

# Media Backgrounder

## Co-creation for Success

**Munich, November 2018**

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Today, digital technologies are moving into the heart of everything we do, changing the way people work, live and how they innovate. In this new digital society, co-creation is becoming a business norm. With co-creation we mean blending our customer's business knowledge with our technology expertise and creating new value together with ecosystem partners and customers.

In our [recent research](#) of 2,000 business leaders from around the world, 78 percent thought creativity was vital for their future success. A further 71 percent believe their customers expect them to be more innovative. How can organizations empower their people and collaborate to deliver the innovation they need to be successful?

### Co-creation for Success

Fujitsu believes passionately that digital co-creation is the best way to deliver innovation and to achieve business success. Our co-creation approach helps customers to be more creative and collaborative, and shows them how to use technology to empower people and to drive business outcomes, and how Fujitsu can support and enable them to achieve this.

We are constantly co-creating with customers around the world. For example, Fujitsu has been helping **ING** to transform into one of the world's most agile businesses<sup>1</sup>. And we have developed AI to help **Siemens Gamesa** automate the quality assurance of its giant wind turbine blades, saving thousands of man hours of work per year<sup>2</sup>. We have also enabled the IoT tracking of whiskey barrels to give **Beam Suntory** full transparency of its bourbon warehouses<sup>3</sup>.

We have co-created solutions for cardless, cashless payments in South Korea<sup>4</sup>, instant mobile bank accounts in Belgium<sup>5</sup> smart factories in China<sup>6</sup> and Thailand<sup>7</sup> and even AI that diagnoses patients in Spain<sup>8</sup> and writes the TV guide in Japan<sup>9</sup>. Fujitsu has developed an approach to enable co-creation called Human Centric Experience Design, using spaces we call Digital Transformation Centers (DTCs) to facilitate this, in Tokyo, Osaka New York, London and Munich<sup>10</sup>. We will have a mini-DTC at Forum for our customers to try out co-creation with us for themselves.

Fujitsu's evolving portfolio of technologies and services is designed to empower people and deliver the agility that businesses need to innovate and be successful. And in today's market, success goes beyond business metric growth and healthy margins. Increasingly, organizations are looking to make an impact on society.

### Notes to editors

- 1 [http://www.fujitsu.com/nl/imagesgig5/Fujitsu\\_ING\\_percent20Customer\\_percent20Interview\\_Agile\\_percent20Way\\_percent20of\\_percent20Working\\_2018.pdf](http://www.fujitsu.com/nl/imagesgig5/Fujitsu_ING_percent20Customer_percent20Interview_Agile_percent20Way_percent20of_percent20Working_2018.pdf)
- 2 <http://www.fujitsu.com/global/vision/customerstories/siemens-gamesa/index.html>
- 3 [http://www.fujitsu.com/fts/Images/CS\\_2018May\\_Beam\\_percent20Suntory.pdf](http://www.fujitsu.com/fts/Images/CS_2018May_Beam_percent20Suntory.pdf)
- 4 <http://www.fujitsu.com/global/vision/customerstories/lotte-card/index.html>
- 5 <http://www.fujitsu.com/global/vision/customerstories/belfius/index.html>
- 6 <http://www.fujitsu.com/global/microsite/vision/customerstories/inesa/index.html>
- 7 <http://www.fujitsu.com/global/vision/customerstories/siam-city-cement/index.html>
- 8 <http://www.fujitsu.com/global/microsite/vision/customerstories/hospital-clinico-san-carlos/index.html>
- 9 <http://www.fujitsu.com/global/vision/customerstories/the-shinano-mainichi-shimbun/index.html>
- 10 <https://www.fujitsu.com/emeia/cocreating-program/#dtc>

### Online resources

- Read the Fujitsu blog: <http://blog.ts.fujitsu.com/>
- Follow Fujitsu on Twitter: [http://www.twitter.com/Fujitsu\\_Global](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>

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### 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, India and Africa region (EMEA), our 27,000-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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