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At a glance

shaping tomorrow with you

How do you find resilience when the world is in turmoil?

We live in a complex and uncertain world where it is ever more difficult to anticipate the future.

The development of the global economy has brought many benefits to society. But at the same time it has created difficult social issues. Global warming, environmental destruction, air pollution, industrial waste, and rapid urbanization all demand our urgent attention.

A complex global network now interconnects people and businesses across our planet. It drives our economic growth. But it has created new vulnerabilities. COVID-19 has demonstrated the seriousness of pandemic as a threat to people's health and our economic livelihood. As our global supply chains have grown in sophistication, they become ever more exposed to such global shocks.

Furthermore, rapid digitalization has created new risks like false information and misuse of privacy.

The world seems more vulnerable than ever. What can we do in this crisis situation?

What is your North Star?

Corporate growth is closely linked to the success of society as a whole. By aligning business and society, both will benefit.

What kind of management do we need to deliver this?

With the world in turmoil, to have a purpose is more important than ever. Purpose is a 'North Star'. It is like a compass that can show a true direction for the business. Ensuring it creates value and remains relevant to society.

To overcome difficult challenges and realize sustainable growth, we need to refocus on bringing business and societal goals together. The mind-sets of world business leaders are changing quickly, and societal value is rising up the business agenda. Business has a responsibility to society.

Fujitsu's purpose is to make the world more sustainable by building trust in society through innovation.

What steps are you taking?



In today's climate, more than ever, businesses need to find resilience and different ways to grow.

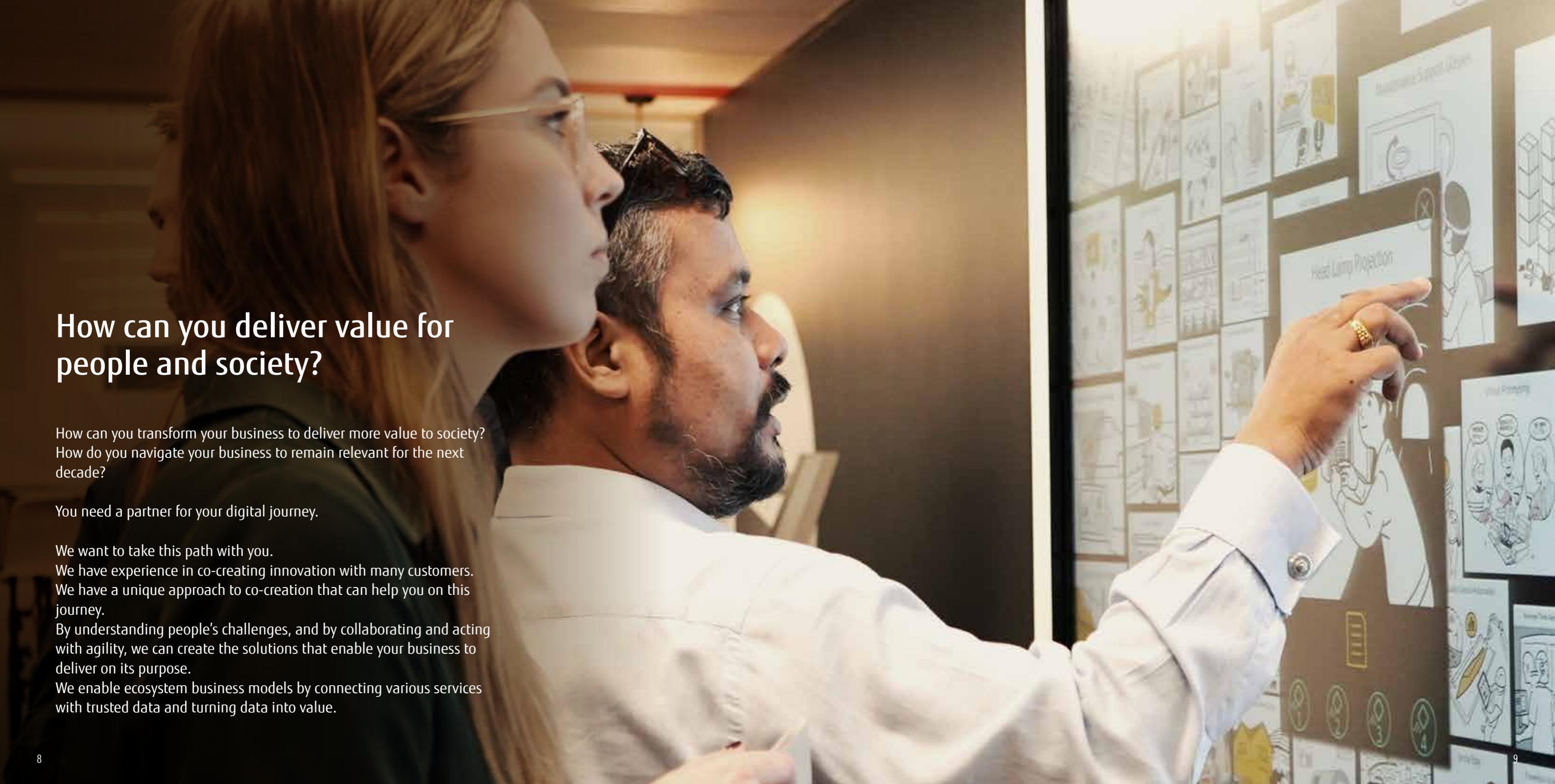
Digital technology is an enabler. Digital transformation allows you to strengthen your core business, deliver better value to society and create greater trust. You should drive digital transformation with management priorities based on your purpose.

There are three steps.

The first step is to make your organization ready for digital. This gives you the ability to respond to unexpected changes in business environments.

Next, use digital to transform your core business. Recalibrate your business value based on your purpose, and continuously shift your business to be relevant to your customers and society.

And looking further ahead, by leveraging ecosystems, you will be able to completely reinvent your business. You can connect your business with services of partners from adjacent industries. You can co-create societal value centered around people, like mobility and wellbeing services.

A woman with long blonde hair and glasses, wearing a dark jacket, and a man with a beard and sunglasses on his head, wearing a white shirt, are looking at a wall covered in sticky notes. The man is pointing at a sticky note titled "Heat Lamp Projection". The sticky notes contain various diagrams, sketches, and text, including "Maintenance Support Users" and "User Primary".

How can you deliver value for people and society?

How can you transform your business to deliver more value to society?
How do you navigate your business to remain relevant for the next decade?

You need a partner for your digital journey.

We want to take this path with you.

We have experience in co-creating innovation with many customers.
We have a unique approach to co-creation that can help you on this journey.

By understanding people's challenges, and by collaborating and acting with agility, we can create the solutions that enable your business to deliver on its purpose.

We enable ecosystem business models by connecting various services with trusted data and turning data into value.

How can you use innovation to build trust?

We live in a completely different world to just a few years ago. Not only are 4.5 billion people online, but now more than 40 billion different things are digitally connected.

AI technology has advanced rapidly. AI is now a key part of many products and services from physical things like cars and robots to online services. These intelligent things will be connected through 5G networks to work autonomously in a distributed manner. For example, cars communicate with each other to enable autonomous driving.

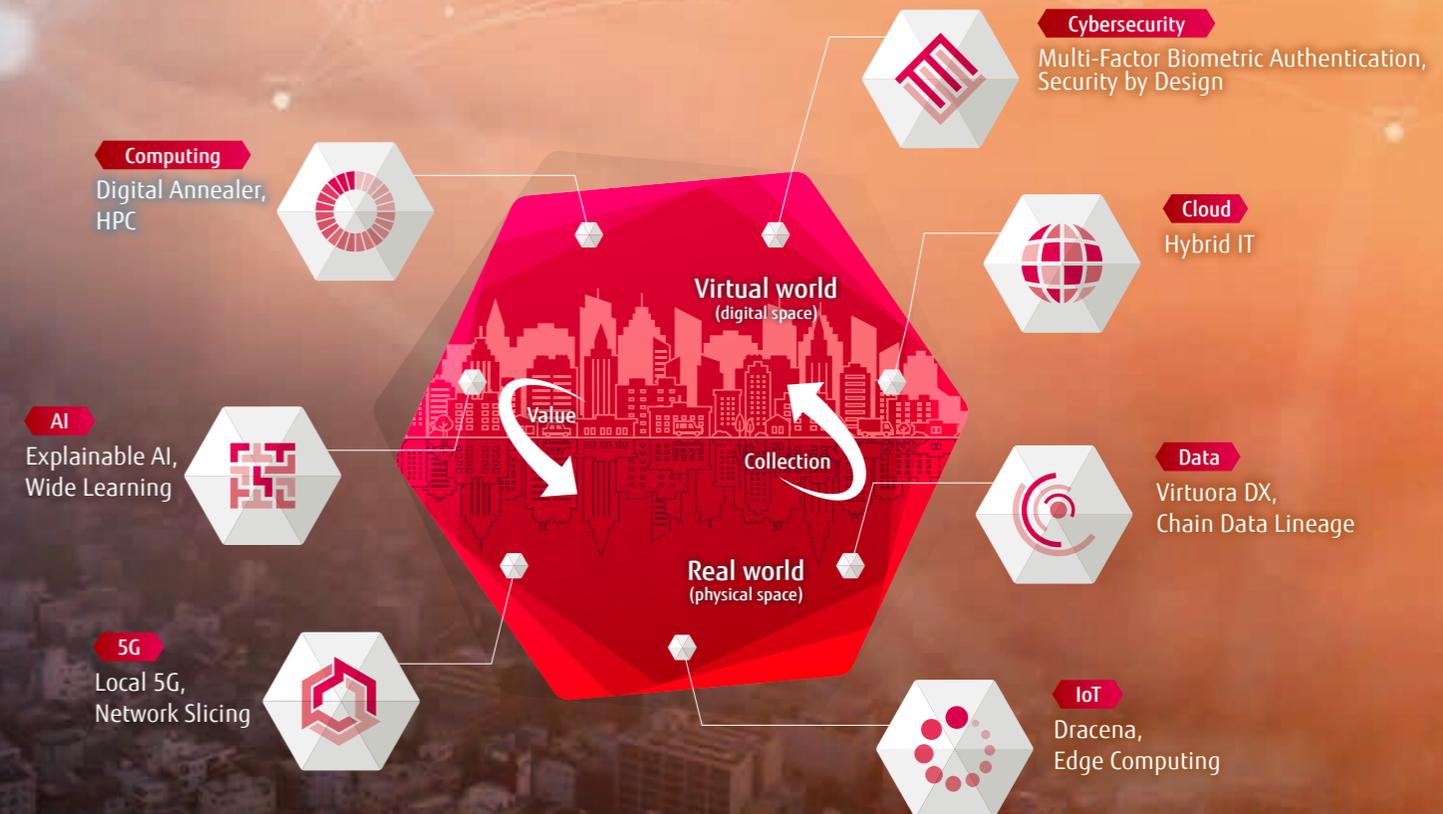
If we get it right, technology opens incredible opportunities for us to make the world better. But get it wrong, technology will add to the chaos and uncertainty of the world.

It is essential that we use technology-based innovation to deliver trust in this new world.

Fujitsu can help you in these ways:

- To have confidence in AI, through our Explainable AI technology
- To solve problems arising from the complexity of the world, using our Digital Annealer technology
- To optimize business and cities in real time by using 'digital twins'
- To embed trust in the end-to-end ecosystem, through distributed ledger and security technologies

We provide a comprehensive portfolio of cutting-edge technologies and supporting services, to help you wherever you are on your digital journey.



What is your vision?

Our vision for the future is a Human Centric Intelligent Society.

We aim to realize a sustainable world where people can face the future with hope and confidence.

To enable this, we create human centric innovation by bringing together people with data and physical things.

Human Centric Experience
Deliver experience-based value to respond to diverse needs of people

Learning for the Future
Lifelong learning, enabling everyone to work for their aspirations

No one is Left Behind
Respect differences and ensure everyone can maximize their potential regardless of their identity, gender, age, race and ability

Sustainable City
Able to make flexible responses to change
Resilient to natural disasters and shocks

Food
No poverty
Minimize food loss

Mobility
Stress-free mobility for everyone
Minimize traffic congestion, accidents and environmental burden

Responding to climate change
Zero CO2 emissions

The way people work
People are free to work creatively, regardless of location and time
People use AI with confidence

Industry Development
Realize sustainable growth of industries by co-creating innovation and value in ecosystems

Safe data flow
Data flows freely while privacy and security are protected

Energy
Delivering sustainable energy

Circular economy
Recycling of industrial waste

Wellbeing
Prevent disease through personalized healthcare
Eradicate difficult diseases enabling everyone to live safe and healthy lives





How can we work together?

We think we can deliver trust in the future and realize sustainable growth through these key actions:

- Know your purpose, find your North Star
- Be human centric
- Use innovation to deliver trust

The future is not something to predict. But something to create.
Let's build a trusted future together.