

FUJITSU and MAXSUM

Big Data and BI – An
International Perspective

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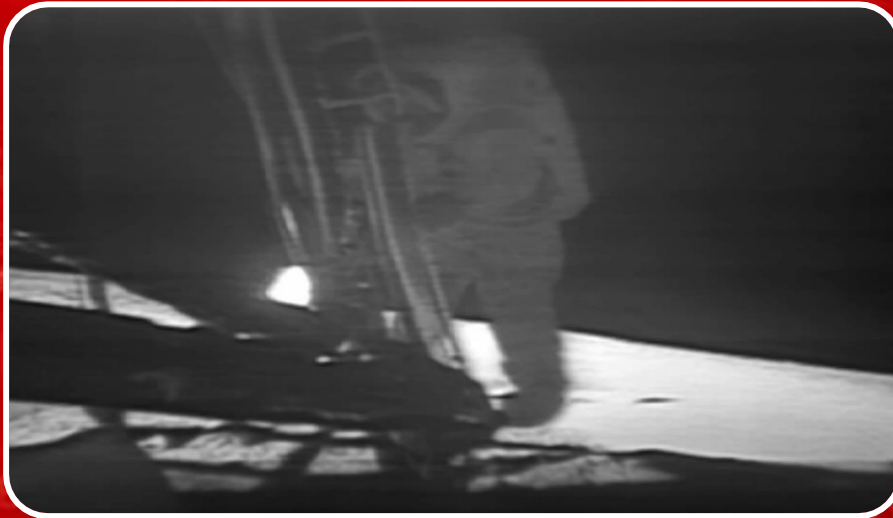
shaping tomorrow with you

Human Centric Innovation

Driving Digital Transformation

One small step for man...

FUJITSU



"in 1969 NASA
launched a man to
the moon"

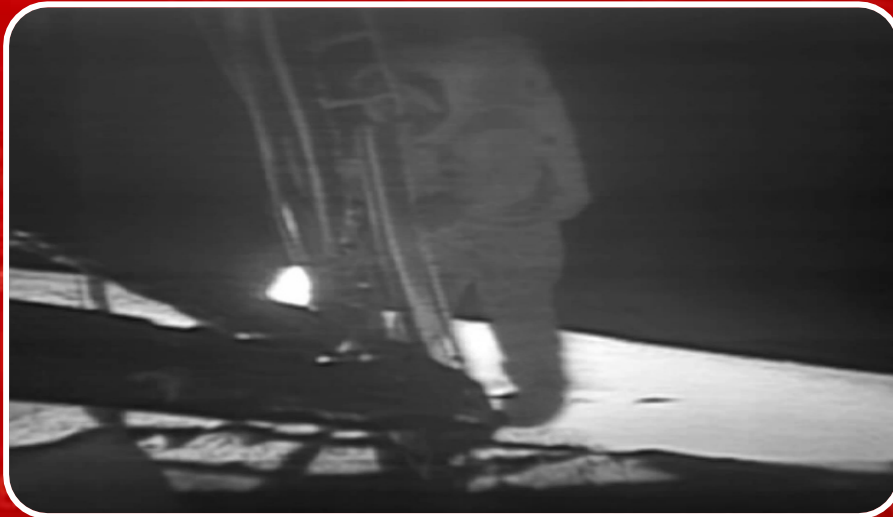
Lost in Space



The Jetsons

One small step for man...?

FUJITSU



"in 1969 NASA
launched a man to
the moon"



"Now We launch
Angry Birds
into pigs"

People
creating the
future

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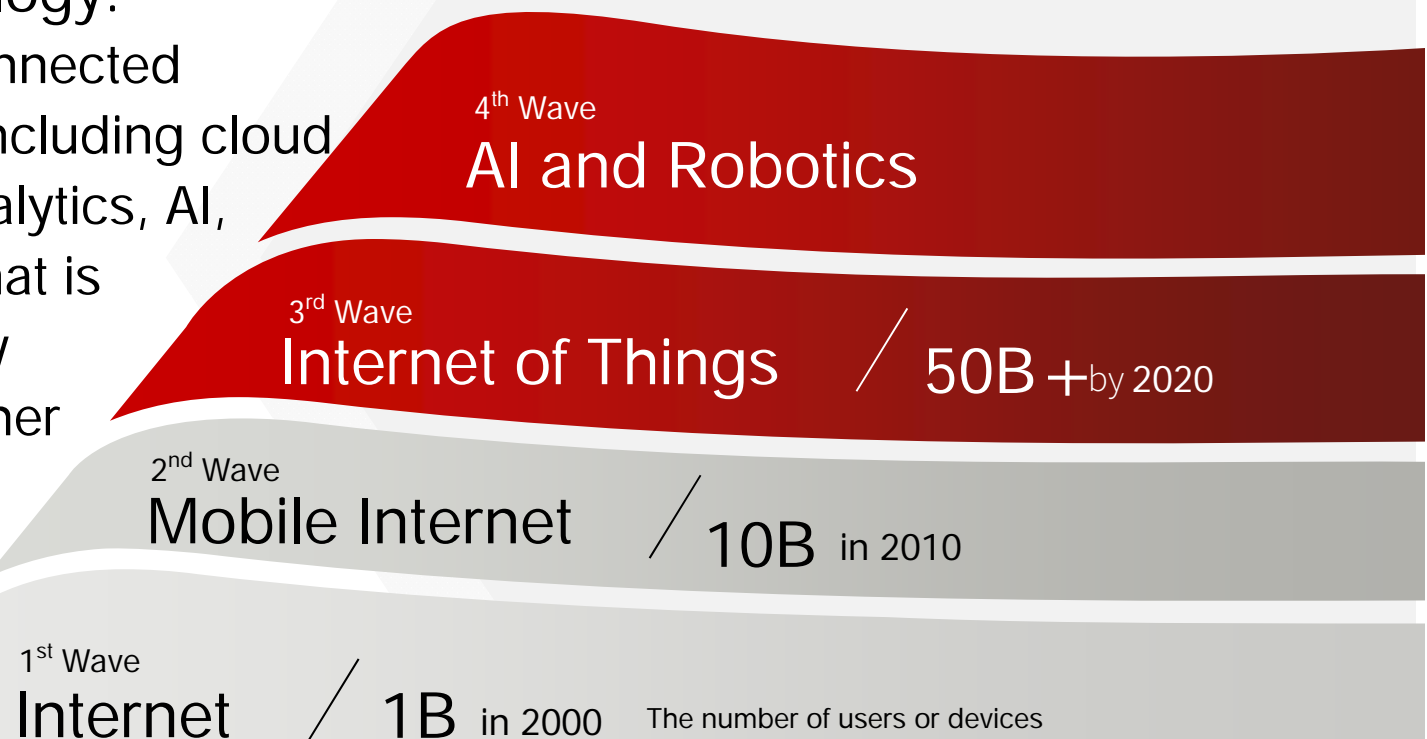


Waves of digital technology



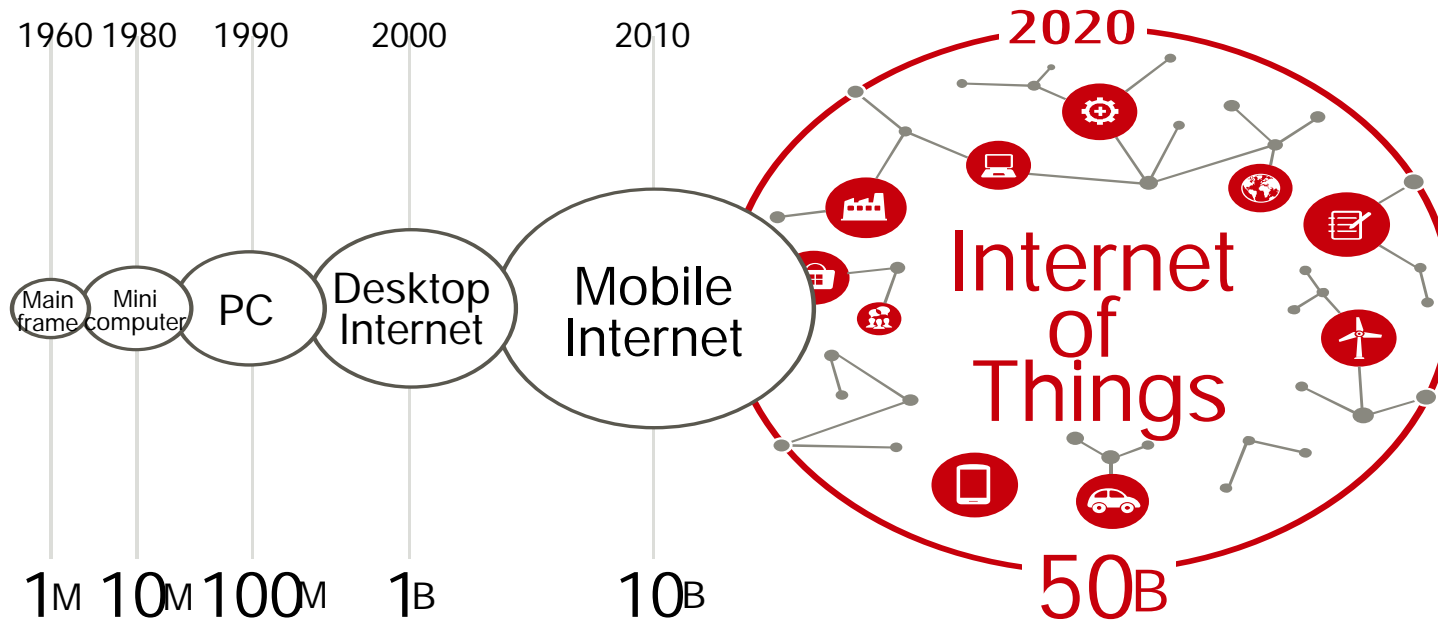
■ Digital technology:

A set of interconnected technologies, including cloud, mobile, IoT, analytics, AI, and robotics, that is underpinned by security and other initiatives



The rise of connections

IoT & big data bring huge growth potential to the global economy

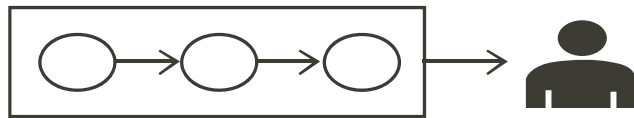


VIDEO 1: Hyperconnected Emergency Services

The old ways are no longer adequate

Traditional Innovation

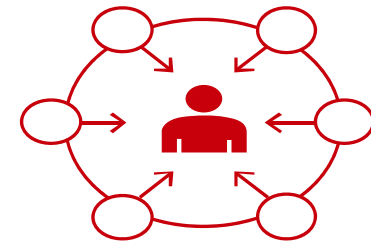
Value chain



- Standalone
- Led by specialists
- Waterfall (slow)
- Closed
- High setup cost

New Type of Innovation

Digital Ecosystem



- Connect people, information and infrastructure
- Led by anyone
- Agile
- Open
- Low setup cost

Digitalization impacts

Speed



Months

Days

Flexibility



Hard
Wired

Software
controlled

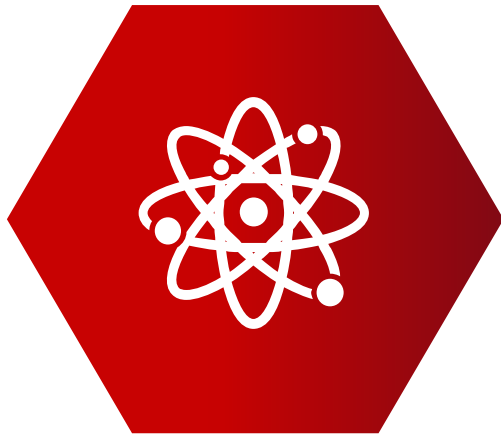
Intelligence



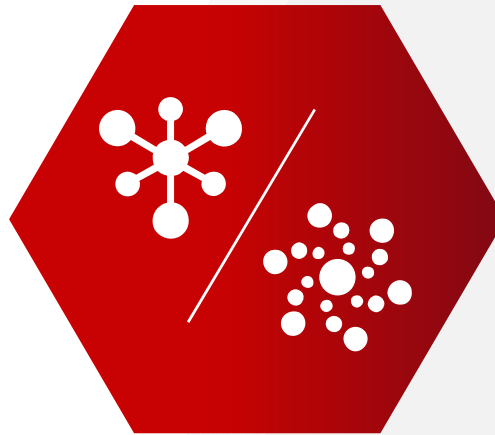
Auto-
mation

Smart
Machine

Changes the Business Agenda



Digital
Transformation



The IoT and AI

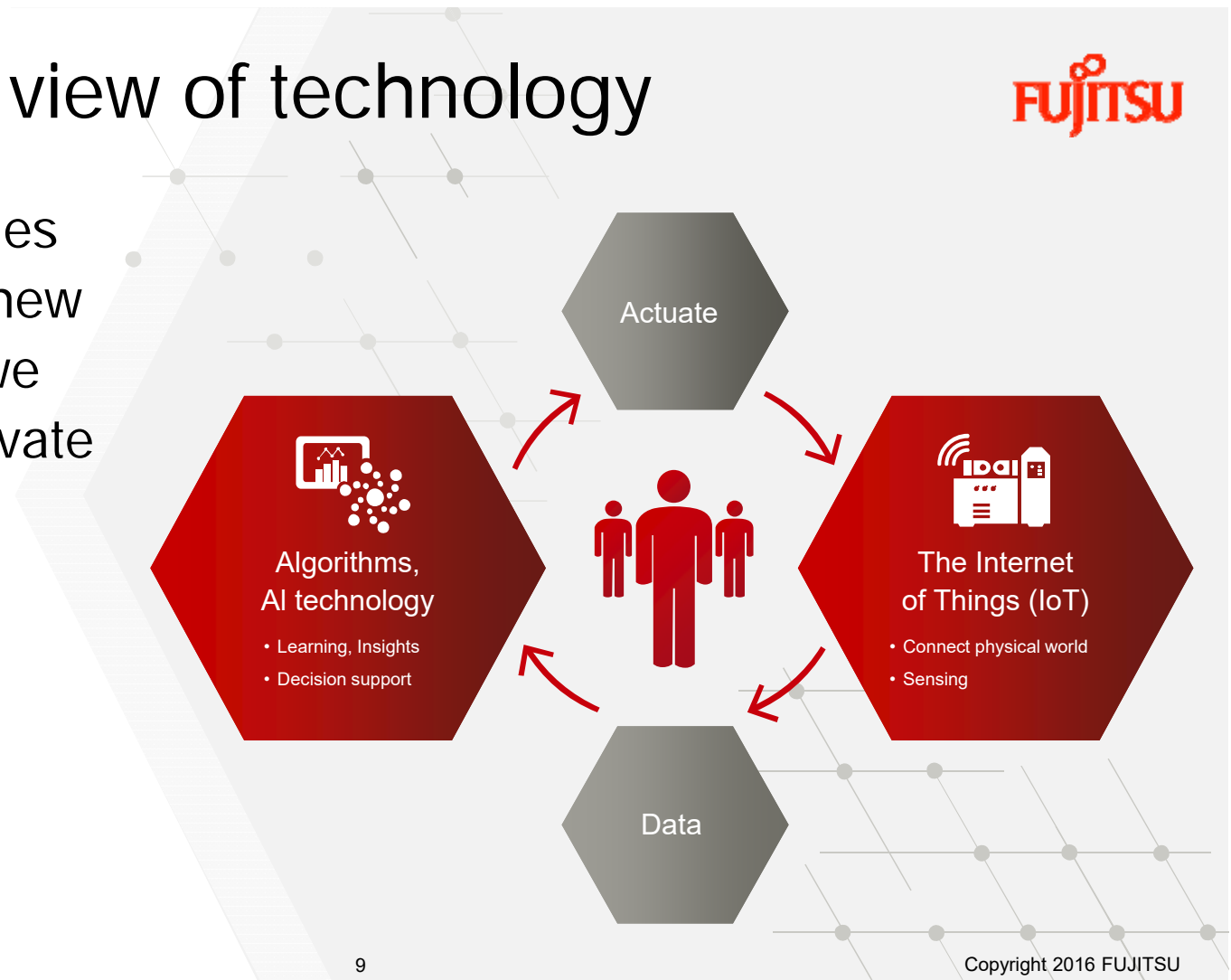


A new industrial
Revolution

Changes our view of technology



- Digital technologies give businesses new options for how we operate and innovate



Creates New Challenges



- Organizations are facing difficult challenges in shifting to digital



43% of C-suite executives named finding talent as the most significant challenge in meeting digital business priorities

66% of CEOs named cyber security the biggest challenge to the company

The era of digital transformation

- Achieved through advanced technologies including cloud, mobile, big data, IoT, and AI

- Co-creation with customers is at the core of some 300 PoCs and PoBs currently under way

Main POC and POB areas of involvement



PoC: Proof of Concept
PoB: Proof of Business

Video 1

SBERBANK



- Russia's largest commercial bank, 14 territorial banks & 16,000+ branches
- An efficient and secure way of handling canteen transactions at schools
 - Needed to serve meals to students within a tight timeframe
 - Aimed to reduce the risk of loss or theft of cash and cards

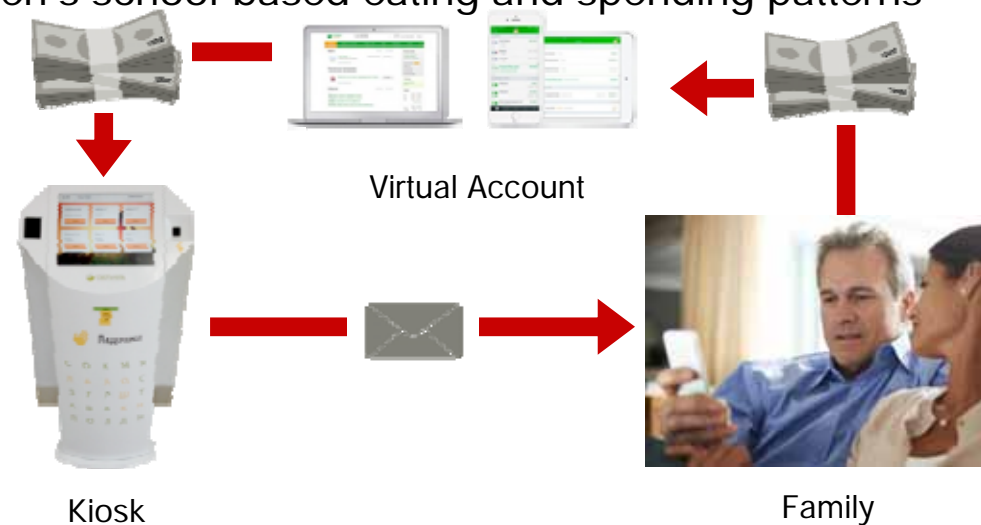


SBERBANK



■ Fast processing of lunch payments at 40 schools using Fujitsu's PalmSecure

- Contactless & cashless payment system resulted in shorter que and improved security
- Parents can now track their children's school-based eating and spending patterns



Agency for Science, Technology and
Research(A*STAR)



Singapore Management University

- Cities increasingly face challenges related to high-density living
- Establish the Center of Excellence toward the world's first Smart Nation
 - Dynamic Mobility Management to improve the dynamics of commuter traffic
 - Maritime Port Optimization to design integrated logistics of shipments



Agency for Science, Technology and Research(A*STAR) Singapore Management University



- Research based on real information, using Singapore as a living lab.
 - Process a significant amount of temporal & spatial data on Fujitsu HPC and SPATIOWL
 - Develop new algorithms to mitigate congestion by harvesting real data in Singapore
 - Access quicker routes by predicting hotspots & optimize port operations in cargo flow



San Carlos Hospital

FUJITSU

- 1 in 15 of the adult population have suffered with depression over the last year.
- 4 in 15 – or 27% of the adult population - have suffered mental disorder.
- 90% of suicides are linked to mental disorders and 22% are linked to alcohol or substance abuse.
- What can we do about it?

- System learned 36,000 records
- System was 95% as accurate as a team of 8 clinicians – but in seconds
- Technology will transform healthcare over the next 20 years

Video 2: Big Data Saves Lives



HOSPITAL CLINICO SAN CARLOS



Digital projects

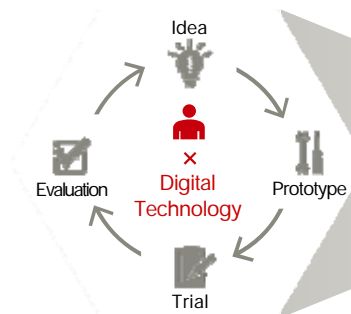


Digital transformation at 3 levels



Digital Project

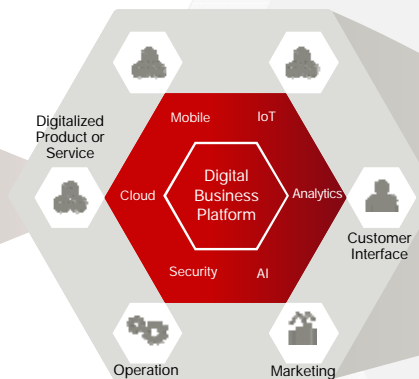
- Apply digital to a function or a product / service



Co-creation

Digital Business

- Apply digital to the core of business
- Extend Digital Ecosystem



Platform


Digital Arena

- Move from an existing industry and work in a new Digital Arena



Orchestration

Successful Digital Transformation Requires...

A photograph of an older man with a grey beard, wearing a dark pinstripe suit and tie, leaning over and pointing at a computer screen. He is looking intently at the screen. Another person's head and shoulder are visible in the foreground, looking towards the same screen. The background is a blurred office environment.

Integration of new digital solutions and modernized existing core systems

Management of a complex hybrid IT landscape running cloud alongside on-premise IT

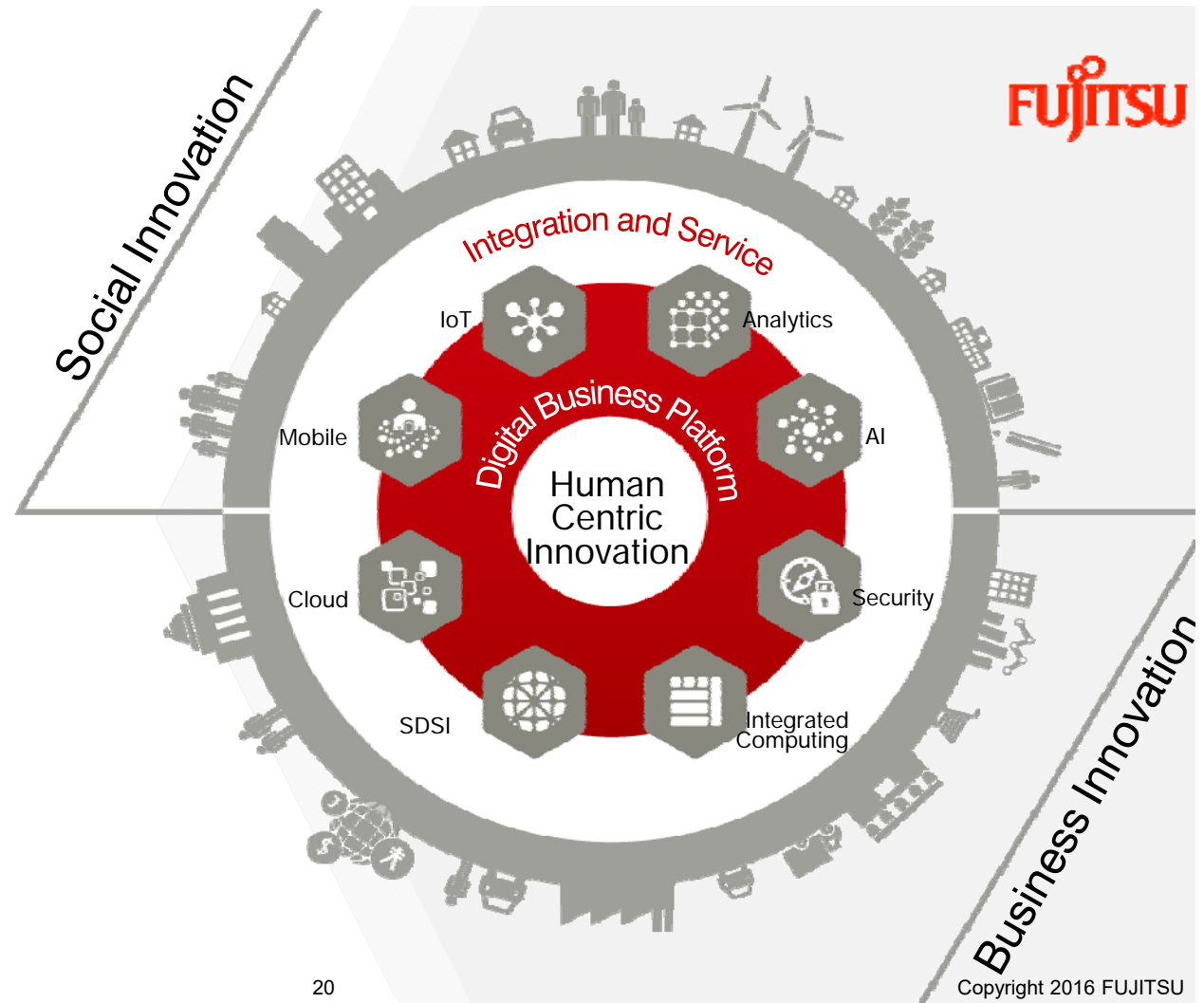
The right blend of digital and cloud solutions

Finding an appropriate technology partner is crucial to making informed decisions

Making it Real

Driving Digitalisation
Via:

- Digital Bus. Platform
- IOT
- Analytics(Big Data)
- AI
- Networks
- Services
- Cloud
- Mobility
- Security

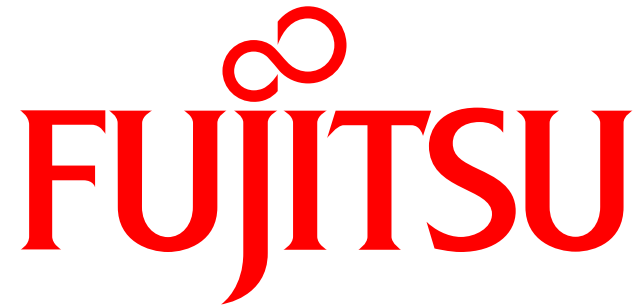


Outcomes of digital transformation



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