Building the data-driven enterprise

Foundation to digital transformation

FUJITSU

There is huge value hidden in data. More enterprises than ever are assessing the opportunities hidden in their treasure troves of data to supercharge their business, and leverage AI and data science to take the lead in their field.

The success of digital winners such as Amazon, Uber and Netflix is totally down to the value of their customer data – which they have used to generate additional value and expand into new areas within a digital ecosystem. Amazon, for example, has grown from an online bookseller into the go-to retailer of just about everything, also expanding into logistics along the way. On-demand transportation services such as Lyft and Uber have carved out an entirely new market, app-based ride-hailing, on the basis of data-driven insights. Through data, these relative newcomers have shaken up the industries in which they operate. It is increasingly clear: 'money follows data'. To stay competitive, organizations must fully utilize all their digital data not just to be more efficient, but also – crucially – to identify and explore new business opportunities.

shaping tomorrow with you

Why business strategies should be data-driven

Today, organizations capture large volumes of mainly unstructured data – including word processing documents, video and audio files, email and images – much of which is generated at high speed by a variety of sources, across many locations and in different ownerships. Analysts predict that by 2022 more than 50% of enterprise-generated data will be created and processed outside the data center or cloud, rising to 75% by 2025. Data is at the heart of every digital transformation. So how can organizations monetize their oceans of data to innovate and generate new business and revenue opportunities? Without a systematic framework, the data is little more than a morass of unconnected information. The challenge is to make sense of it: value cannot be leveraged without first streamlining and integrating data across the organization and its entire value chain. A flexible, agile and efficient foundation is essential in order for data science and AI to work their magic.

WHAT IS NEEDED?

Different data formats
Different ownership
Distributed across...
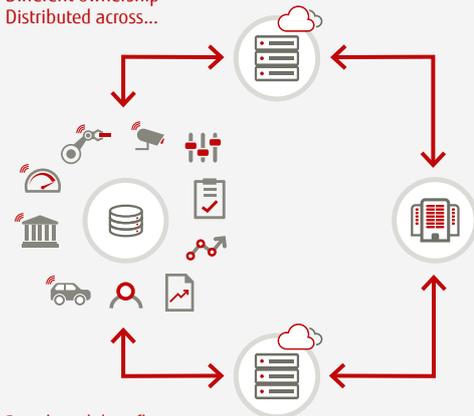
Distributed data flow
across edge-core-cloud

DATA SCIENCE &
ARTIFICIAL INTELLIGENCE

MONETIZING DATA

KEY BUSINESS DRIVERS

Meeting customer SLAs & expanding customer base

New revenue streams

Resource/process optimization

Expand partners & suppliers

## Digital transformation: state of play

Digital transformation is underway in:

47% of Organizations in **financial services**

45% of Organizations in **transportation**

32% of Organizations in **manufacturing**

Source: Fujitsu Digital transformation Survey, 2019

Data is fluid, autonomous and distributed across edge, core, cloud – with variants of private, public and hybrid cloud.
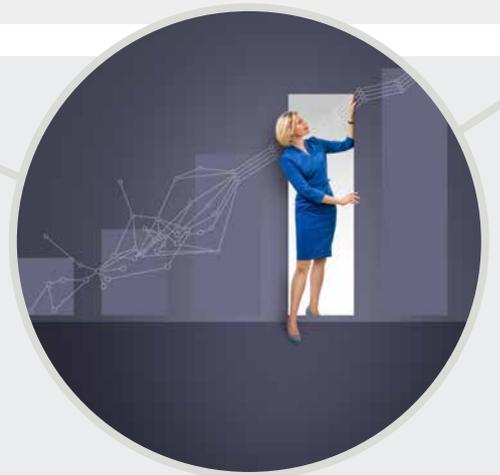
Why monetizing data is a challenge

Analytics is routinely thought of as the silver bullet to generate revenue from data. But once organizations dig deeper, they soon discover a range of more complex issues around their transformation projects. Despite being aware that information assets hold value that is just waiting to be unlocked, most organizations will initially struggle to identify connections, figure out how to manage information across all their locations (on-premises, in the cloud, or more likely both), protect valuable data against loss and with appropriate cyber security measures, and apply AI and data science to derive insights for the business.

It is a long journey, and choosing to go it alone makes it even longer. This is where Fujitsu can help, by guiding you systematically through the process of turning data into a business enabler.

Becoming data-driven with Fujitsu

The data-driven transformation journey with Fujitsu comprises four main layers or key focus areas, culminating in business value. Each layer is critical to the success of the transformation: it is not possible to leapfrog the preliminaries and still hope for a great outcome. The business value is a direct result of proper choice and application of data science and AI, and these choices in turn are contingent on getting the strategy and architecture right.

1 Define data transformation baseline

Fujitsu works with you to take stock of your current situation, staging "discovery" workshops with stakeholders from across your organization to analyze what data is available, how it is used, and what environments you operate in. At this early stage, it is also vital to discuss your current and future business strategy and the desired project outcomes. The deliverable is a documented baseline, defining your future data architecture, measures to protect data (business continuity and cyber security) and suitable data science and AI technologies to extract business value.

2 Create target data architecture

The challenge is to build an architecture that enables full access and control of data across edge, core and cloud. No single solution can provide a distributed data architecture straight out of the box. It takes extensive integration of both hardware and software, as well as cooperation with cloud providers, to make things happen. Fujitsu works with you to define your target architecture, analyzing the hybrid landscape in terms of platforms, storage, workloads and data management.

4 Deliver business value

Real time analytics and artificial intelligence (AI) have become a key enabler to monetize data. The purpose of this stage of the journey is to define data science and machine learning methods that cost-effectively support dynamic data models and data of all types and volumes, while also enabling real-time analytics of data at rest and in motion. This stage of the journey sets the scene for unlocking previously hidden insights from data that you already possess (and whose storage you already pay for).

3 Protect and secure data

Digital transformation sharpens the focus on data protection as well as on security requirements. It is not a matter of backups, but rather about safeguarding data integrity and ensuring the availability of data for your business when you need it. Fujitsu works through these issues with you, also helping you to organize your data protection and security as a continuous life cycle to protect against external threats. Finally, the preservation of data needs to be realized in data collection platforms, in order to create the information sources to be used with analytics and AI.

Why doing it alone isn't the Fujitsu way

Every organization is unique in its processes and complexities, which is why Fujitsu makes the co-creation workshop with your stakeholders the heart of the process. Everything else follows from there. More bench-breaking than bench-marking, the workshop breaks down silos and brings together people from different disciplines and departments, seeding the creativity to identify and explore new opportunities.

Building a data-driven enterprise sets the strategic direction for years to come. It makes sense to choose a partner who can stay the course. Yet given the complexity of digital transformation, no single IT organization or tech company can be an expert in every discipline. Data-driven transformation needs an ecosystem, with multiple specialist organizations collaborating effectively.

As a technology and service provider with decades of experience, Fujitsu can call on an extensive ecosystem of partners to deliver exactly the right technologies and skills for your project, and take your company from its present environment smoothly to your destination as a data-driven enterprise.

Data-driven success stories

Fujitsu partners with customers on every aspect of data-driven transformation and throughout every phase of projects, from initial consulting through to designing and building the solution. Many organizations have already benefited from Fujitsu's expertise to unlock value in data to drive business outcomes.

Portuguese Social Security Agency
Saving **€200mn** of taxpayers' money with Data Analytics

European online pre-payment firm
Detects anti-money laundering with **real-time data analysis** for fraud and other unusual activities

Banking company
Cost savings of **US$16.5mn** and ROI of **446%** by optimizing its data architecture

Genomic cancer diagnosis
Reduced from **2 weeks to 1 day** by using AI to generate database of knowledge about gene mutation and drugs

Why choose Fujitsu?

Fujitsu has the co-creation process at the heart of its human-centric innovation. To enable this, Fujitsu operates Digital Transformation Centers in all its regions, conducting on average 250 workshops every 18 months.

Technologies
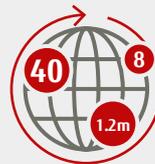Complete portfolio of hardware, software and services

US$1.6 billion invested annually in R&D, track record in integrating technologies to complete solutions
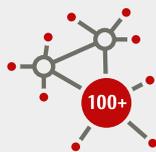
Ecosystem of partners
We connect expertise from numerous partners to help you create new opportunities.

100+ technology and service providers
30,000+ channel partners

Services for data transformation
Fujitsu is one of the world's largest IT service providers

8 global delivery centers speaking **40 languages** serving over **1.2 million** end users **24/7**

In-house expertise
Testing and implementing to be stronger for you.

100 data centers worldwide
50 internal DX projects underway

To find out more, visit:
www.fujitsu.com/data-transformation