



# Media Backgrounder

## Fujitsu's Co-creating Program and Network of Digital Transformation Centers

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Digital disruption is affecting all sectors, bringing fundamental changes and unforeseen opportunities. The World Bank estimates that \$60 trillion of business is at risk of redistribution to disruptive new entrants, with the implication that all organizations need to transform or run the risk of becoming irrelevant to their customers.

The need to adapt is not new. Successful businesses have always embraced change. However, the force of digital disruption is so intense that incremental change is no longer enough. Organizations must completely rethink what they do, ask why and examine how they deliver their products or services and who they work with. By definition, a transformation of this size will not have been done before and therefore no team currently exists which has the experience in doing it: the necessary skills can only be assembled as a group effort involving multiple partners, co-creating solutions as part of an ecosystem.

Fujitsu has understood the necessity of collaborative co-creation for many years and has embedded it at the heart of its business strategy, as outlined in the [Fujitsu Technology and Service Vision](#). To be able to support its international customers in this process, Fujitsu has launched the Fujitsu Co-creating Program, a unique approach to help customers accelerate digital transformation, by leveraging Fujitsu's Human Centric Experience Design (HXD) methodology. Fujitsu also provides co-creation workspaces ([Digital Transformation Centers](#)), where Fujitsu specialists and ecosystem partners can come together with customers, leveraging HXD, to imagine the future and develop transformational digital business architectures.

### **Digital Transformation Centers (DTCs)**

Equipped with the latest digital technologies, the DTCs are designed to remove customers from the pressures and interruptions of their day-to-day businesses, making them an ideal setting for Fujitsu's Co-creating Program and workshops. Following the successful launch of the first DTC in Tokyo, Japan in May 2016 and a second Japanese DTC in Osaka, Fujitsu has rolled out its proven Co-creating Program on a global basis. Fujitsu is now establishing DTCs across Europe and North America - the first center outside Japan opened in Munich, Germany in April 2018. DTCs have also been established in [London](#) and New York, and there are plans to open centers in new locations in 2019. This growing worldwide network provides purpose-built spaces where customers and partners can benefit from Fujitsu's unique, global approach to co-creation.

Fujitsu DTCs are focal points for innovation and co-creation engagements with customers and ecosystem partners. They provide open-access to Fujitsu HXD expertise and custom tools and methods, such as inspiration and know how cards, which can be combined on huge digital boards to help teams address their unique business challenges, identify opportunities and create and implement new ideas much faster. While DTCs are purpose built, the methodology is mobile meaning that Fujitsu can run co-creation sessions everywhere, even onsite with customers at any location worldwide.

Progress has been rapid. Since the Munich DTC opened, Fujitsu has already logged 100 workshops in Europe with customers and partners. They have achieved a conversion rate of 41 percent leading to the successful identification of significant, rapid transformational benefits for participants. To encourage adoption and in keeping with its Trusted Partnership ethos, Fujitsu does not charge customers to use the DTCs, or to run workshops at customers' own premises. That's because Fujitsu recognizes the investment that customers are making in the process by allowing the right people to dedicate themselves to the process.

### **Human Centric Experience Design (HXD)**

Fujitsu believes that unless a digital transformation is approached from the perspective of how to make things better for people – both consumers and manufacturers – and society as a whole, it cannot be successful in the long term. Co-creation has been at the center of Fujitsu's business strategy to achieve this Human Centric Innovation and the company has a comprehensive track record of encouraging and participating in co-

creation projects. However, this is more than a pragmatic approach to the challenge of rapid transformation. It is based on a corporate philosophy of change, [Design Thinking](#), which seeks to harness new ways of thinking and creativity.

Each co-creation session begins with confirmation of the overarching business strategy and with participants agreeing to maintain open minds in terms of the potential solutions to their challenges. Working at pace is also part of the approach and means either failing fast – with minimal wasted resources – or fast-tracking a concept into development. Rapidly being able to deliver proofs of concepts (PoCs) is another important part of the co-creation process and helps ensure organizations are ready before they try to implement wide-ranging digital transformation. The average timeframe for PoCs testing at Fujitsu's DTCs, from first concept to implementation, is just six weeks.

To maximize positive outcomes, Fujitsu leverages its extensive co-creation project experience and Design Thinking philosophy to shape the Fujitsu Co-creating Program. The program incorporates powerful methodologies developed and refined through the DTC experience in Japan, and Fujitsu's Human Centric Experience Design (HXD) methodology. DTCs are dedicated to exploring ideas and developing visions for the digital age by applying Fujitsu's unique HXD methodology, which can also be delivered at customers' premises, or any other location.

Created in Japan and refined through multiple customer engagements, HXD makes the creative process faster and accelerates the overall transformation. Workshops are carefully planned, with the right blend of participants divided into four groups to generate intense, creative thinking. Usually, up to 16 people participate, comprising 10-12 business and IT decision makers plus key stakeholders from the customer side to bring different perspectives to the challenge. In the first step, workshop participants are asked to imagine a disruptive vision – they then evaluate the disruptive forces that may affect their business and consider how a digital initiative might benefit them and the wider industry, as well as the new opportunities it will create. The second step is to work out how to change their existing business model by leveraging a digital foundation designed to build solutions and services around customers' unique experiences and needs. The third step is to implement a digital business architecture that achieves the vision, using evolutionary techniques.

The HXD approach enables customers to better understand their business challenges, within the context of their overall strategy, while taking a step back to look at the issue through a different lens. It also allows them to combine business expertise with Fujitsu's technology know-how, to develop rapid outline concepts and joint working plans to take concepts to the next stage.

A key principle is that HXD is undertaken at speed to really focus people's minds. There are two types of HXD workshops:

- A half day DEFINE workshop to define and design a solution or concept that solves a known business challenge. The output is a plan for rapid development of the solution immediately after the workshop.
- A full day EXPLORE workshop for business challenges that are less well understood, and where potential solutions may involve emerging technology. The output is a plan to address the challenge, including a clear idea how to start developing or testing potential solutions.

Inspiration cards, refined from real-world workshops, are introduced to inspire creativity, to encourage working at pace and to accelerate the formation of ideas. New ideas are captured on paper cards, digitalized and added to the solution's development plan. Huge digital screens show the trajectory of inspiration, allowing participants to keep track of ideas and to re-arrange them to inspire new outcomes. DTC workshops also regularly short-circuit lengthy ideation cycles by leveraging cross-sector insights. There are many challenges that are common to multiple industries, for example how to optimize logistics or how to best leverage emerging technologies such as blockchain.

## Fujitsu and co-creation

Fujitsu has deep experience co-creating transformative solutions with and for its customers:

- A [co-creation project with Yamaha](#) looked at how applying IoT principles to sound might lead to transformative results. Fujitsu designers, engineers, and AI experts worked together with Yamaha to create a future vision and under the new business theme 'Sound Intelligence', Yamaha aims to create a completely new user experience.
- [San Carlos Clinical Hospital](#) in Madrid, Spain: By combining in-depth medical knowledge with Fujitsu's deep expertise in machine learning technology, we were able to create a significantly faster way of making clinical assessments. An AI solution analyzes aggregated anonymized and integrated data from clinical and non-clinical sources and can support doctors in making clinical decisions about patients, achieving 95% accuracy in recommendations, in comparison to a team of senior doctors, but doing so in seconds.
- Fujitsu and [Inesa](#) created a smart factory prototype. This uses IoT technology to sense a huge range of characteristics, from the status of processes to environmental conditions, to machine performance, to inventory characteristics to worker safety. A 25 percent increase in productivity and a 50 percent reduction in manufacturing process time are expected.

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- In Sweden, [S Group and ABC Petrol](#) wanted to drive growth in retail opportunities at its network of filling stations. By bringing customer insight together with the in-depth skills of Fujitsu technologists, we created a solution that enables customers to locate the nearest of some 400 filling stations around Finland. On arrival, the app selects a pump, then manages the payment. The app has been downloaded by more than 600,000 customers. More importantly, transactions at the pump are up 500 percent in just eight months.
- Norwegian renewable energy provider [Hydro](#) faced a dramatic increase in cyber-attacks, an increasing problem in its sector. A Fujitsu security team worked together with Hydro to explore how best to address this huge challenge. As a result, Hydro was able to deploy a solution using the latest Fujitsu PalmSecure technology, putting security right at the heart of its digital transformation.
- [Belfius](#), Belgium's leading banking and insurance provider, was looking to drive significant growth in its mobile banking business. Belfius and Fujitsu specialists co-created a solution based on Fujitsu's secure e-signature technology, providing the bank with a powerful new mobile banking proposition, with customers able to open new accounts safely in just five minutes, using a mobile phone. This innovation is now driving Belfius' rapid growth in the sector.
- [Siemens Wind Power](#) was looking for ways to eliminate the significant and costly problems caused by small manufacturing defects in carbon fiber turbine blades. Fujitsu specialists in AI and image recognition worked with Siemens to explore how technology could help address this challenge. As a result, machine analysis can now identify defects far more quickly and accurately, including those that are invisible to the human eye, reducing inspection times, and enhancing both quality and operational efficiency.
- As part of an ongoing corporate partnership with the UK cancer charity Macmillan, Fujitsu helped to find a way to raise the level of funding. In the spirit of true co-creation, ideas were crowd-sourced from a diverse body of people - from new graduates through to Fujitsu's most senior distinguished engineers and Fellows. The resulting innovation was a new approach to contactless payment for donations, called High Five.

### Online resources

- Visit the Digital Transformation Center microsite: <http://www.fujitsu.com/global/about/corporate/facilities/dtc/dtc-en.html>
- See the Digital Transformation Center brochure: [http://www.fujitsu.com/global/documents/about/corporate/facilities/dtc/fujitsu\\_dtc\\_pamph\\_PS1801-E1\\_2in1\\_0927.pdf](http://www.fujitsu.com/global/documents/about/corporate/facilities/dtc/fujitsu_dtc_pamph_PS1801-E1_2in1_0927.pdf)
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### Media contact:

#### Isabell Horvath

Director of PR, Corporate Communications

Global Marketing

Tel.: +49 (89) 62060 4419

E-Mail: [isabell.horvath@ts.fujitsu.com](mailto: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 EMEIA

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 (EMEIA), 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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