

Money Follows Data

Building the Data-Driven Enterprise

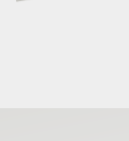
Make data the center of your business!



By 2022:



Nearly 30% of global data needs real-time processing



52% of data is "dark": unclassified, unleveraged

Why should you care?



Now: only 5% of available data used in decision-making



Goal: at least 50% of data used in decision-making

- Poor decision making
- Low customer satisfaction

- High customer satisfaction
- New revenue opportunities

The challenge: Generate value from data



Explore



Create



Protect



Monetize

IT head's challenges:

- Gaining visibility into useful data
- Counter data and cybersecurity risks

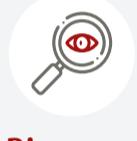
C-Exec challenges:

- Create new business opportunities
- Comply with digital ethics, trust, privacy

Become a data-driven enterprise:

Stages in your journey:

01 Create your data transformation baseline



Discovery
business objectives, environment, apps and data



Design & Build
future data architecture incl. business continuity concept, data science and AI

Fujitsu co-creates solutions with you considering your focus and challenges

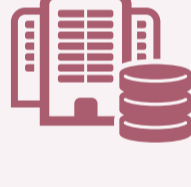
02 Define your data architecture

The challenge: maintain seamless data control, visibility and access in a distributed landscape

EDGE



CORE



CLOUD



Stay in charge of distributed data & hybrid architectures with Fujitsu and adopt latest and greatest technology with ease

03 Protect and secure data

Distributed and Hybrid IT has a higher exposure to data loss and cyber-crime



Ensure data availability



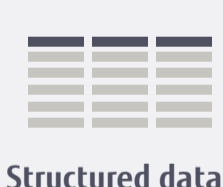
Protect against external threats



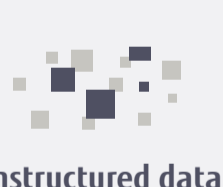
Preserve data for further use

04 Extract business value

Data is increasingly diverse – new data sciences are needed



Structured data



Unstructured data

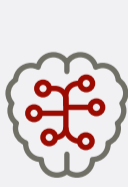


Semi-structured data

Generate data pipelines



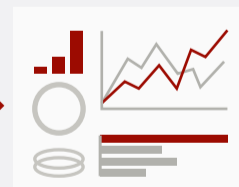
Collect data from unified data lakes



Train & test with artificial intelligence



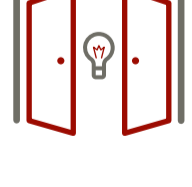
Apply capabilities



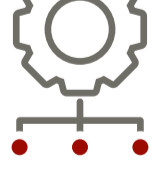
Gain business insights

New data

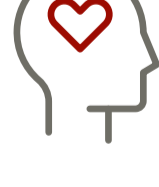
The outcome



New revenue and business opportunities



Improved process automation and productivity



Increased customer satisfaction

Make it happen with Fujitsu

Technology / Domain Expertise



Service Expertise

Driving Data-Driven Transformation



Fujitsu's Partner Ecosystem

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Waiting is no option – Let's begin your data-driven transformation now