

Fujitsu Uvance Business Strategy

Yoshinami Takahashi

Corporate Executive Officer
SEVP, Head of Global Business Solutions

Fujitsu Limited

29 May 2023



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Corporate Executive Officer
SEVP, Head of Global Business Solutions

Joined Sony Corporation in 1987. I was mainly involved in international operations in the consumer division, based in North America and Europe, and held executive positions at international offices.

I joined Microsoft Japan Ltd. in 2014 and led the Cloud market development and partner collaboration as Executive Managing Officer from 2015, and enterprise customer DX support as Senior Executive Managing Officer from 2020.

From June 2021, I joined Fujitsu Limited as Executive Vice President, leading the Uvance business with the goal of **"Revitalizing Japanese business and society"** and working to resolve various societal issues.

Starting April 2023, I became Corporate Executive Officer and SEVP Head of Global Business Solutions.



Sustainability Transformation

Sustainability Global IT Market

8 trillion yen* (2025)

In addition to GHG visualization and reporting regulations, it is necessary to use technology to solve societal issues in a wide range of areas, including GHG reduction, resilient supply chains, urban safety, and food loss reduction.



Sustainability Transformation

Digital Transformation

*Estimated by Fujitsu based on data from research companies

Providing digital services that contribute to the growth of customers through cross-industry, starting with societal issues

7 Key Focus Areas for a Sustainable World

Vertical Areas

4 cross-industry fields to solve societal issues



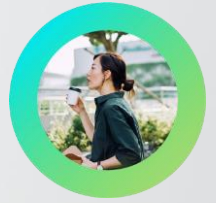
Sustainable Manufacturing



Consumer Experience



Healthy Living



Trusted Society

Horizontal Areas

3 technology foundations to support cross-industry



Digital Shifts



Business Applications



Hybrid IT

Key Technologies



Computing



Network



AI



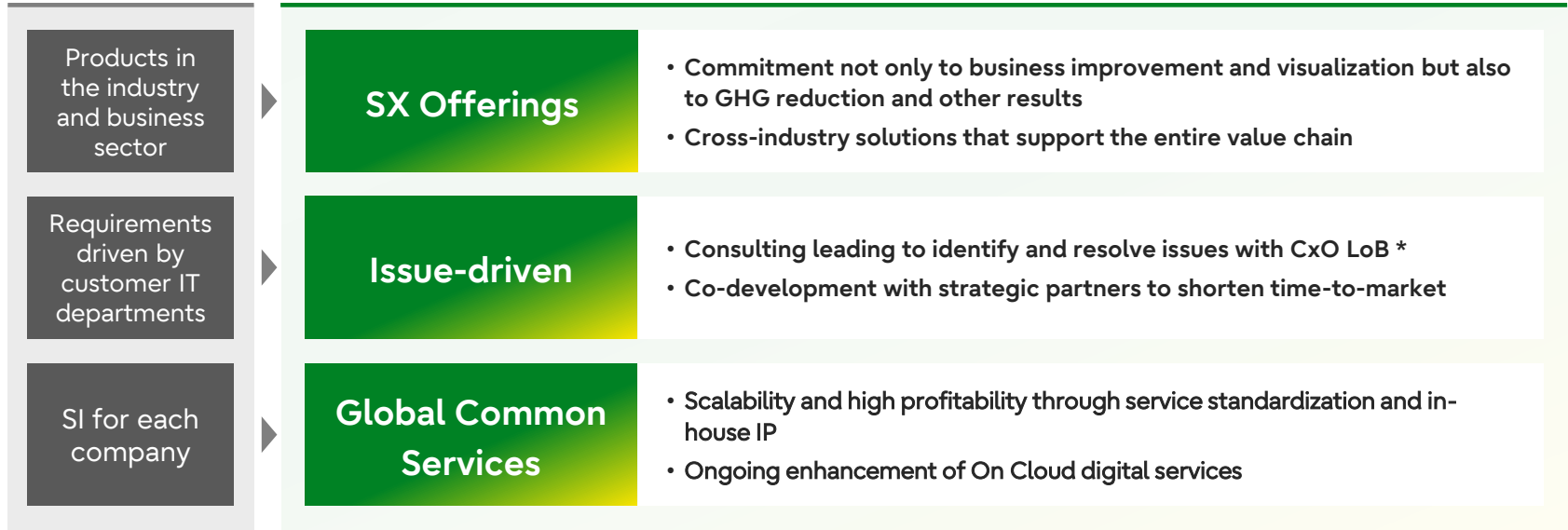
Data & Security



Converging Technologies

Uvance's Business Model

Until Now  Market creation and high added value based on “societal issues”



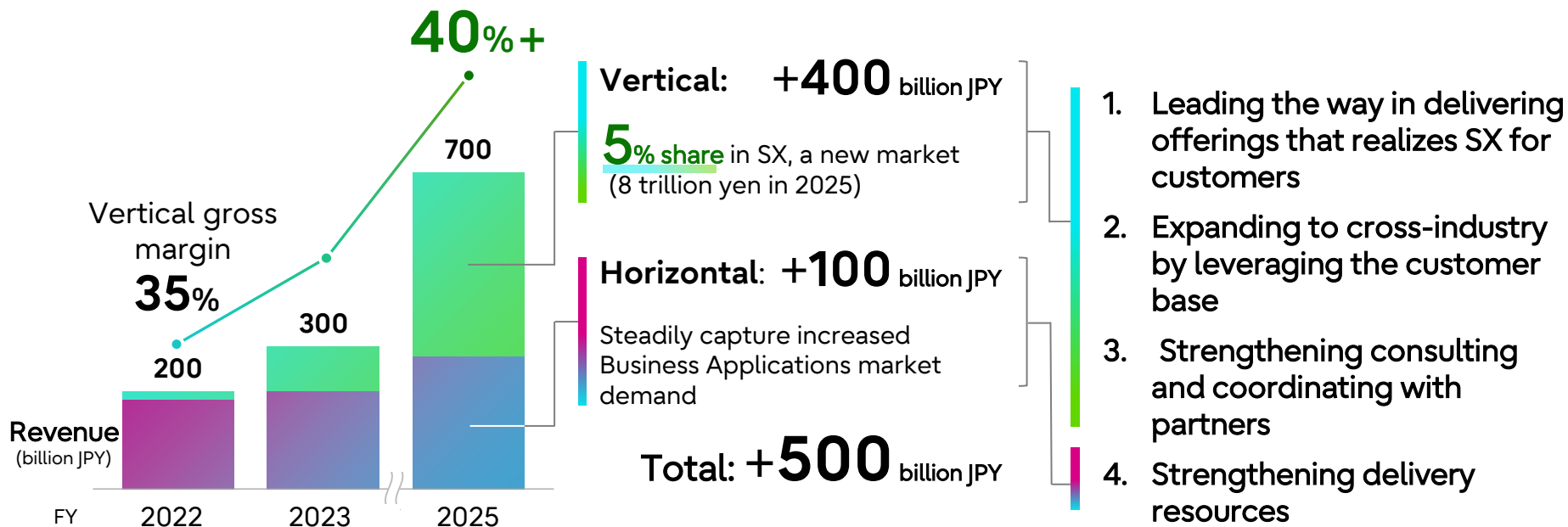
*Line of Business (LoB): A department of a company's core business

Fujitsu Uvance Numerical Targets

Achieve sales of 700 billion yen by FY 2025, driven by vertical business

Sales/Gross margin

Measures

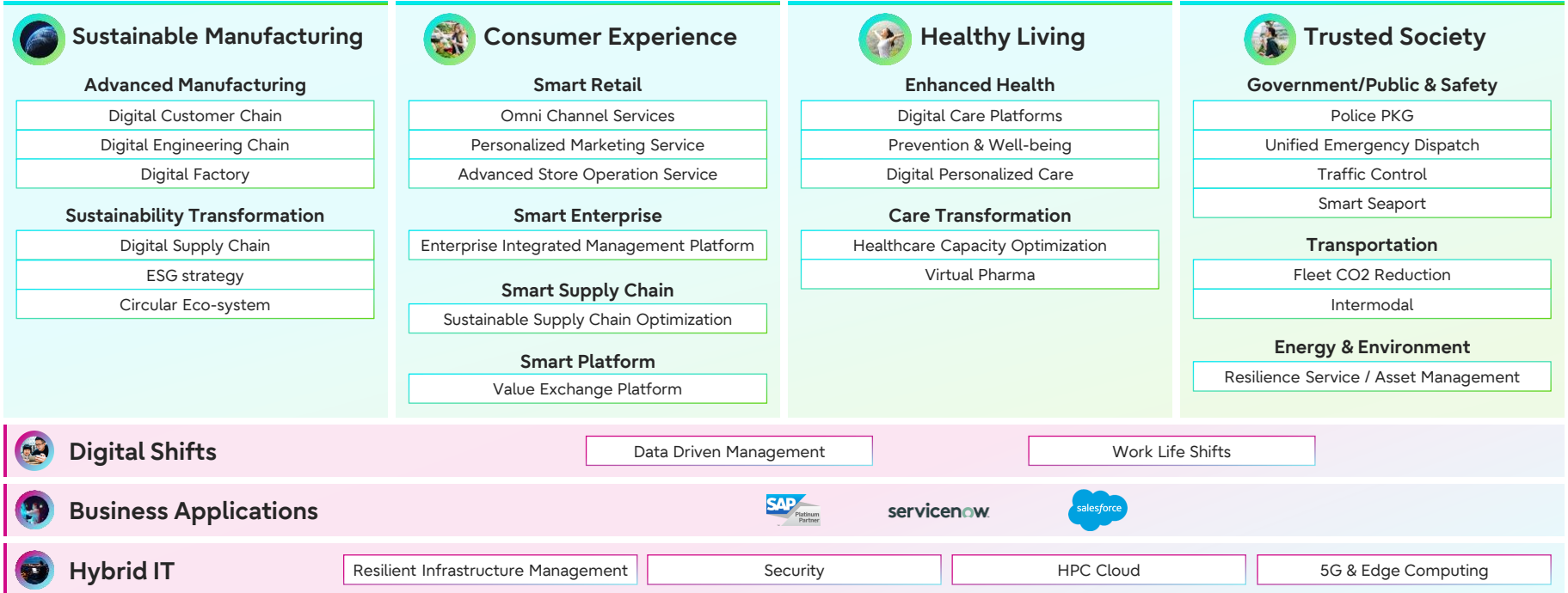


Full-Scale Expansion of Uvance Offerings



Lining up offerings to realize SX ahead of other companies

Offering



Smart Seaport Offering Opportunity in Progress



Trusted Society Smart Seaport

Solving the issue of the increased load on port operations caused by globalization which led to an increase in the volume of marine transport and ship size

Smart Seaports are realized by eliminating congestion inside and outside ports, utilizing digital technology for more efficient operations

Smart Seaport

Traffic control

Safety management

Infrastructure management

Digital Annealer / AI / Cyber Security

Point

Smart port market: **400** billion JPY

Integrated IT technology (Blockchain, AI)

Global expansion



Virtual Pharma Offering Opportunity in Progress



Healthy Living Virtual Pharma

Streamlining candidate compound selection, as the process of narrowing down thousands of peptide drug compound candidates to tens of them is a challenge

Contributing to the development of innovative pharmaceuticals and promoting personalized medicine

Launching a comprehensive drug discovery platform for pharmaceutical companies

Virtual Pharma

Extraction of new candidate compounds

Compound screening

Drug discovery research process management

Digital Annealer / AI / HPC

Point

Life Science
IT Service
market:

1.3 trillion JPY

Contribution to
societal issues (evolution
of drug discovery)

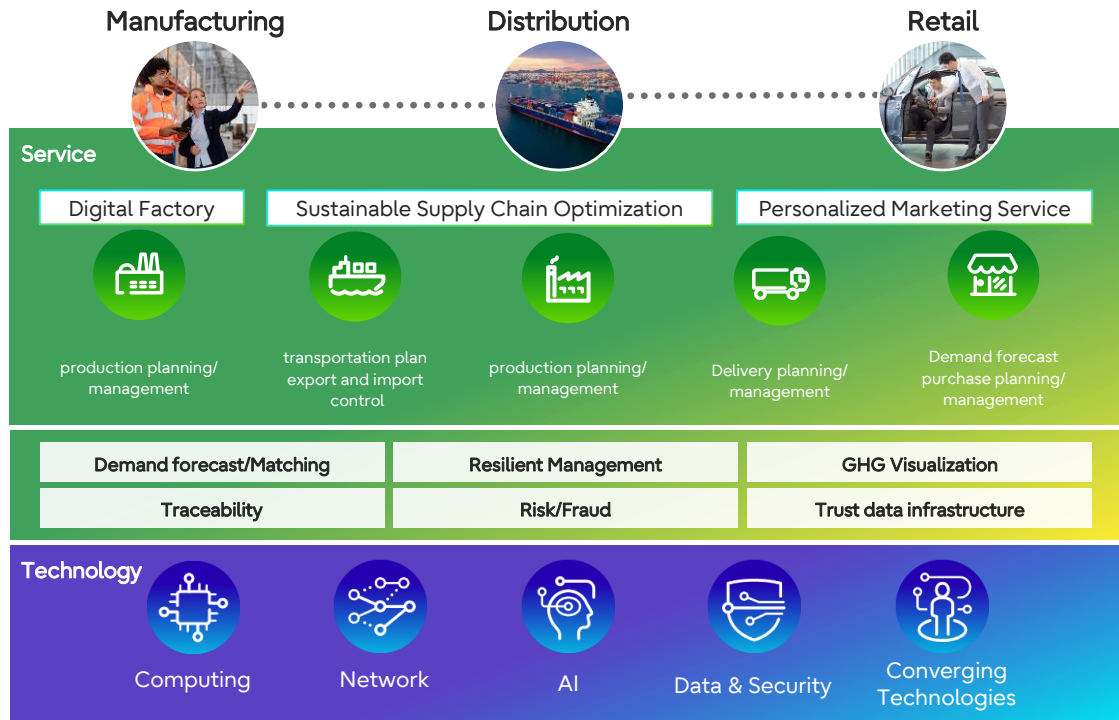
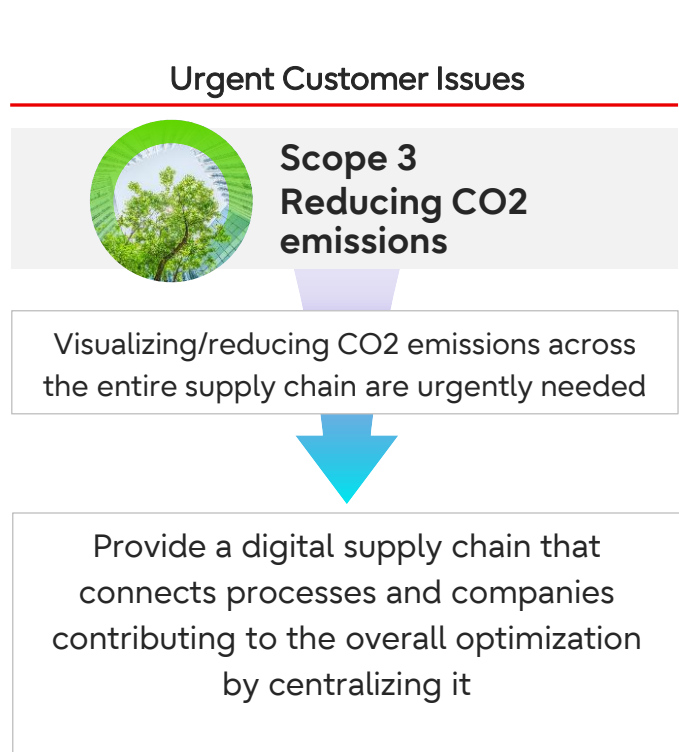
Original advanced technology
(supercomputer Fugaku, etc.)



Expanding Offerings to Cross-Industry



Leveraging an overwhelming customer base to expand sales



Expanding 1vsN with Global Common Services

Expand sales, reduce TTM*, and increase profitability without relying on resources by moving away from SI and providing standardized offerings



*TTM(Time to Market): the time between the planning of a product and its introduction to the market

Strengthening the Capability of Consulting and Delivery



Vertical Strengthening Consulting

Acquire business opportunities by expanding pool of technology consultants and a unified front desk approach

Skill set

- Sustainability
- Manufacturing, Distribution, Healthcare
- Process Mining
- Data Analytics & AI

Utilizing the know-how of consulting firms

- Anthesis

Horizontal Strengthening Delivery

Expanding specialized human resources for Business Applications

FY 2022		FY 2025
3,000	personnel	8,000



servicenow



Strategic Alliance

Strategic Partners



Japan's leading Global SI Partner
Expanding Strategic Partnerships for Uvance



In-House Practice of "RISE with SAP"
Global Technology Partner



Expansion from specific industries to company-wide collaboration
Cooperation in Offering development and Human Resource development



Japan's No.1 in accredited Salesforce Partnership Program
Uvance manufacturing/healthcare co-development



Worldwide Elite Partner of the Year 2023 award
Developing highly specialized human resources, expanding Uvance IP to the marketplace

Uvance New Partners



Joint provision of one-stop services for decarbonization



Collaboration in the Digital Twin Technology Field

Co-development and Business Expansion of Cloud Solutions for SX



29 May 2023 presentation

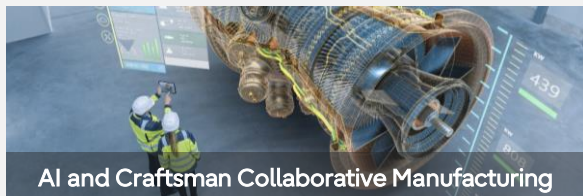


1. Uvance business acceleration and maximization of competitiveness of offerings through joint offering development utilizing IP of both companies
2. Development support by MS engineers and consulting resources in co-development
3. Implementing the GTM Strategy focused on Western markets (acquisition of new customers through joint sales)



Sustainable Manufacturing

Digital Engineering Chain



AI and Craftsman Collaborative Manufacturing

Design and manufacturing innovation with industrial metaverse
Smart remote monitoring with ChatGPT implementation



Consumer Experience

Personalized Marketing Service



Personalized Customer Experience

Dynamic pricing with consumer behavior analysis
Personalized advertising and smart sales shelves



Healthy Living

Healthcare Capacity Optimization



Accelerating Medical Digitalization in Japan

Improving patient/physician experience value
Work-style reform and productivity improvement for healthcare workers



Closed Loop Manufacturing



Azure OpenAI Service
Microsoft HoloLens



Actlyzer Scan&Go



PromoteIQ Smart Shelf



Healthy Living PF HER/PHR



Azure OpenAI Service
NUANCE

Acquisition of GK Software^{*1}



Consumer Experience

FUJITSU



1. GK Software, a global retail company,^{*2} leading cloud offerings acquired
2. Global expansion using Fujitsu's sales platform
3. Focusing on GK Software, the aim is to achieve sales of 100 billion JPY in 2025 through Consumer Experience

*1 The tender offer was completed as of May 16, and approximately 68% of the company's shares were acquired

*2 Named as leader of IDC MarketScape for Worldwide POS Software for Large Apparel and Softlines Retail 2023

FY 2023

FY 2024

FY 2025

Cross-Selling of GK Offerings and Fujitsu's Services

Expanding GK offerings to Japan's market

Integrating and expanding GK and Fujitsu IP through joint solution development

Expanding the GK SaaS Platform to other vertical platforms

Fujitsu
Uvance

Towards a world
where people can
live in prosperity
and peace



Thank you

