



The future of  
digital data

Fujitsu TS  
Vision

FUJITSU

shaping tomorrow with you

How Trust in Digital Data can make our world a better place.

Pascal Huijbers – CTO Western Europe Fujitsu



The smart  
Machine Age:

**all is  
becoming  
smart:**

FUJITSU

Agrarian Society  
Industry 1.0

1780

Handcraftship

Agriculture

Information

Paper



# Machine Age:

Industrial Society

Industry 2.0

1900

Industry 3.0

1970

Machines

Resource Efficiency

Knowledge

Low Cost Paper

The Second Machine Age

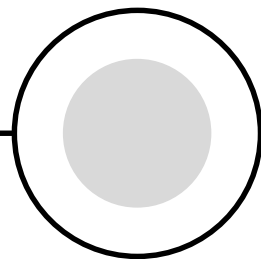
# Smart Machine Age:

TODAY

Information  
Society



Smart Society  
Industry 4.0 Society 5.0

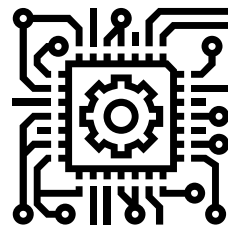


Smart Machines - Smart Robots

Purpose and Agility

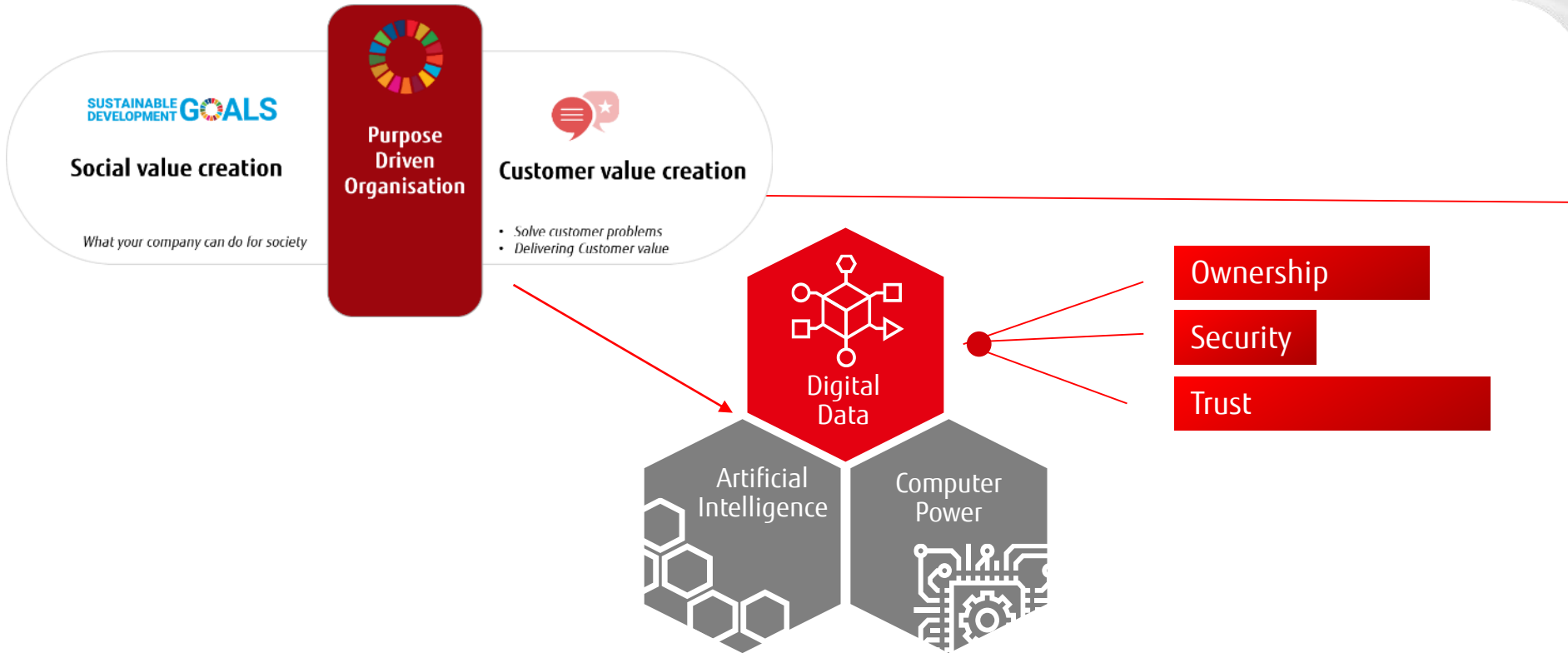
Intelligence

Digital data





# Welcome in the Smart Age



# Welcome in the Smart Age

## SUSTAINABLE DEVELOPMENT GOALS

**1 NO POVERTY**

To end poverty in all its forms everywhere by 2030

**2 ZERO HUNGER**

To end hunger, achieve food security and improved nutrition,

**3 GOOD HEALTH AND WELL-BEING**

To ensure healthy lives and promote well-being

**4 QUALITY EDUCATION**

To ensure inclusive and quality education for all

**5 GENDER EQUALITY**

To achieve gender equality and empower all women and girls

**6 CLEAN WATER AND SANITATION**

To ensure access to safe water sources and sanitation for all

**7 AFFORDABLE AND CLEAN ENERGY**

To ensure access to affordable and sustainable energy for all

**8 DECENT WORK AND ECONOMIC GROWTH**

To promote inclusive and sustainable economic growth, employment and decent work for all

**9 INDUSTRY, INNOVATION AND INFRASTRUCTURE**

To build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation

**10 REDUCED INEQUALITIES**

To reduce inequalities within and among countries

**11 SUSTAINABLE CITIES AND COMMUNITIES**

To make cities inclusive, safe, resilient and sustainable

**12 RESPONSIBLE CONSUMPTION AND PRODUCTION**

To ensure sustainable consumption and production patterns

**13 CLIMATE ACTION**

To take urgent action to tackle climate change and its impacts

**14 LIFE BELOW WATER**

To conserve and sustainably use the world's oceans, seas and marine resources

**15 LIFE ON LAND**

To sustainably manage forests, combat desertification, halt and reverse land degradation, and halt biodiversity loss

**16 PEACE, JUSTICE AND STRONG INSTITUTIONS**

To promote peaceful and inclusive societies, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

**17 PARTNERSHIPS FOR THE GOALS**

To revitalize the global partnership for sustainable development



# A world in turmoil



- A complex and uncertain world

- The outbreak of COVID-19 is having an unprecedented impact on our lives, economies and societies. In addition, we face new vulnerabilities from climate change to our aging population.



# Social challenges

We need to rebuild trust.

## ■ Still many challenges need to be addressed

- 5.4 m children die before their 5<sup>th</sup> birthday <sup>\*1</sup>
- 821 m people are undernourished <sup>\*1</sup>
- 736 m people live on less than \$1.90 / day <sup>\*2</sup>

## ■ Many huge challenges are manmade

- 9 in 10 urban residents breath polluted air <sup>\*1</sup>
- 0.8 m sea levels expected to rise by 2100 <sup>\*3</sup>
- 1 in 6 people over 65 by 2050 <sup>\*4</sup>

## ■ Trust challenges created by digital

- 70% can't tell if online information is trustworthy <sup>\*5</sup>
- 72% are worried private data is exploited without permission <sup>\*5</sup>
- 68% are worried about the risk of cyber-attacks to social infrastructure <sup>\*5</sup>

Source: \*1: The Sustainable Development Goals Report 2019, \*2: The World Bank, \*3:IPCC, \*4: United Nations \*5: Fujitsu Digital Transformation Survey 2019





# Finding a shared purpose



- It is more important than ever to set out a purpose
  - A purpose and the vision built on it serve as a compass that guides the direction of the business.
- **Fujitsu's purpose is to make the world more sustainable by building trust in society through innovation.**

'Business=Society' is the megatrend for the next decade.

# Human Centric Intelligent Society

## ■ Our vision for the future

- We help shape and connect ecosystems
- We contribute to the achievement of SDGs through business
- a DX company that is propelled forward by two approaches: one is purpose-driven and the other is data-driven.

Safe data flow

Learning for the Future

Wellbeing

Energy

The way people work

Food

Mobility

Responding to climate change

No one is left behind

Human Centric Experience

Industry Development

Sustainable City

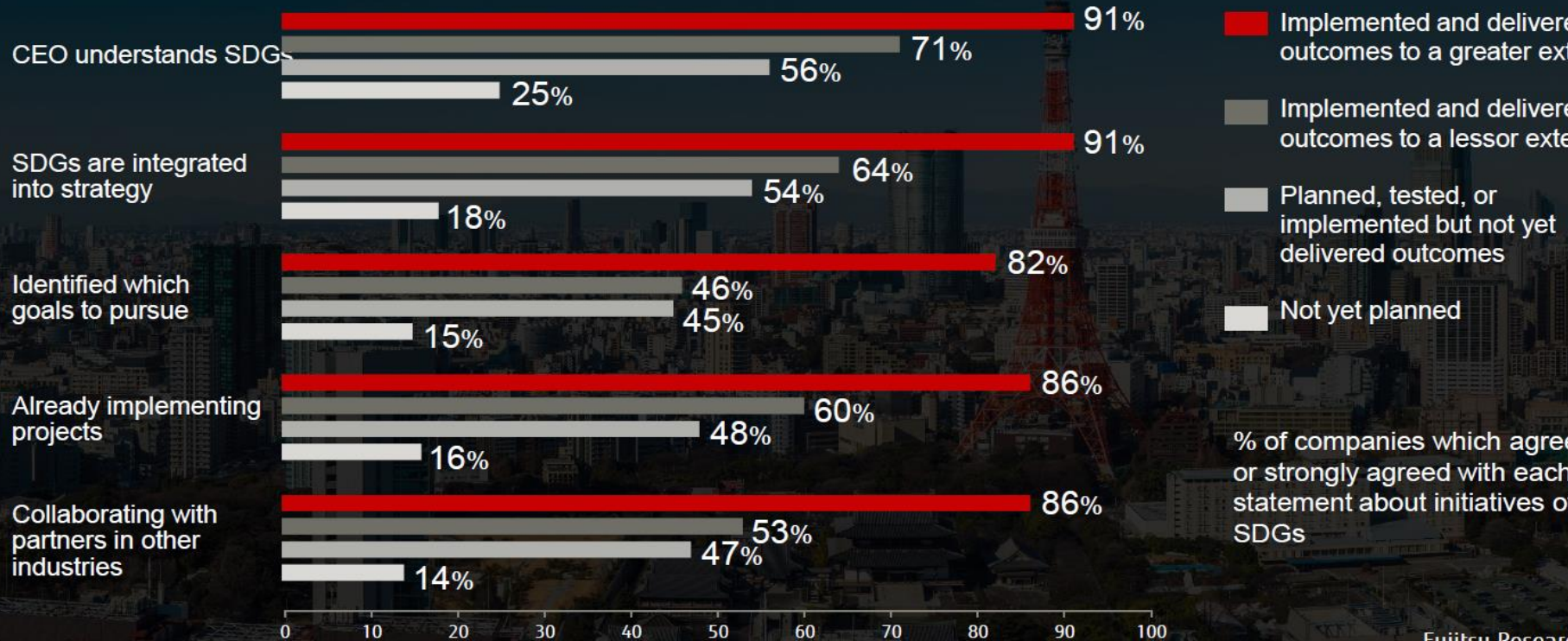
SUSTAINABLE DEVELOPMENT GOALS





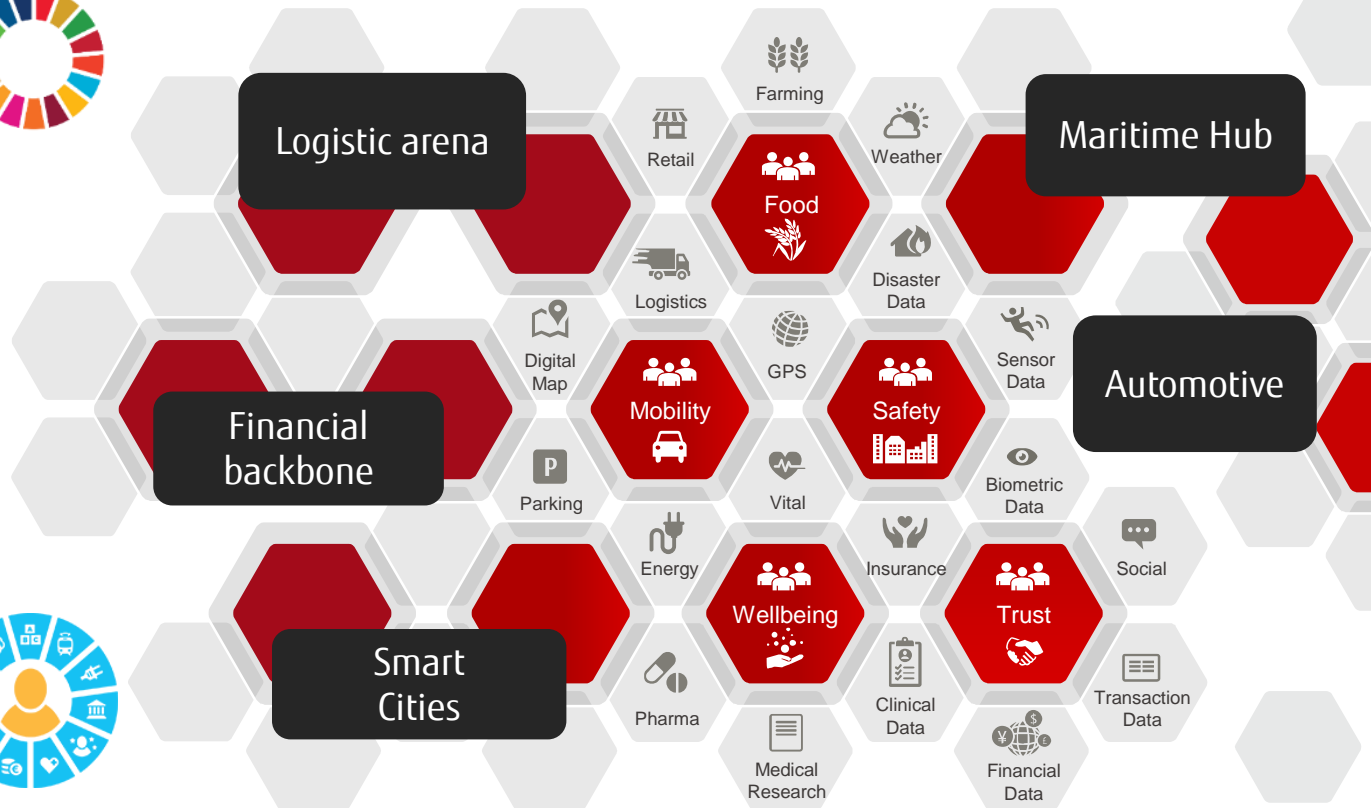
# Social goals = business goals

## ■ Contribution to SDGs correlates with higher performance of digital transformation

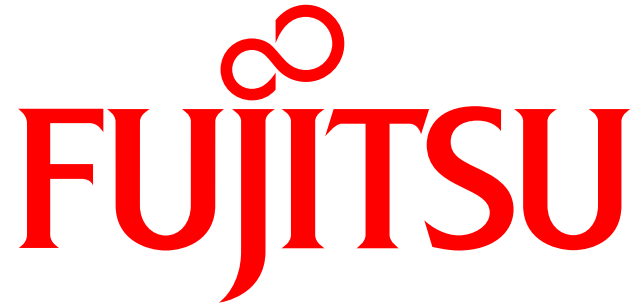


# Smart Society - Data Driven Digital Arenas

- Industry Transformation:  
The border of existing industries are becoming blurred and fluid
- The **human-centric paradigm** is aimed at a fair, sustainable, and prosperous digital society, where the sharing of personal data is based on **trust** as well as balanced relationship between individuals and organisations.







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