FUJITSU THE POSSIBILITIES ARE INFINITE

New IT service trend: Knowledge processing and software as a service

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BI: Business Intelligence

Challenges

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- Management of in-house knowledge assets
  - Best possible allocation of human resources
  - Efficient utilization of employees' knowledge
- Tracking and analysis the business information
  - Highly networked competitive environment
  - Fast-moving business environment
- Business Intelligence (BI) management
  - Parallel information systems and overlapping information sources
  - Organization-wide common functions
  - Common models (information processes) for managing BI information

User-friendly service is able to manage knowledge assets and analysis business information

Goals

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Enabling to manage and merge in-house knowledge assets and business information

- Our goal is to
  - Start a new era in managing efficiently the knowledge assets of an organization
  - Intensify competitor and technology monitoring
  - Offer versatile and customizable knowledge base of business intelligence
  - Combine the information of knowledge assets with business intelligence in novel and seamless way
  - Accelerate the sift to web2.0-ready methodologies, techniques, and style of system building

Monitoring competitors and technologies

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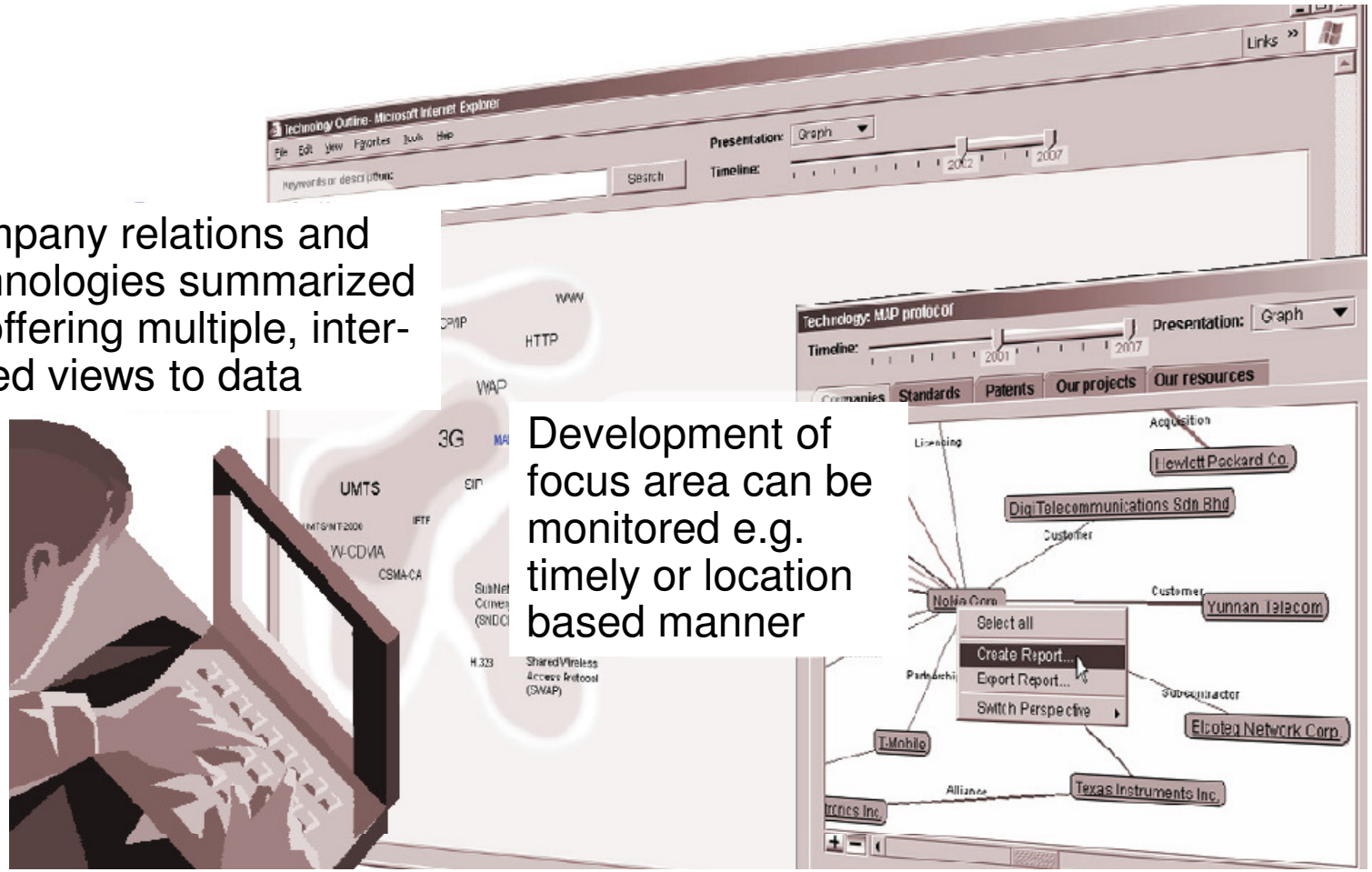
Company relations and technologies summarized by offering multiple, inter-linked views to data



Development of focus area can be monitored e.g. timely or location based manner

In-house knowledge assets

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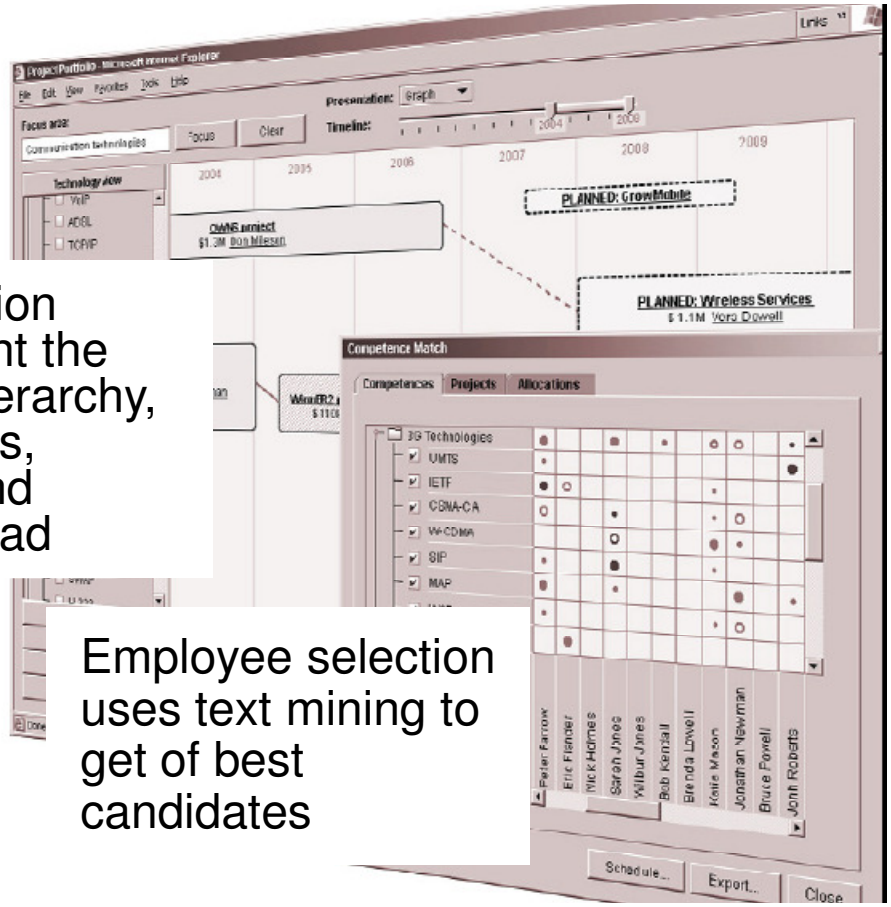
Integrating Project Base, Skill Base and Knowledge Base of key technologies

Which employees fit best to get acquainted with a giving technology?

Employee selection takes into account the position in the hierarchy, knowledge assets, project history and current project load

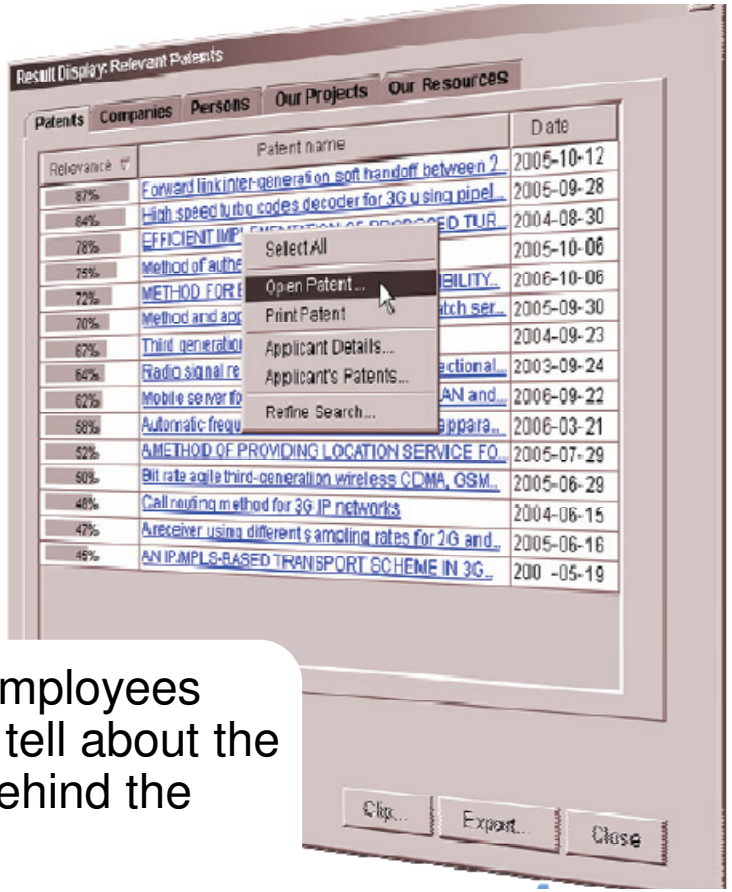


Employee selection uses text mining to get of best candidates

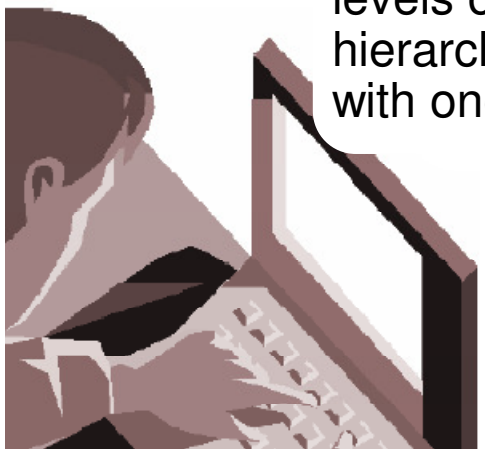
Patent analysis

Patent Base is analyzed and relevant dependencies stored to the Knowledge Base

What kind of patents our patents have related to the technologies of our competitors?



Patents on multiple levels of technology hierarchy can be found with one query



Again, which employees are the best to tell about the technologies behind the given patents?

Web marketing based on CGM analysis

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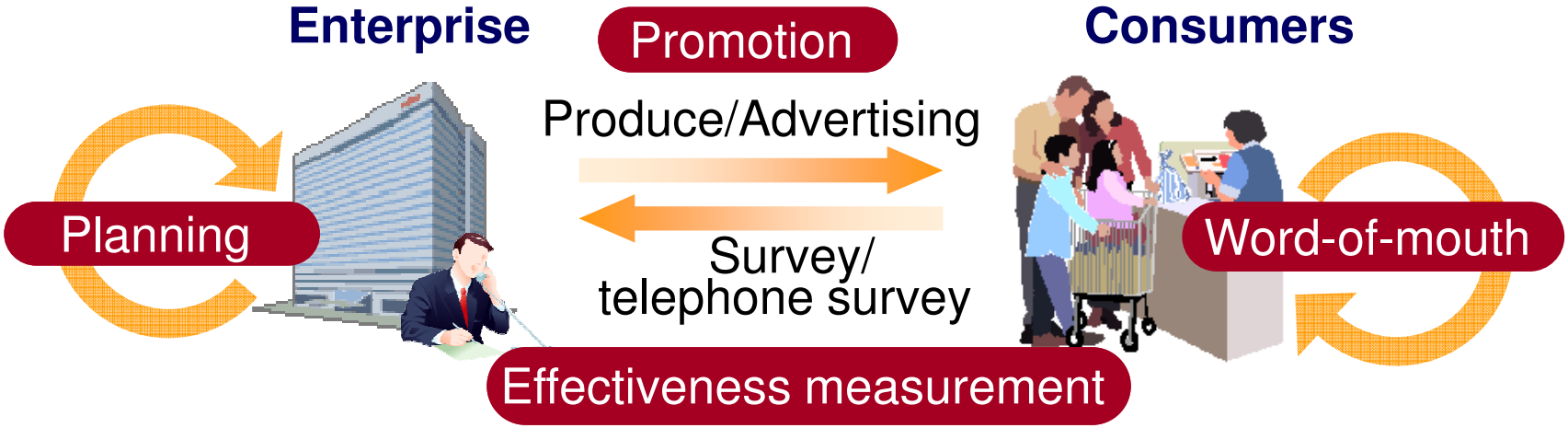

CGM: Consumer Generated Media

Blog	SNS	Bulletin board

Massive
■Blog pop. In 2006
Japan : 6.2 million
China : 60 million

Highly reliable
Credibility
Blog 83.7%
SNS 89.4%

Fresh
0.5 million opinions are generated/day (in Japan)

Free voices
Experiences, interests, and concerns

Enables management of information for vocal customers, as well as purchasing customers

From web1.0 to web2.0
- Changes over the past decade -

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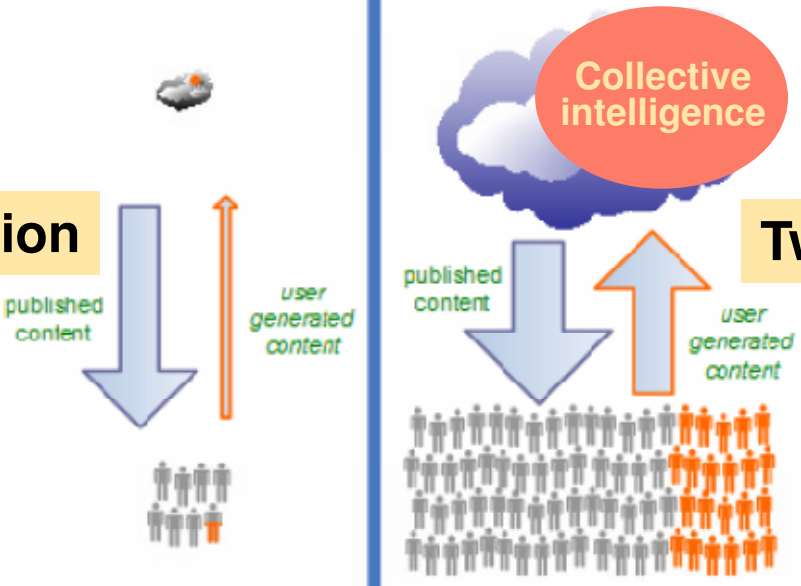
Web1.0
The mostly read-only Web
250,000 sites

Web2.0
The wildly read-write Web
80,000,000 sites



One-way information

Two-way information

- **Blog, Wiki, etc.**
- **Providing new services through service integration**

45 million global users
1996

1 billion+ global users
2006

Increasing Broadband penetration

Spread of high-speed/ultra-high speed Internet

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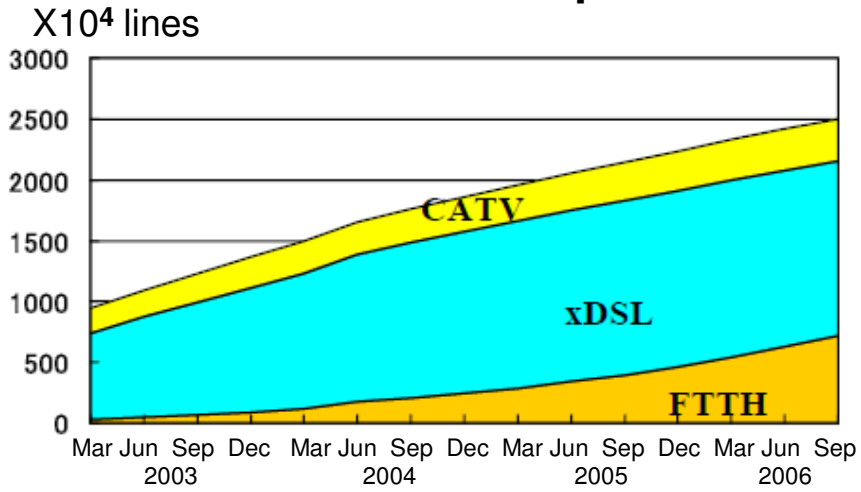
- FTTH is going strong while DSL has seen a downturn in urban areas (DSL total is also declining slightly)
- Increase of approx. 820,000 on last quarter

Domestic Broadband Users (excl. FWA)

As of the end of Sep. 2006: 25.03 Million (MIC)

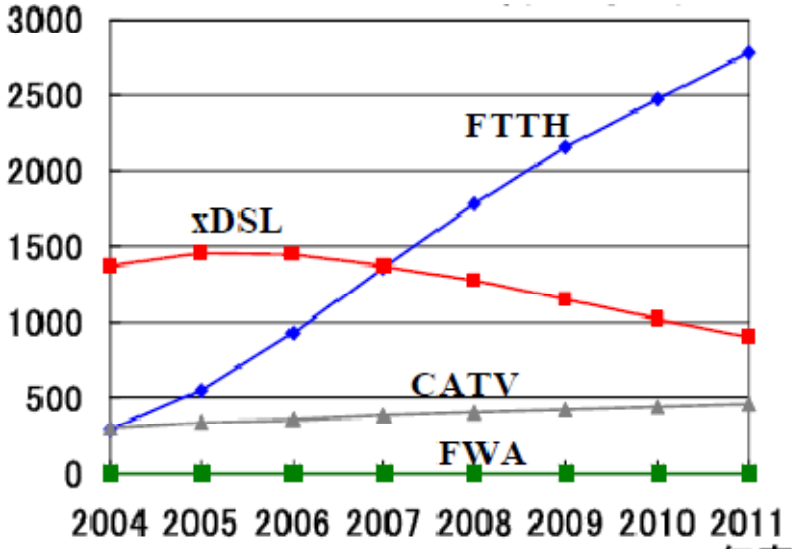
- xDSL: 14.4 million
- CATV: 3.48 million
- FTTH: 7.15 million

Domestic Broadband penetration



Source: MIC (Dec. 2006)

Broadband Penetration Forecast



Source: Yano Research Institute Ltd. (July 2006)

SaaS market trends

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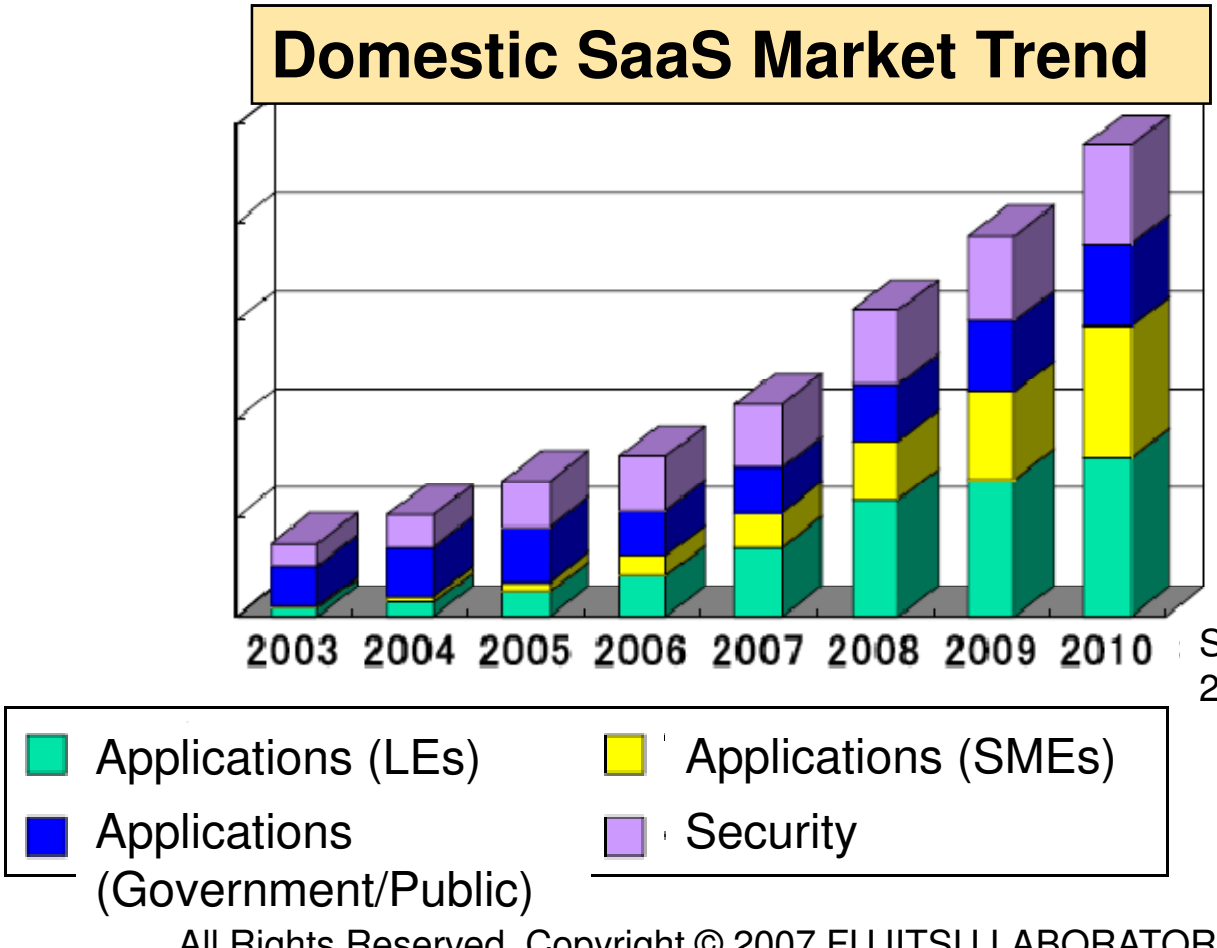
- **Initially, public applications drove the trend with the backdrop of the "e-Japan Strategy," followed by expansion of the private market**



Source: ASP White Paper 2005 (IDG, August 2005)

Web2.0 is changing system

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- **Concept of building system**

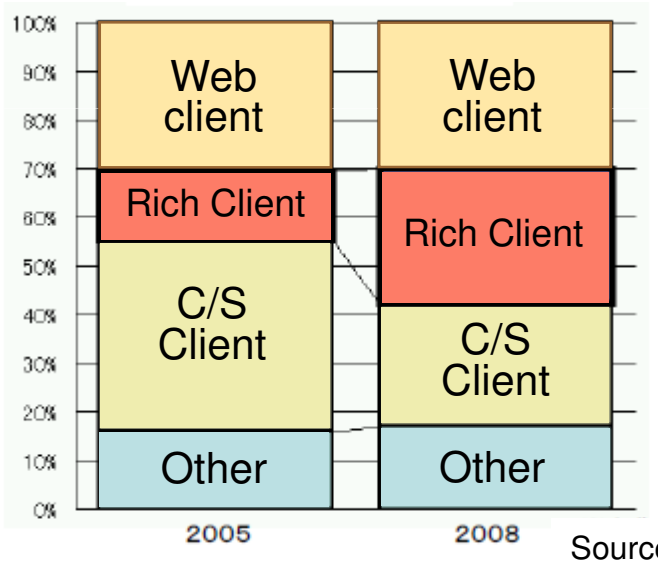
  Client/Server-oriented client ⇒ Rich Client Era

- **Methodologies/Techniques for building system**

  SI (customization) ⇒ Service integration (use of mash up)

Changes in client type

(A case of Chiba city's mapping service)



Source: NRI

- **Accelerating the sift to web2.0-ready methodologies, techniques, and style of system building**

Effects of web marketing on web2.0

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- Analyze what consumers really think
  - Huge amount of samples
- Grasp changes in consumer taste
  - Real-time analysis, historical analysis
  - Analysis from multiple perspectives
- Increase the influence on consumer behavior
  - Extract and utilize influencers
- Reduce survey/analysis cost and time
  - Introduce data/text mining

BuzzPulse@nifty

service to analyze word-of-mouth reputation

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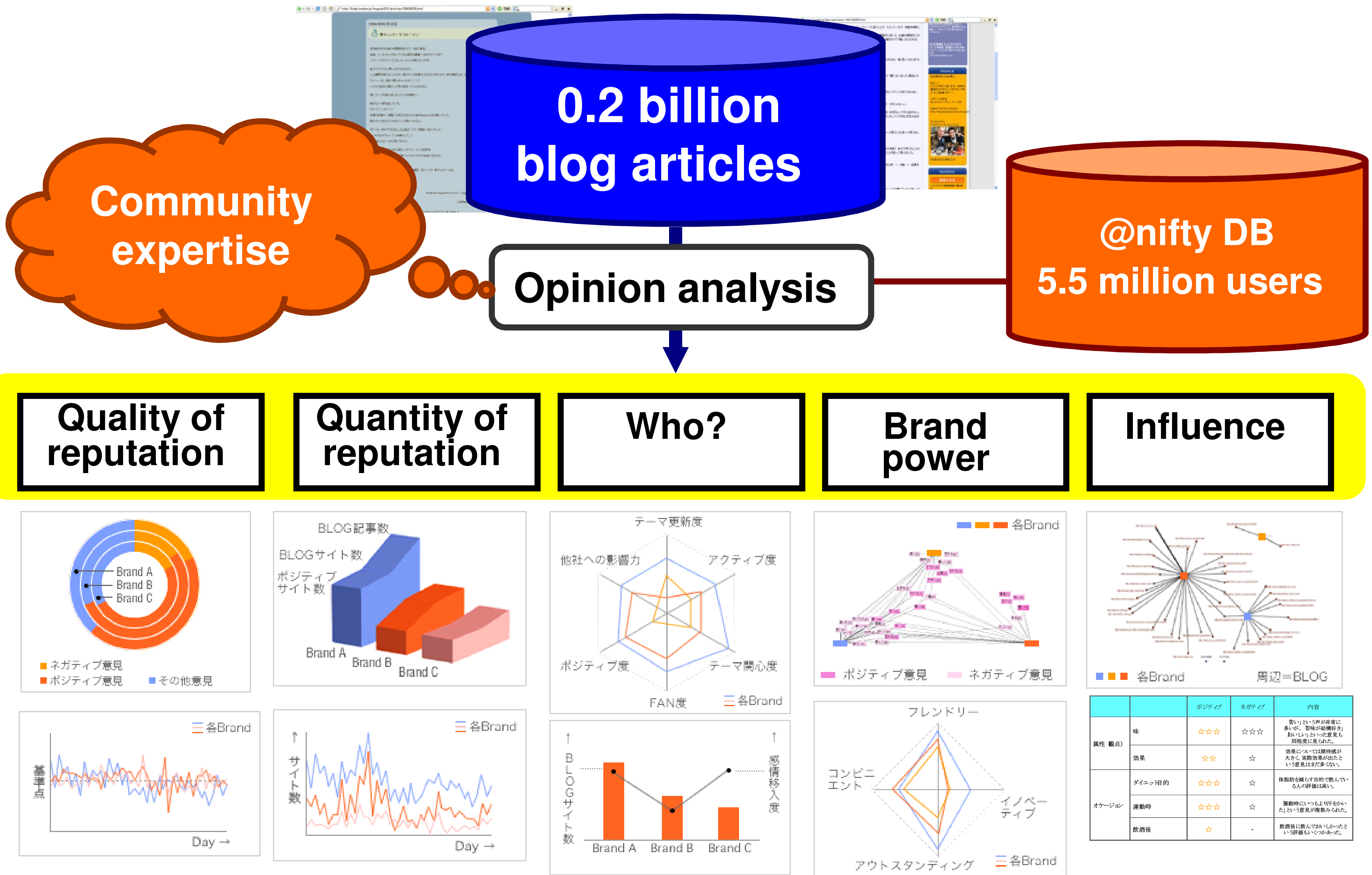

Provided by @nifty

What BuzzPulse reveals

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BuzzPulse enable users to see the following in regard to word-of-mouth concerning a keyword (product/brand):

Quantity: The number of cases where a keyword is quoted, e.g. number of blogs, number of blog articles, and number of opinions [How much it is talked about]

Quality:

- The number of blogs, number of blog articles, and number of opinions classified into positive "opinions" and negative "opinions"
- Actual rating words and co-occurrence words (actually used words in both cases) in regard to the keyword; The number of rating words and co-occurrence words [How it is talked about]

- **You can also see the URL, loyalty, and influence of each article**

Furthermore, more detailed analysis, such as comparisons with others (products/brands) or historical comparisons, are also possible

Possible value chain

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- Correspondence to the business needs of global expert organizations
- Monitoring the business environment
  - Market situation, competitive products, competitor's actions
  - Technology choices, business trends, trend anticipation
  - Efficient utilization of internal knowledge assets
  - Meeting the customer needs, utilizing market and business knowledge
- Offering advanced software and services to support end user business efforts
- Combining end user's BI solutions with service providers' solutions

BI on software as a service

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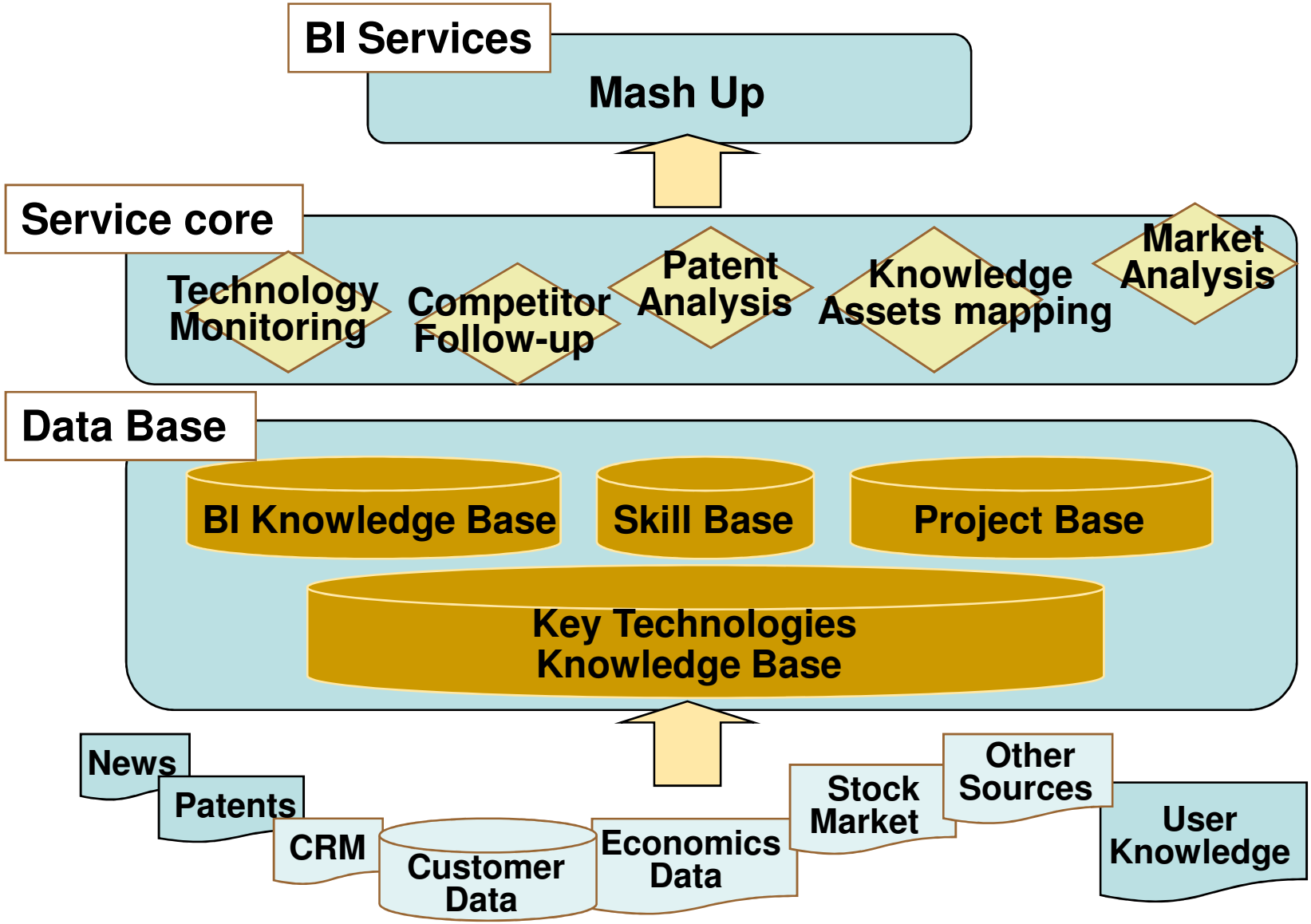

Why SaaS?

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- SaaS is a service provision model where software is purchased as a service and used via a Web browser
- SaaS not only hosts applications to provide them as ASP services but also integrates applications through Web services
- Broadband penetration and Web 2.0 boost the penetration of SaaS

- Currently expanding in non-core business fields, such as CRM or SFA
- Has the advantage of reducing introduction costs
- Partial introduction as well as later enhancement depending on the result is simple

Summary

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BI services using knowledge management and web2.0 techniques are able to realize following benefits;

- Boosted external business environment monitoring
- Boosted in-house knowledge assets utilization
- Boosted consumer market monitoring
- Added value for existing BI solutions
- More efficient information exploitation with more advanced BI processes

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