

FUJITSU and MAXSUM

## Big Data and BI – An International Perspective

Craig Baty, Fujitsu Limited  
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**FUJITSU**

shaping tomorrow with you

Human Centric Innovation

*Driving Digital Transformation*

One small step for man...

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"in 1969 NASA  
launched a man to  
the moon"

Lost in Space



The Jetsons

# One small step for man...?



"in 1969 NASA  
launched a man to  
the moon"



"Now We launch  
Angry Birds  
into pigs"

People  
creating the  
future

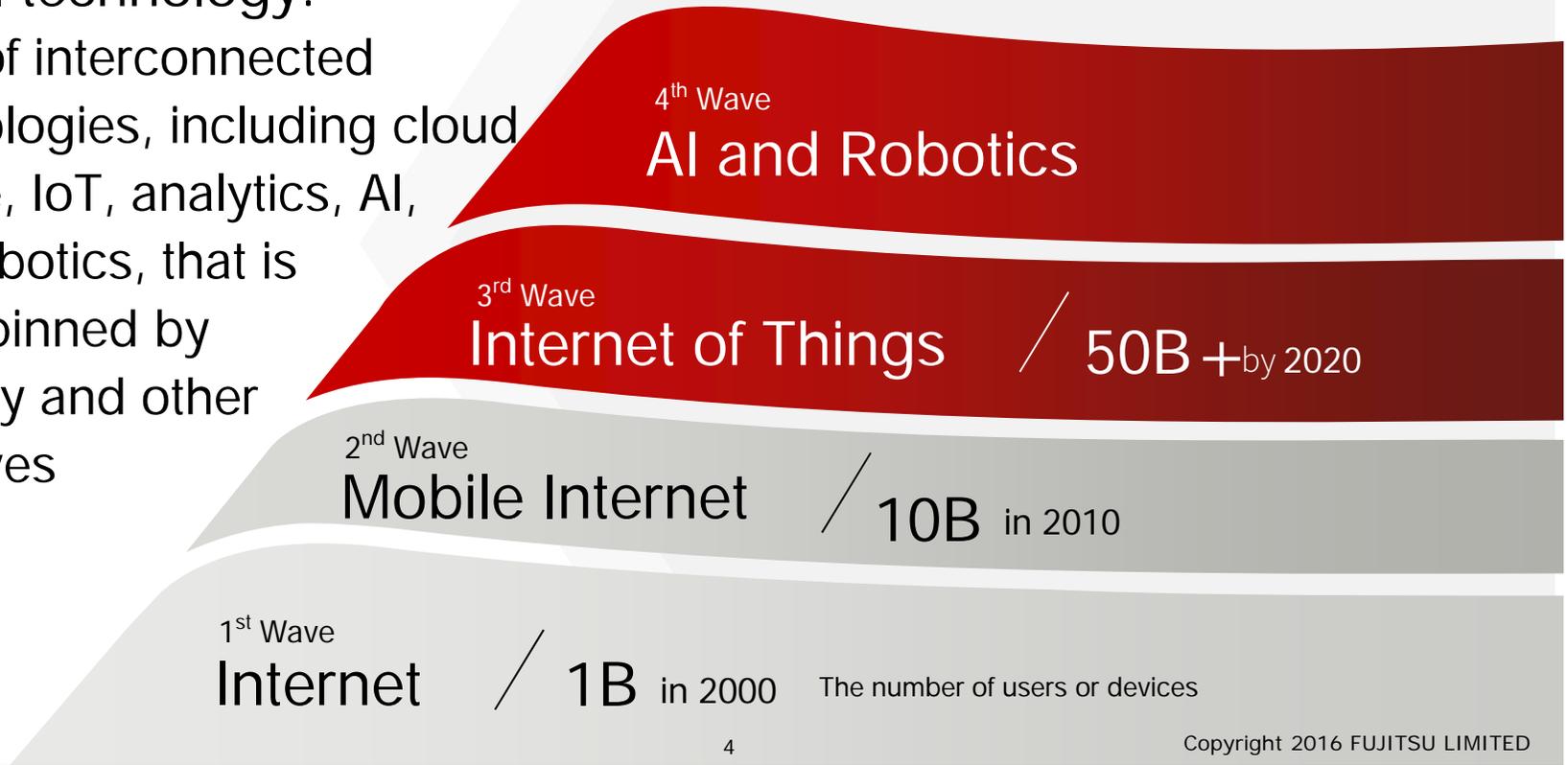
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# Waves of digital technology



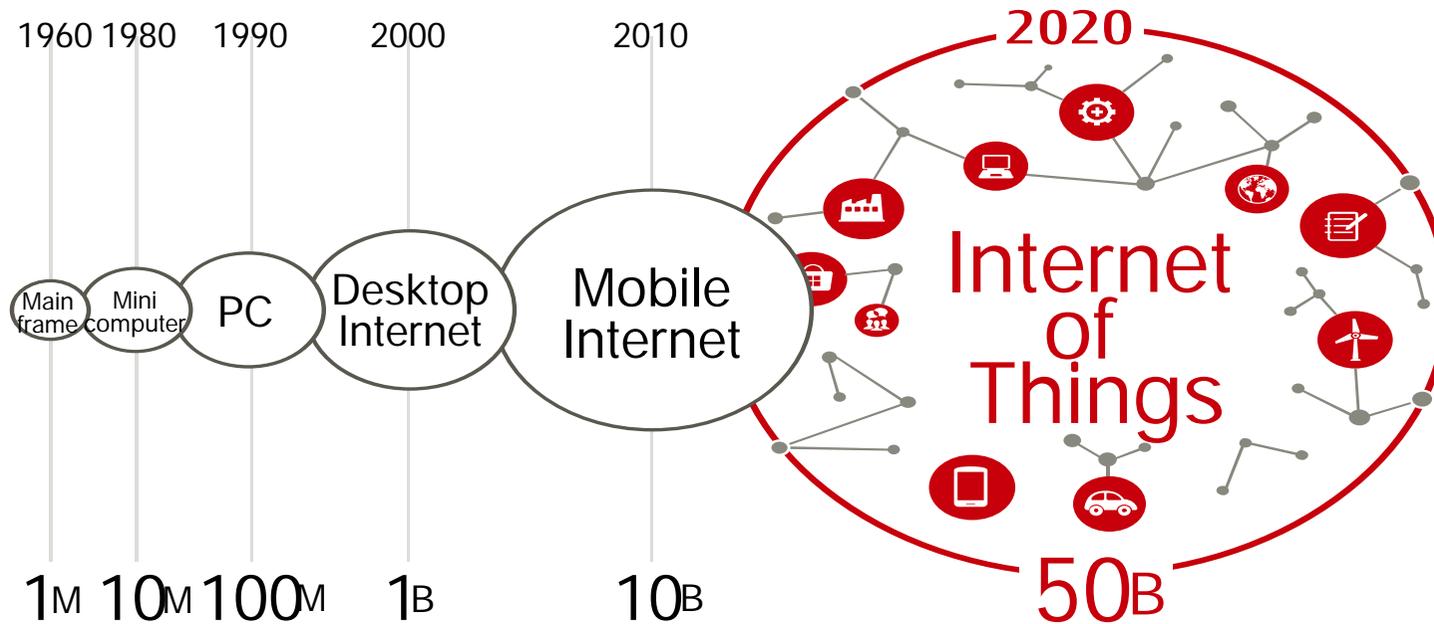
■ Digital technology:  
A set of interconnected technologies, including cloud, mobile, IoT, analytics, AI, and robotics, that is underpinned by security and other initiatives



The number of users or devices

# The rise of connections

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

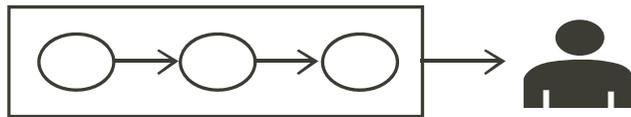


VIDEO 1: Hyperconnected Emergency Services

# The old ways are no longer adequate

## Traditional Innovation

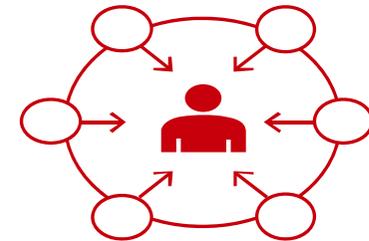
### Value chain



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

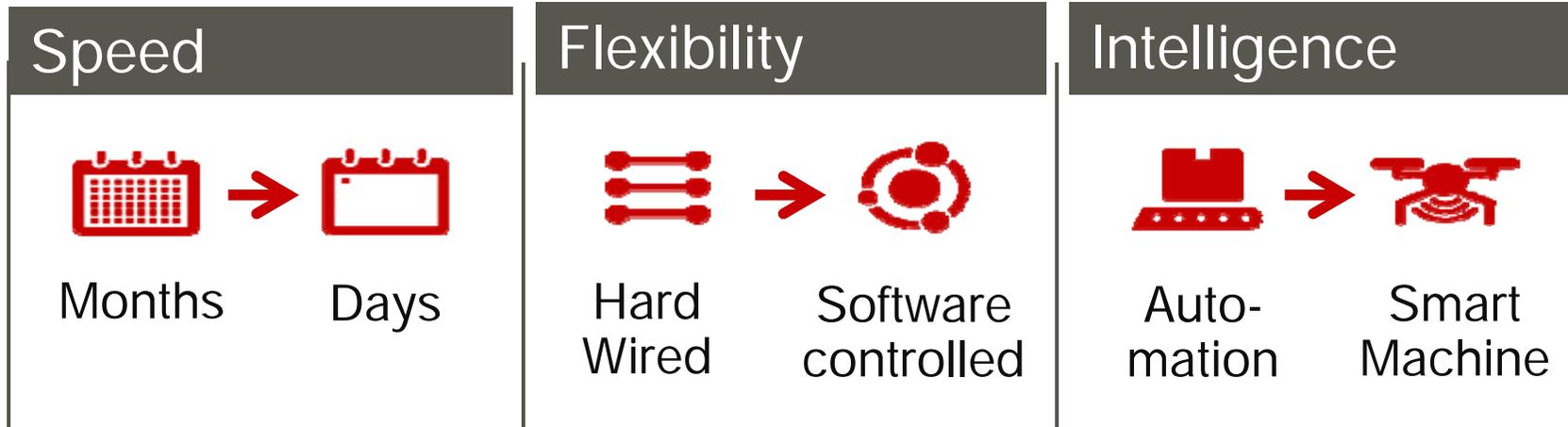
## New Type of Innovation

### Digital Ecosystem

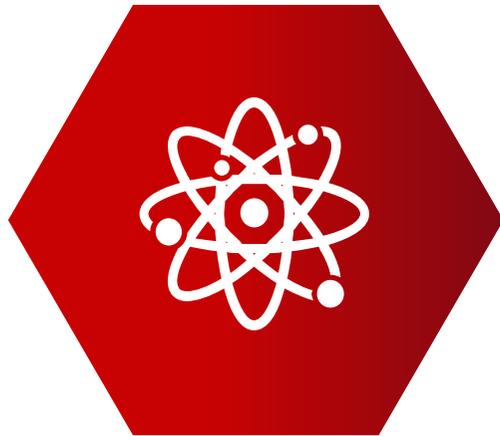


- Connect people, information and infrastructure
- Led by anyone
- Agile
- Open
- Low setup cost

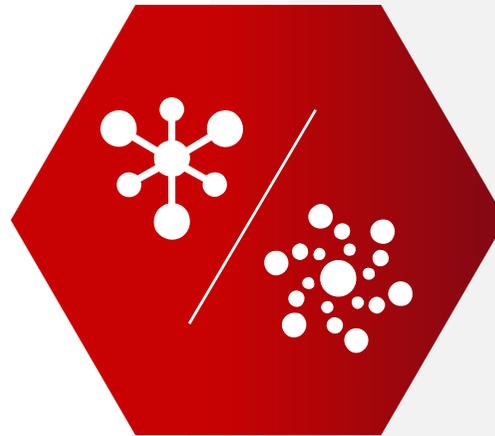
# Digitalization impacts



# Changes the Business Agenda



Digital Transformation



The IoT and AI

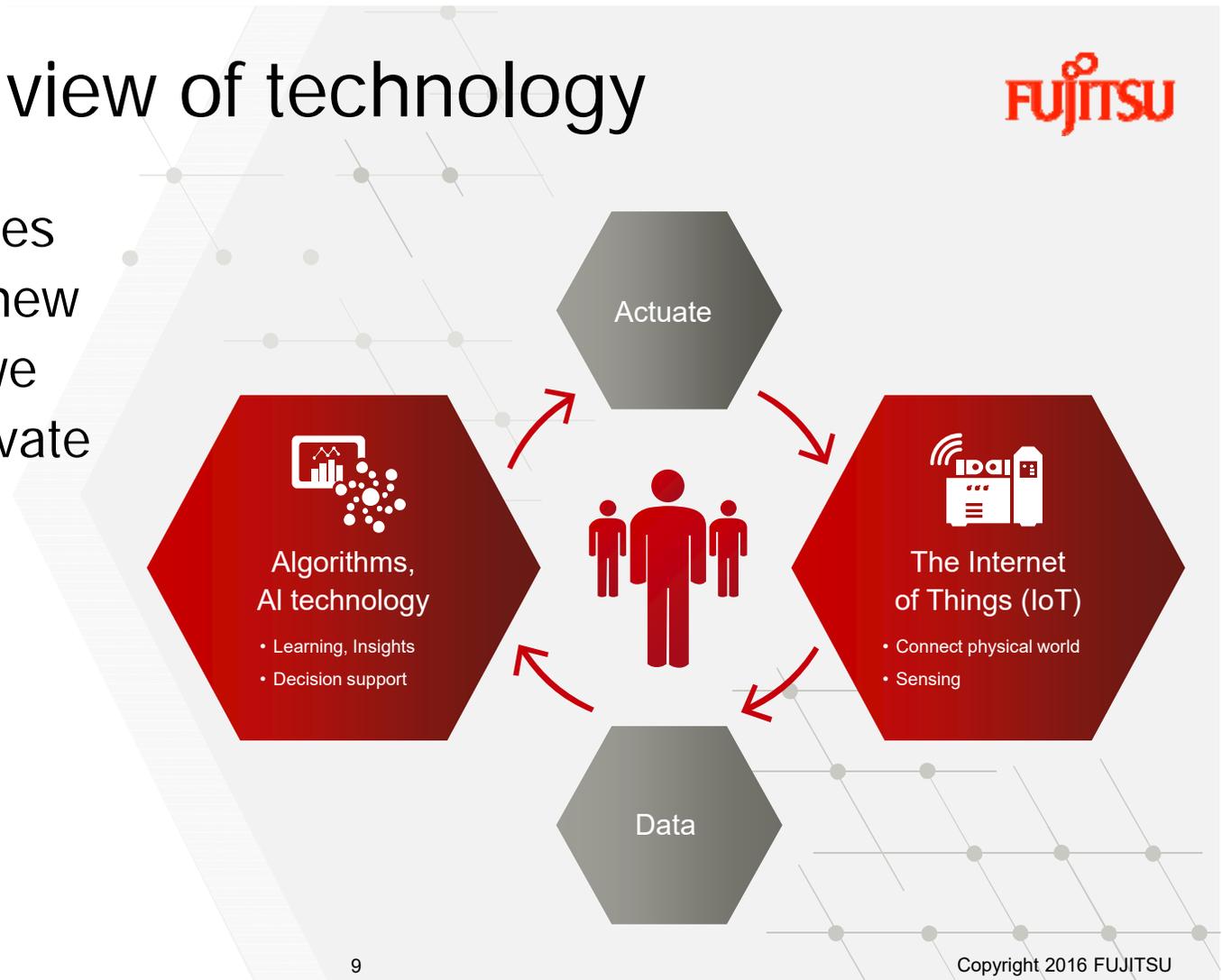


A new industrial Revolution

# 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

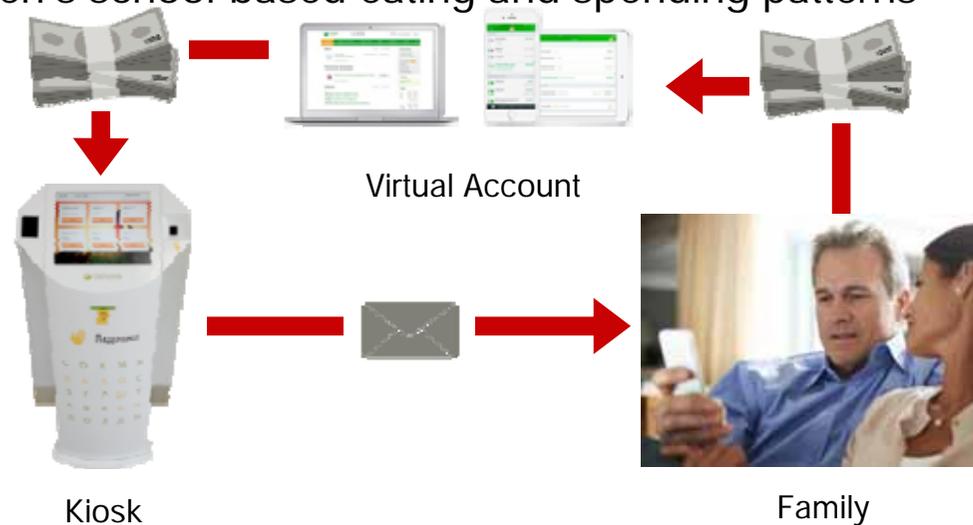


# SBERBANK



## ■ 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



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# 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



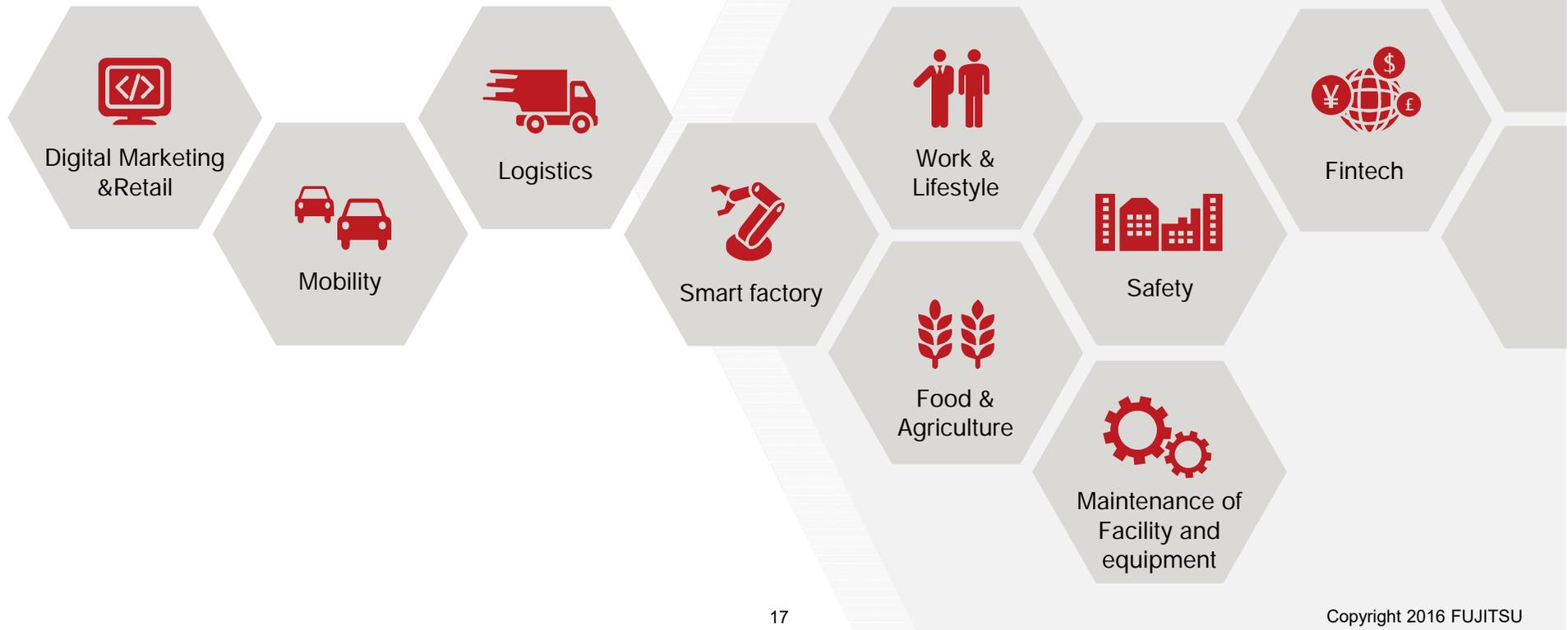
# San Carlos Hospital

- 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*

# Digital projects

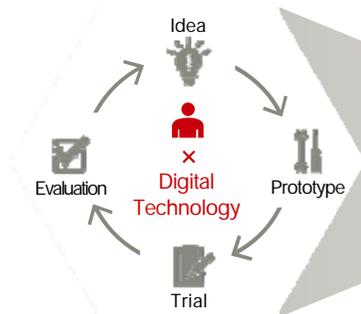


# Digital transformation at 3 levels



## Digital Project

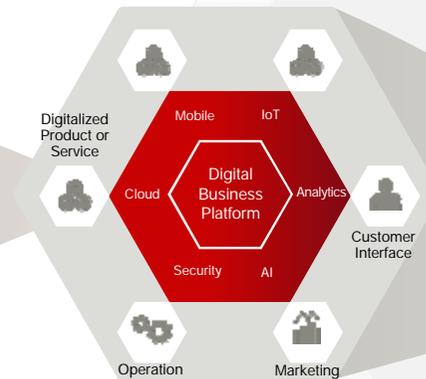
- Apply digital to a function or a product / service



Co-creation

## Digital Business

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



Platform

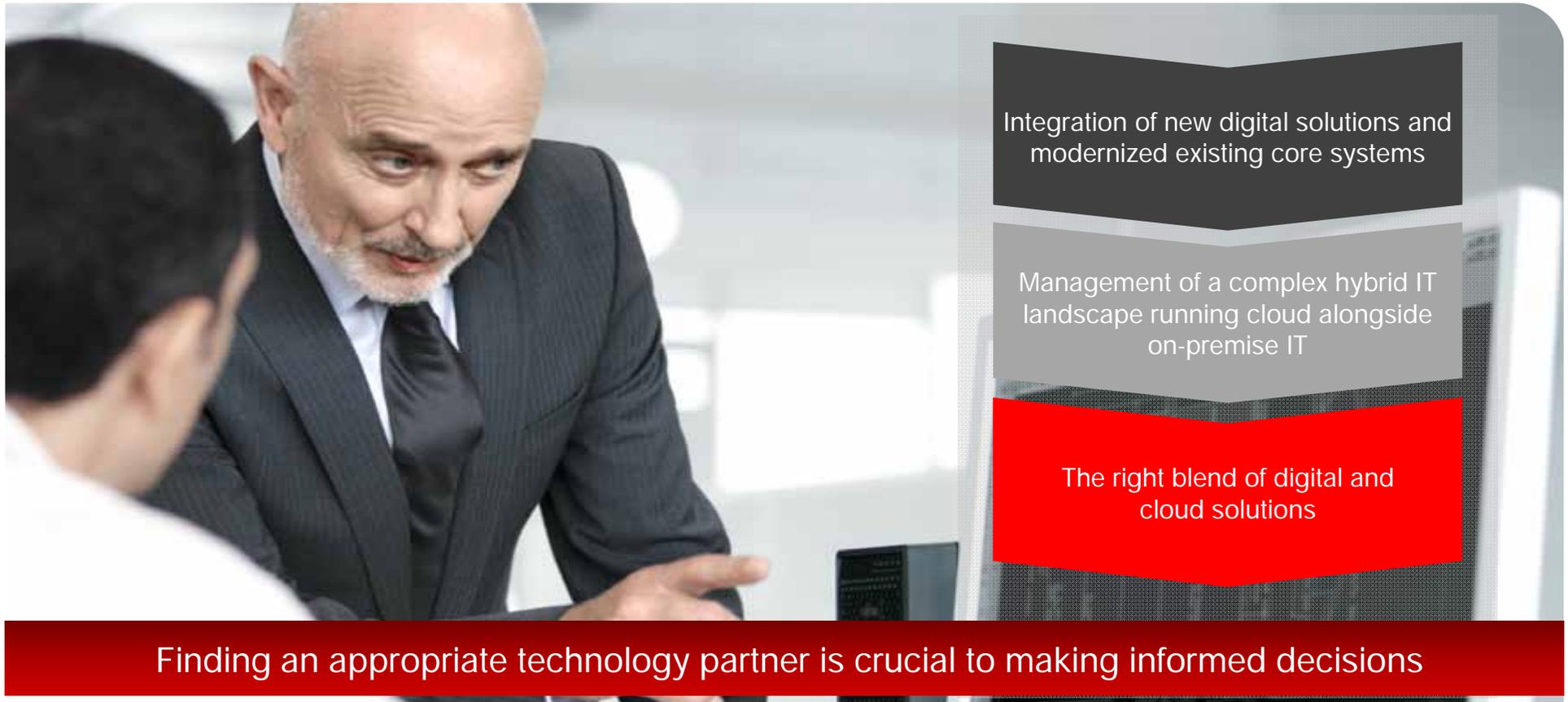
## Digital Arena

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



Orchestration

# Successful Digital Transformation Requires...



Integration of new digital solutions and modernized existing core systems

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

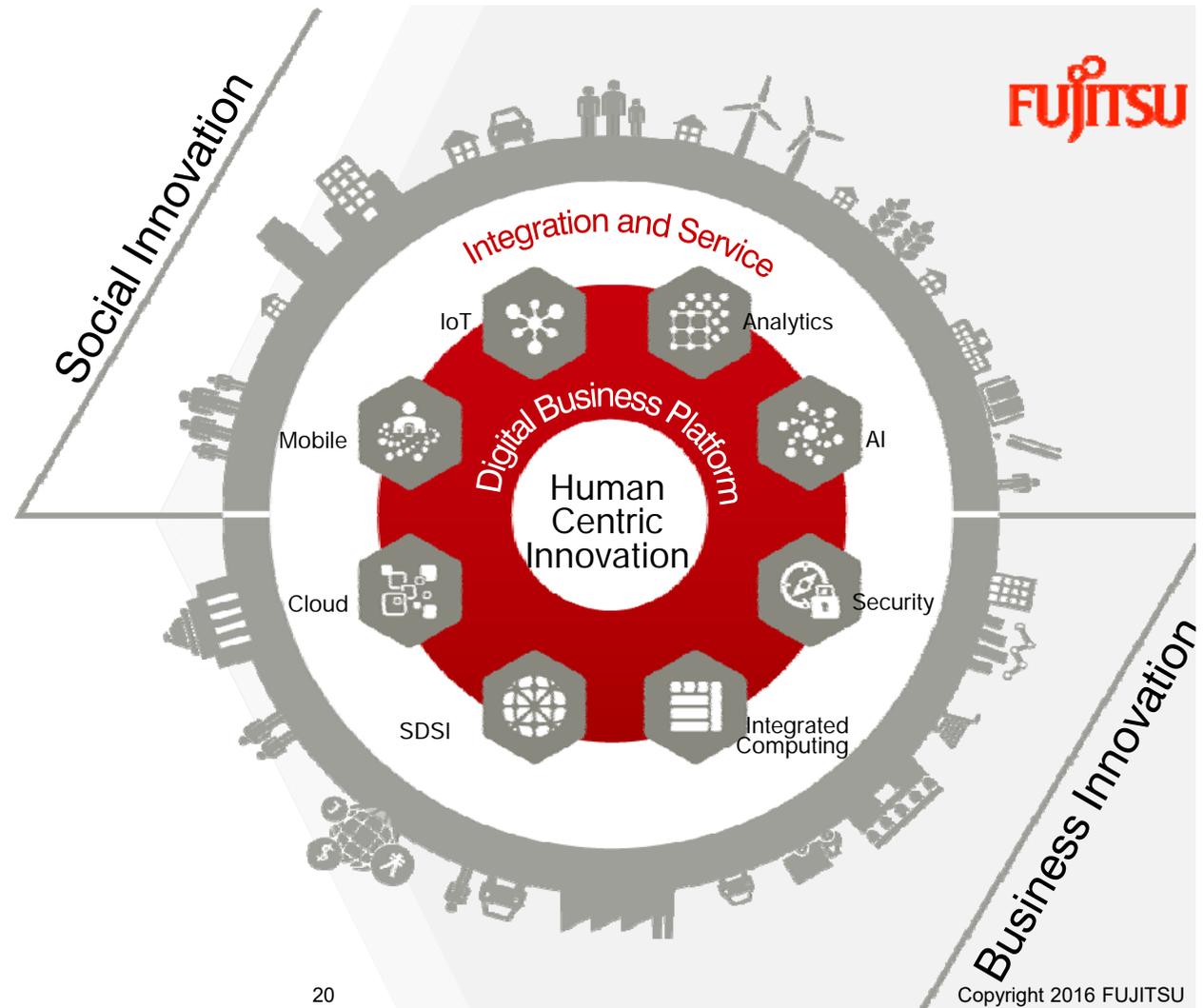
The right blend of digital and cloud solutions

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

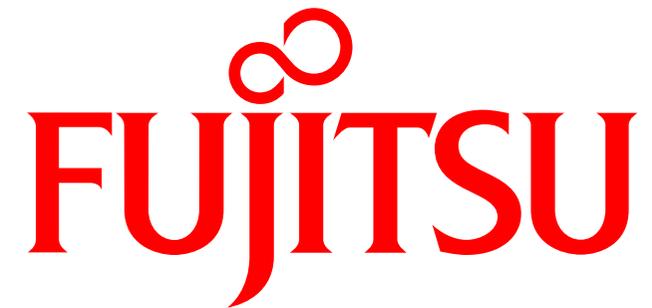


# Outcomes of digital transformation



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