Co., Ltd.](#)
- [INESA \(Group\) Co., Ltd](#)
- [TOMOE Corporation](#)
- [Australia Post](#)
- [Optex Co., Ltd.](#)
- [HomeServe USA](#)
- [METAWATER Co., Ltd.](#)
- [S Group / ABC Petrol](#)
- [Qol Co., Ltd](#)
- [McDonald's UK](#)

Media contacts

Isabell Horvath

Director of PR,

Corporate Communications, Global Marketing

Tel.: +49 (89) 62060 4419

E-Mail: isabell.horvath@ts.fujitsu.com

About Fujitsu

Fujitsu is the leading Japanese information and communication technology (ICT) company, offering a full range of technology products, solutions and services. Approximately 155,000 Fujitsu people support customers in more than 100 countries. We use our experience and the power of ICT to shape the future of society with our customers. Fujitsu Limited (TSE: 6702) reported consolidated revenues of 4.5 trillion yen (US\$40 billion) for the fiscal year ended March 31, 2017. For more information, please see <http://www.fujitsu.com>.

About Fujitsu EMEA

Fujitsu promotes a Human Centric Intelligent Society, in which innovation is driven by the integration of people, information and infrastructure. In the Europe, Middle East, Africa and India region (EMEA), our 28,000-strong workforce is committed to Digital Co-creation, blending business expertise with digital technology and creating new value with ecosystem partners and customers. We enable our customers to digitally transform with connected technology services, focused on Artificial Intelligence, the Internet of Things, and Cloud - all underpinned by Security. For more information, please visit <http://www.fujitsu.com/fts/about/>

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