

2016
SMU Symposium

Singapore
March 7th, 2016

FUJITSU

shaping tomorrow with you

Fujitsu's Global Activities and Challenges

Rio Yamaura

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Fujitsu Asia Pte Ltd

共同体性

(Oneness)

FUJITSU

Fujitsu Forum
2015



豊かな未来に向けて

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Human Centric Innovation
in Action

Human Centric Innovation in Action



AUTO PLAY

0:00

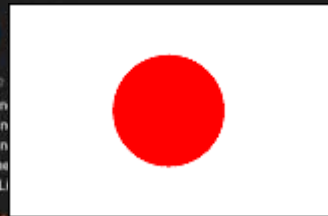
4:00

10:00

16:00

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12



Average
North Lin
Circle Lin
South Lin
West Line
Central L

EAST LINE Train accident near South-bay Station

CITY LINE 15 minutes delay in North Line

Highway

Inbound/Outbound

Average Occupancy Rate / Delay



2-11 Line Train accident near South-bay Station

3-14 Line 15-mile-long back-up from River-side Tunnel

TAXI



City Bus

Average Occupancy Rate / Delay



No.333 45 minutes delay due to traffic accident

No.334 15 minutes delay due to traffic congestion

Weather

Forecast



Railway



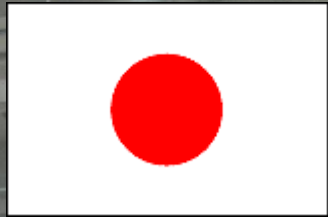
Recommendations

1. Add 1 extra train in North Line (25% Occupancy Rate reduction) 75%
2. Add 2 extra trains in North Line (40% Occupancy Rate reduction) 68%
3. Add 4 extra buses from West-park Stop to South-bay Station (25% Occupancy Rate reduction) 75%
4. Add 6 extra buses from West-park Stop to South-bay Station (35% Occupancy Rate reduction) 65%
5. Dispatch 50 taxis to North-bay Station (20% Occupancy Rate reduction) 80%

Average Occupancy Rate

Marketing

© OpenStreetMap Contributors





ServiCaixa

Canje sus Puntos Estrella por regalos

Libreta Librería

Tarjeta Estrella

Impresión Tickets

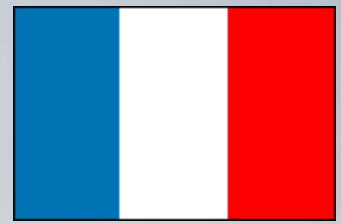
Boletines Estrella

Boletines Estrella



ServiRed







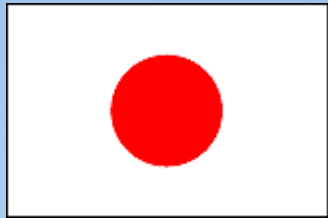


Cutting-edge
Horticulture

Web Camera

1







Agency for
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and Research

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SINGAPORE MANAGEMENT
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URBAN COMPUTING AND ENGINEERING
CENTRE OF EXCELLENCE
MASTER RESEARCH COLLABORATION AGREEMENT
SIGNING CEREMONY



Mr Suresh Sachi
A*STAR

Mr Tango Matsumoto
Fujitsu Limited

Prof Arnoud De Meyer
Singapore Management University

**Key
Activities**

**Value
Proposition**

**Customer
Relationships**

**Key
Partners**

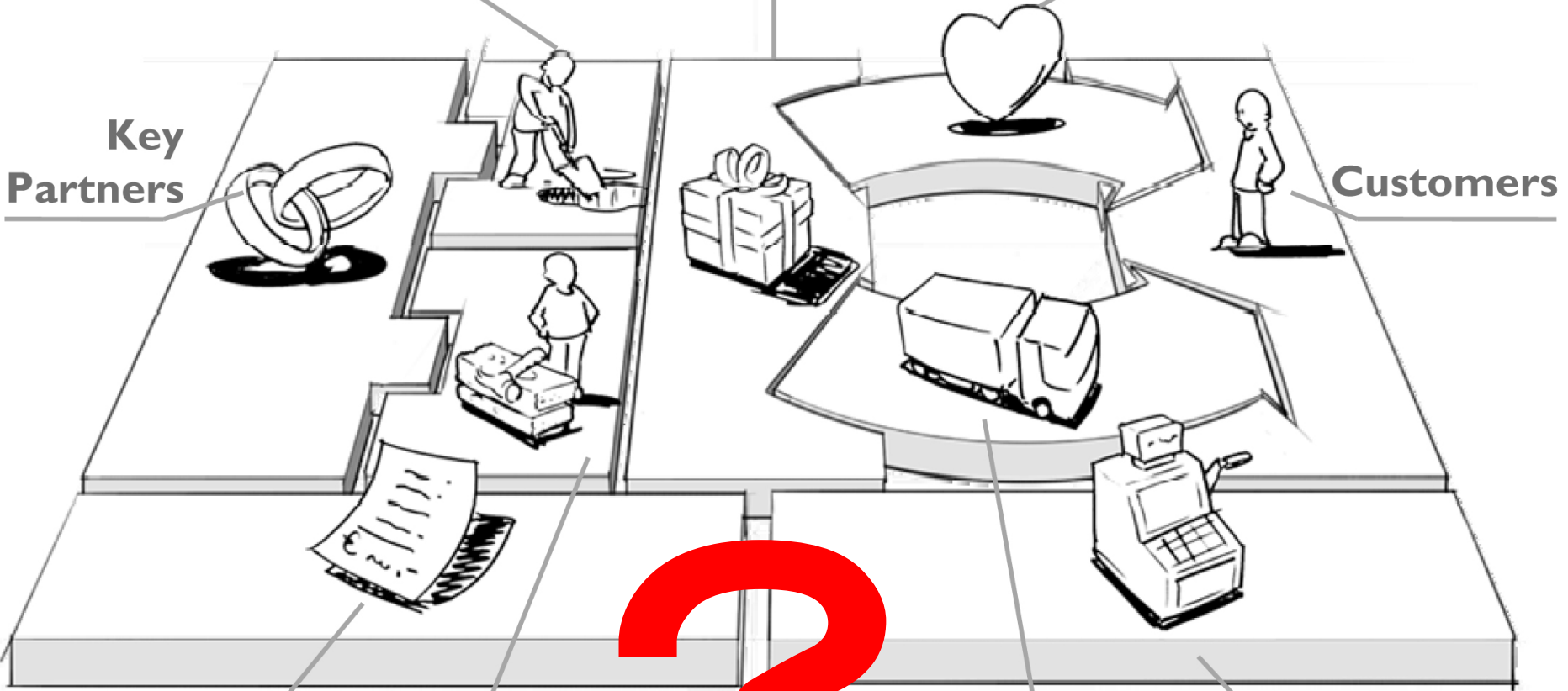
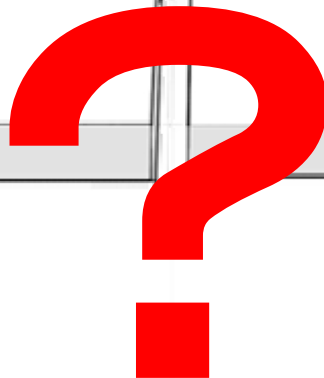
Customers

Costs

**Key
Resources**

Channels

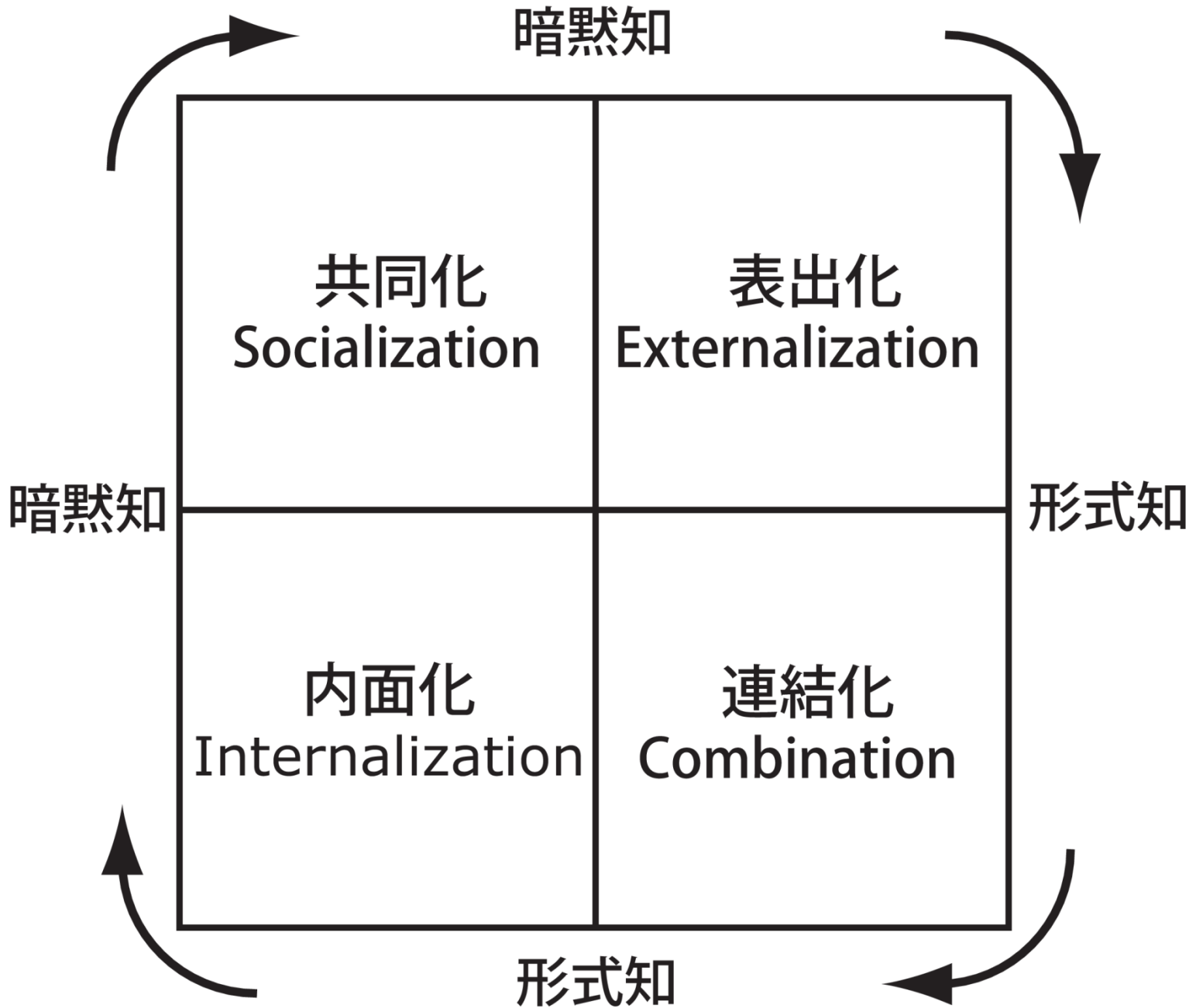
Revenue



“The Knowledge-Creating Company”




(Ikujiro Nonaka & Hirotaka Takeuchi, 1995)



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