This is how innovators do it

How latest IT Innovations are impacting traditional business models and creating new economic opportunities.

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Reinventing traditional business models has become a reliable pattern of success in the digital economy.

What is your "next big thing"? In the following pages we have put together some thought-provoking ideas to kick-start your innovation process.

In doing so, we will link key technology trends to business opportunities. Even if your specific case is not reflected in this small compilation - we hope you feel encouraged to share your next big idea with us. Fujitsu engineers look forward to working with you on your vision and showing you how modern technology can turn your ideas into reality.

Boost your productivity with **AI**

With artificial intelligence, what may sound incompatible today could well be a factor for success tomorrow. For example, you will find new ways to counteract the shortage of skilled workers whilst at the same time increase productivity and efficiency.

Fujitsu is one of the pioneers in the field of artificial intelligence and is one of the six companies that have registered the most patents in this area. Together with customers, our IT engineers are working on a wide range of business ideas based on advanced AI technologies.

Turn your legacy into new business opportunities with **data science**

Modern data analytics enables companies to gain a comprehensive understanding of their business and customer relationships. The analysis of large amounts from various sources such as social media, transactions, and customer interactions will become a key success factor. It helps companies to develop customized products and services, optimizing operational efficiency, identifying potential risks, detecting anomalies, and predicting future trends.

Scale your business by **containerizing** your application landscape

In all modern businesses software must run smoothly and without downtime. For this business goal, the concept of containerization has become very popular.

The intelligent packaging of software applications and their dependencies ensures portable, efficient, yet easy distribution. Business decision-makers should be aware of the implications, as it allows them to significantly minimize risks when entering new markets or testing new business opportunities.

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Three major trends, and one **innovation platform** for risk-free testing of how to profit from them...

The future belongs to data. Key IT technologies such as artificial intelligence, data science and containerization will play an important role in improving decisions. What is it you want to reinvent, redesign or relaunch? With the DX Innovation Platform, Fujitsu provides your IT with the space to try out your new business ideas.

The Test Drives provide you with an accessible, simple, and secure way to try your AI, data and container applications. In a state-of-the-art architecture, tailored to your needs. No matter where you are:

We are here to help you start your data-driven journey.

... and the Business Model to makes it happen: Fujitsu uSCALE

Fujitsu uSCALE is the perfect commercial model for remaining financially flexible while at the same time investing in the latest technology. It delivers flexible, monthly billed on-premises IT infrastructures "as-a-service" solution based on an in-depth review of your specific need.

Leverage the DX Innovation Platform to identify your next big thing. Together, we also thoughtfully design the infrastructure that takes into account your business requirements.

Fujitsu uSCALE ensures the flexibility and data security you need for the realization and implementation in your on-premise datacenter.

Scale up or down and pay only for what you use - while keeping your data in house.

Start chatting with your data - with your own, trusted GPT: Data-sovereign, on-premise LLM

Generative AI is changing the way organizations operate. Amidst this digital revolution, data sovereignty remains non-negotiable. On premise solutions allow organizations to leverage the full power of GenAI and Large Language Models without compromising data security and compliance.

The Fujitsu Private GPT solution builds your LLM instances from the ground up, including the entire software and hardware stack for an on-prem GPT solution, optimized for your data and use cases, and powered by the Fujitsu ecosystem.
Read more on **page 16 about how to test it now**.

Be inspired!

Browse through the variety of innovation scenarios for a range of selected industries. If you feel inspired, discuss your case with our experts or register directly for the unique Lighthouse Initiative. Find out more on page 16 of this document.

Scale your business applying **containerization** to your **retail experience**

Containerization enables retailers to deliver a consistent shopping experience across various platforms, such as desktops, mobile devices, and in-store kiosks. By packaging their applications and services in containers, retailers can ensure that customers have a seamless and uniform experience regardless of the device or platform they are using.

It enables companies to handle high volumes of online traffic while maintaining the best performance during peak shopping seasons, such as holidays or major sales events. The inventory management processes can also be optimized with containerized applications to track inventory levels, monitor stock movements, and manage logistics in real-time.

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It seems like **AI** was invented for retail – are you ready for the next level?

Retail is a margin business. The math is dominated by the economies of scale. Anyone who wants to be successful here must - to put it briefly - automate as much as possible. With AI, the possibilities of doing more with less reach a whole new level.

Future needs and inventory planning can be unbiasedly and accurately predicted. Automated customer journeys, including intelligent automated customer care, will enable retailers to get the best possible economic results from their customers' online visits. Virtual shopping assistants and

chatbots will provide customers with ideas and solutions around the clock.

Or are you thinking of smart solution for your core retail processes? Well, AI will also dramatically increase productivity through, for example, intelligent inventory optimization to ensure efficient stock management, fraud detection and prevention, and proactive waste prevention. So - what's your business challenge? Tell us what you have in mind for better margins and more efficiency.

Innovate your retail business:

This is how they do it!

Working with a true global market leader in kitchen appliances, household goods, Fujitsu is revolutionizing the way information is delivered with automatically generated product information. Our client is a true omnichannel pioneer - sales are carried out via their own website, partner platforms, Amazon as well as stationary retail. With over 10,000 products, this becomes an immense task for the preparation of sales-relevant product information.

Challenge accepted, disruption process initiated.

Both the customer and Fujitsu are now optimizing the content creation process with the help of innovative AI algorithms for the automatic generation of product information. While the product data is aggregated via machine learning, NLP-generated emotional descriptions will complement the product description in the future. In this way, accompanying product information can be provided much more efficiently and quickly.

Data science is the prelude to better productivity for **professional service**

Data science will help you to drive actionable insights, improve decision-making and enhance operational efficiency. By analyzing demographics, preferences, and behavior, you will be able to develop tailored services and targeted marketing strategies for enhanced client satisfaction and retention.

Identify patterns and relationships for more precise decisions and less risk when encountering new markets, potential clients, and service offerings. Detect anomalies using internal and external data and introduce a proactive regime of preventive measures for regulatory compliance, fraud detection, and the protection of sensitive client information.

Attract customers without overloading your workforce using **AI services**

AI-powered systems can extract relevant information from vast volumes of documents such as contracts, invoices, and legal documents, helping to pinpoint relevant clauses, identify risks, and ensure compliance with legal requirements. Frequently asked questions and user instructions can be delegated to intelligent virtual assistants to improve service and reduce response times. In this way, you can make faster and better decisions with intelligent document processing, for example.

Historical data, market trends and customer behavior can be used to predict financial patterns, assess credit risk and optimize investment portfolios.

Of course, AI systems can also analyze big data to detect fraudulent activity and increase security levels through intelligent risk management to protect business and customer data.

Innovate your **professional service business:**

This is how they do it!

It is certainly not surprising that service quality is a key differentiator for leading companies in this industry. Objective sentiment analysis from a large number of service requests can become a real game changer here.

Challenge accepted!

For a Spanish customer that has a strong focus on this area, Fujitsu is working on a platform that will provide customised sentiment analysis for businesses. The customer will be able to upload email chains or teams meeting transcripts for in-depth sentiment analysis. The results will be displayed in graphical dashboards, allowing any decision maker to get meaningful results within seconds. The findings from this highly individualised project will later be made available to other customers. In this way, they can actively improve service quality with unbiased analysis of real service operations.

Containerization
makes IoT-scenarios
in **manufakturing**
transferable and scalable

Although the IoT does not apply to every manufacturing scenario, it is a perfect example to demonstrate the power of containerization. Manufacturers can encapsulate IoT applications, services, and configurations, making them independent of the underlying infrastructure. Applications run seamlessly on different IoT devices, such as sensors, gateways, or edge servers. With this, IoT applications can be scaled horizontally by spinning up multiple container instances to handle increased workloads, or vertically by allocating more resources.

Your teams can work without worrying about conflicting dependencies or infrastructure variations. By packaging applications in containers, manufacturers can streamline the release process, shorten time-to-market, and optimize update procedures, including new feature deployment, patch and bug fix management.
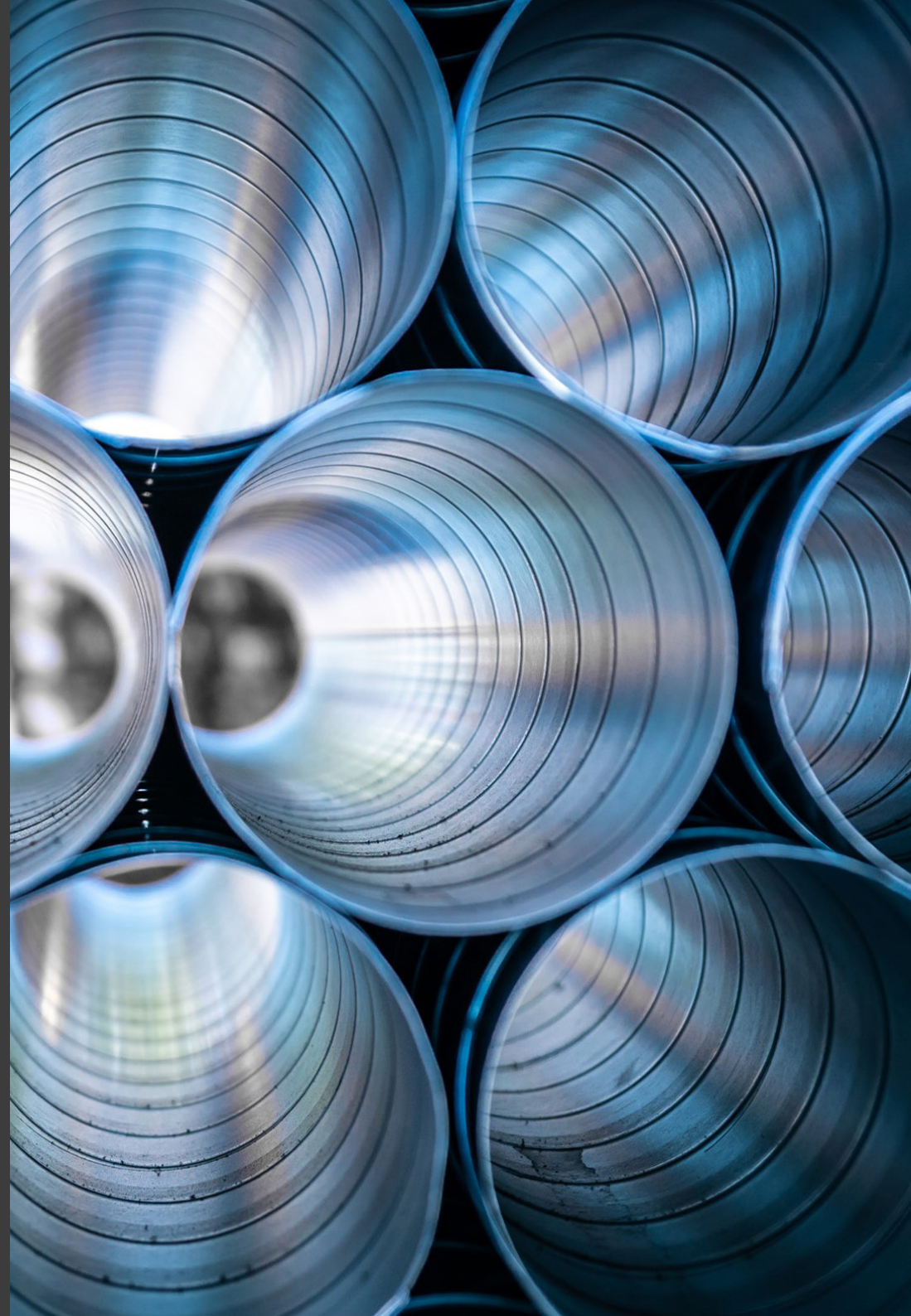
Use **AI** to dramatically increase productivity in **manufacturing**

With the predicted reduction of the labor force for complex manufacturing processes, the use of AI can be a game changer for future growth. As in other industries, automation is one of the key scenarios when it comes to unlocking the potential for increased productivity.

Use data from sensors and various sources, so that AI can optimize production parameters, improve quality and reduce variability. Improve your sustainability KPIs with smart resource allocation, from raw materials to energy consumption to inventory levels, analyzing patterns and anomalies while minimizing waste.

Intelligent and automatic defect detection improves product integrity and is a step towards new business models such as predictive maintenance. And even with all of this we are just at the beginning. Fujitsu offers you large scale AI expertise to design your reinvented manufacturing business case. Start by applying for the Fujitsu Lighthouse initiative that you will find on **page 16**.

Innovate your manufacturing business:

This is how they do it!

You may have read about predictive maintenance scenarios, but have you experienced for yourself the groundbreaking impact on business models and revenue streams? Enter a new level of productivity!

Fujitsu helped a global automotive customer build a system that calculates machine wear based on various parameters such as its own usage intensity and environmental parameters such as ambient temperature, humidity, and so on.

This resulted in AI-based quality control that enables true predictive maintenance measures. Countermeasures and adjustments that are necessary even for complex quality control are now automatically carried out or initiated. During this process, the performance of the machines was also reduced or they were switched off when they were not in active production. In this way, our customer achieved both higher quality in production and a reduction in costs, e.g. by avoiding breakdowns and lowering energy consumption.

Start your Business Model Innovation today!

AI, Data Science and Container: Experience today what's possible tomorrow.

Try it, adjust it, re-test and finalize – Working with industry leading partners Intel, SUSE, NetApp and Juniper, we have developed the Fujitsu DX Innovation Platform. Fujitsu provides you with powerful tools along the innovation process. For example the test drives for AI, Data or Containerization. They are consultancy-led and free of charge.

Register now to develop and test your ideas, or check out our solutions, such as our on-premise, private GPT.

Register here, or reach out to engage-CX@fujitsu.com.

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