

# Welcome!

## CxO Event

Fujitsu Clubhouse

Deels of volledig naar  
Fujitsu omzetten

# Welcome!

CxO Vision Dinner  
Digital Resilience

31 mei 2022



FUJITSU

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# Program

17:00 Opening

17:10 Setting the scene Redmer Huizinga, Fuj

17:35 Guest Speaker Johan Sturm, Robeco

18.00 Short Break

18:20 Panel discussion with Royal IHC, myBrand & TU Delft

18:50 Inspirational speaker Joseph

Wrap up & closing

Networking & Dinner

End



Deels of volledig naar  
Fujitsu omzetten,  
foto's sprekers in  
rondje



Margeet Rijken –  
moderator  
Apart vermelden



# **Fujitsu Technology and Service Vision 2022 Doing well by doing good!**

Davy van Iersel  
Managing Director NL  
[davy.van.iersel@fujitsu.com](mailto:davy.van.iersel@fujitsu.com)

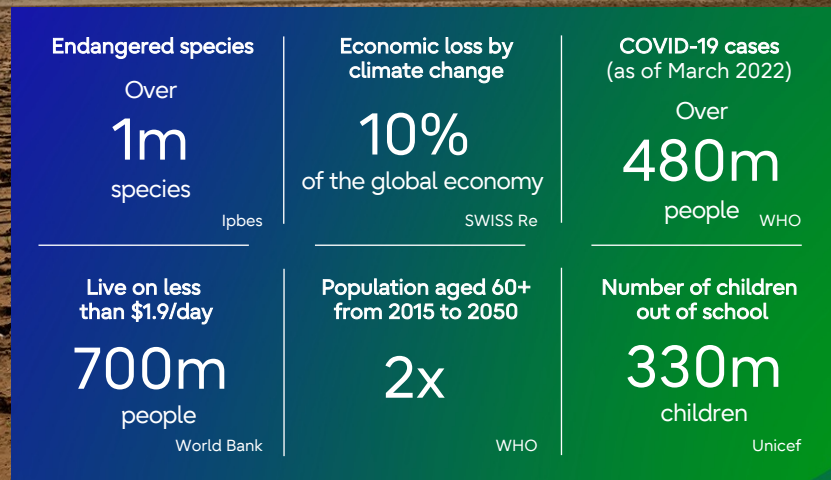




# Global sustainability crisis

- We face a global environmental, social and economic crisis.
- In addition, we are faced with unprecedented uncertainty brought about by the pandemic and geopolitical issues.
- What actions should we take to overcome these critical challenges?

**Our purpose**  
Make the world  
more sustainable  
by building trust  
in society through  
innovation.



**Fujitsu  
Technology and  
Service Vision**

# FT&SV 2022 big picture

## Sustainability transformation is a journey.

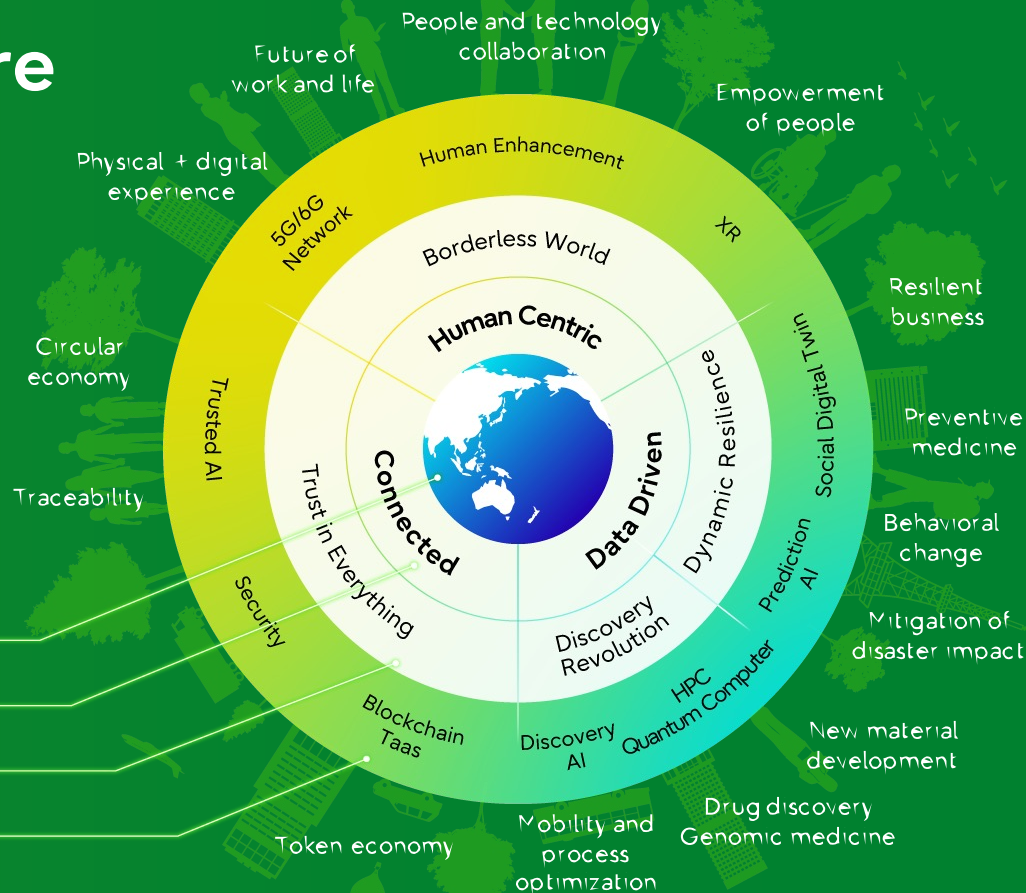
- How to begin your journey with purpose-driven leadership
- How technology will help you achieve a more sustainable future
- Challenges and required actions in different business domains (Fujitsu Uvance)

Purpose oriented to sustainability

Key elements for sustainability transformation

Technology vision

Enabling technologies



# Technology Vision

## Borderless World

Physical and digital experiences will converge to realize human centric experiences, empowering people to live fuller lives.



## Dynamic Resilience

Uncertain future scenarios will be digitally rehearsed to build resilience across business and society.



## Trust in Everything

Distributed trust will connect people, things and services safely and securely, supporting a more regenerative society.



## Discovery Revolution

Innovation will be accelerated by using data to combine the creativity of people and technology.

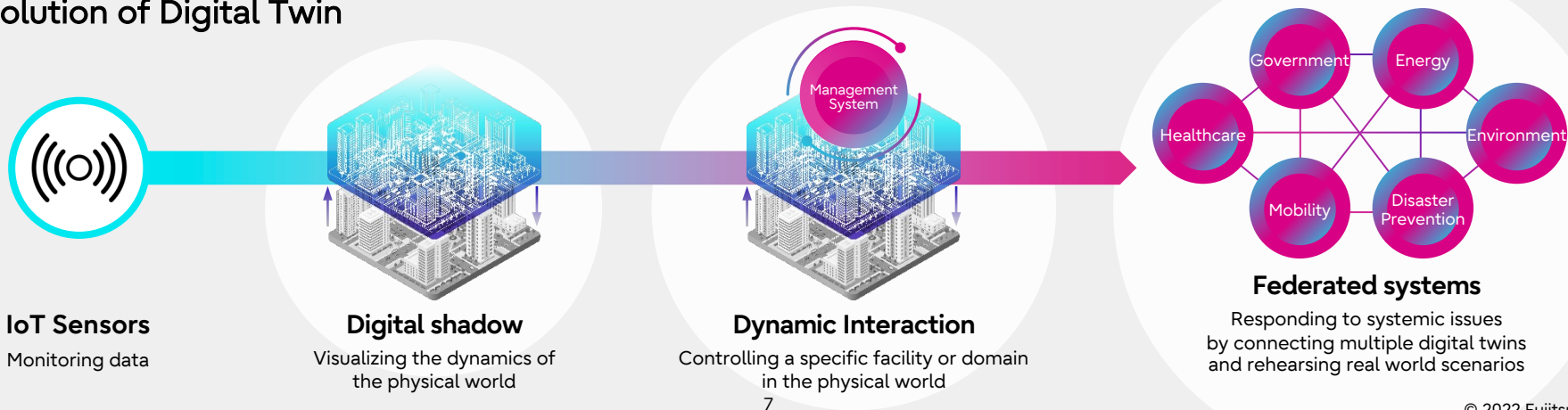




# Digital rehearsal

- Digital technology is enabling us to expand our ability to understand the world and predict what might happen in the future.
  - Digital twin technology is helping us to visualize the physical world as a digital shadow in real time, further enabling us to control it dynamically.
- Over the next 10 years, multiple digital twins will be connected, with underlying data mutually linked.
  - It will enable us to rehearse complex scenarios in a digital space, prepare a response to systemic risks and generate prompt and appropriate actions.

## Evolution of Digital Twin



# Building resilience

## Resilient cities



- How can we make our cities more sustainable and more resilient?
- We can digitally rehearse how many drivers will shift to public transport if we dynamically change road pricing and public transport fares.
- We can also influence the behaviors of drivers by allowing them to understand how much CO<sub>2</sub> emissions can be reduced.

## Mitigating disaster impact



- The social digital twin will help us to rehearse what could happen in the event of disasters.
- Fujitsu and academic institutions simulated the impact of tsunamis with high precision using the supercomputer Fugaku.
- We have also developed an easy-to-use mobile application, ensuring people can evacuate more quickly.

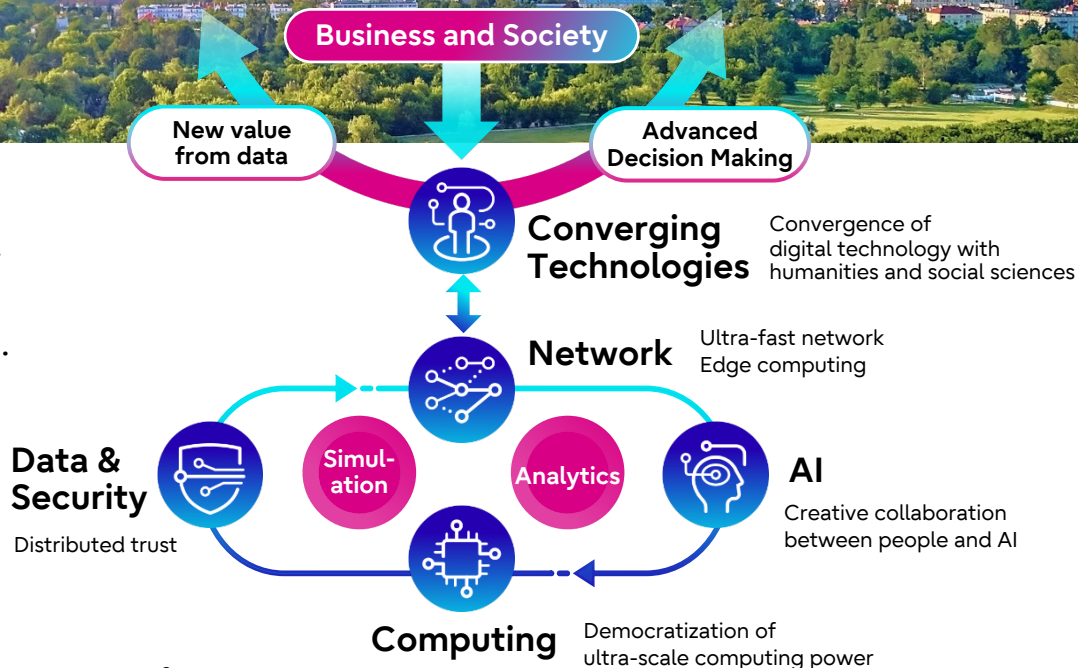
## Resilient business



- The key to management strategy is balancing efficiency in normal times with resilience in the event of an emergency.
- How can we digitally rehearse future scenarios, and how quickly can we execute Plan B and Plan C by sensing data in real time?

# Creating sustainable value

- Integration of digital technologies is key to enabling our sustainable future vision.
- Fujitsu continues to seamlessly merge technologies to create sustainable value.
  - Providing ultra-scale computing power via networks by converging computing and network technologies.
  - Accelerating discovery by creative collaboration between people and AI.
  - Simulating cities and society dynamically.
  - Building trust across the borderless world.





# Moving beyond Resilience

The composable  
enterprise and anti-fragile  
supply chains

Redmer Huizinga  
Innovation Consultant  
[redmer.huizinga@fujitsu.com](mailto:redmer.huizinga@fujitsu.com)

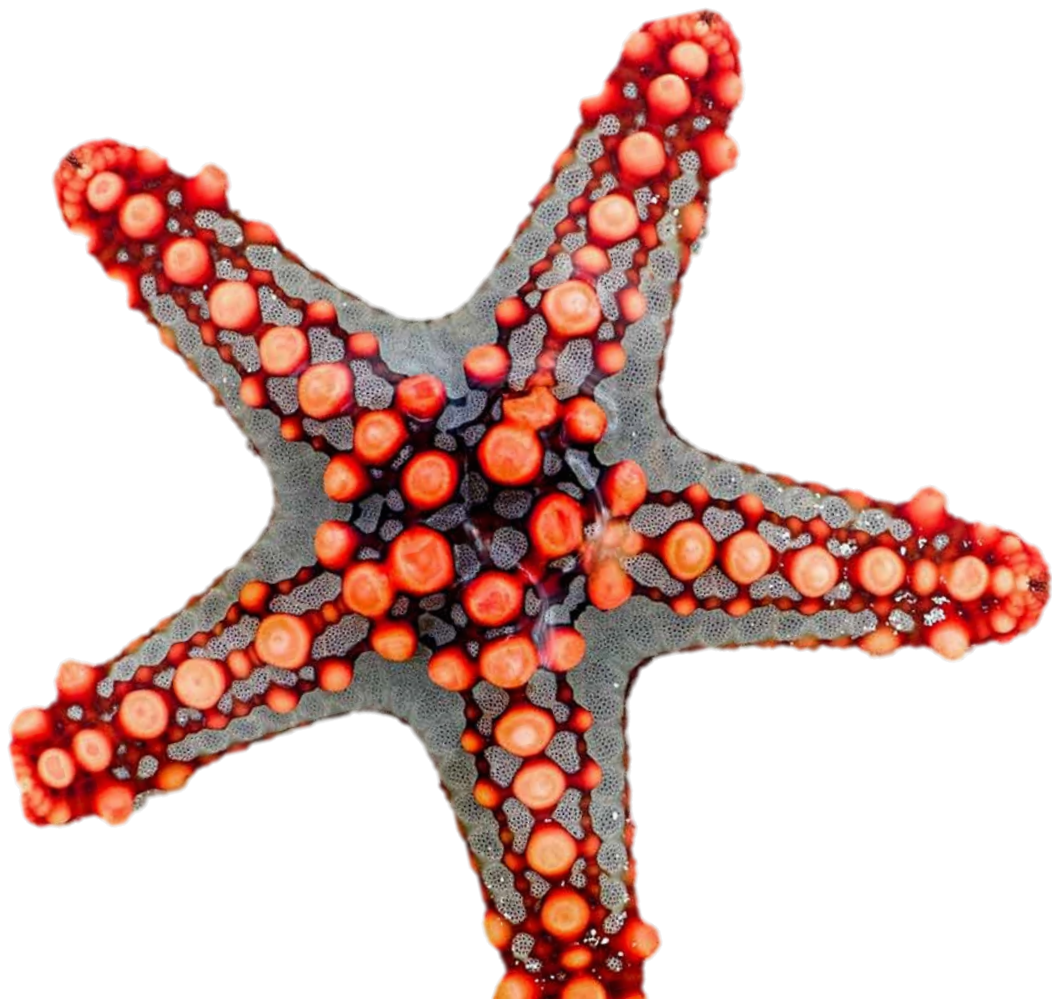


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Andere foto

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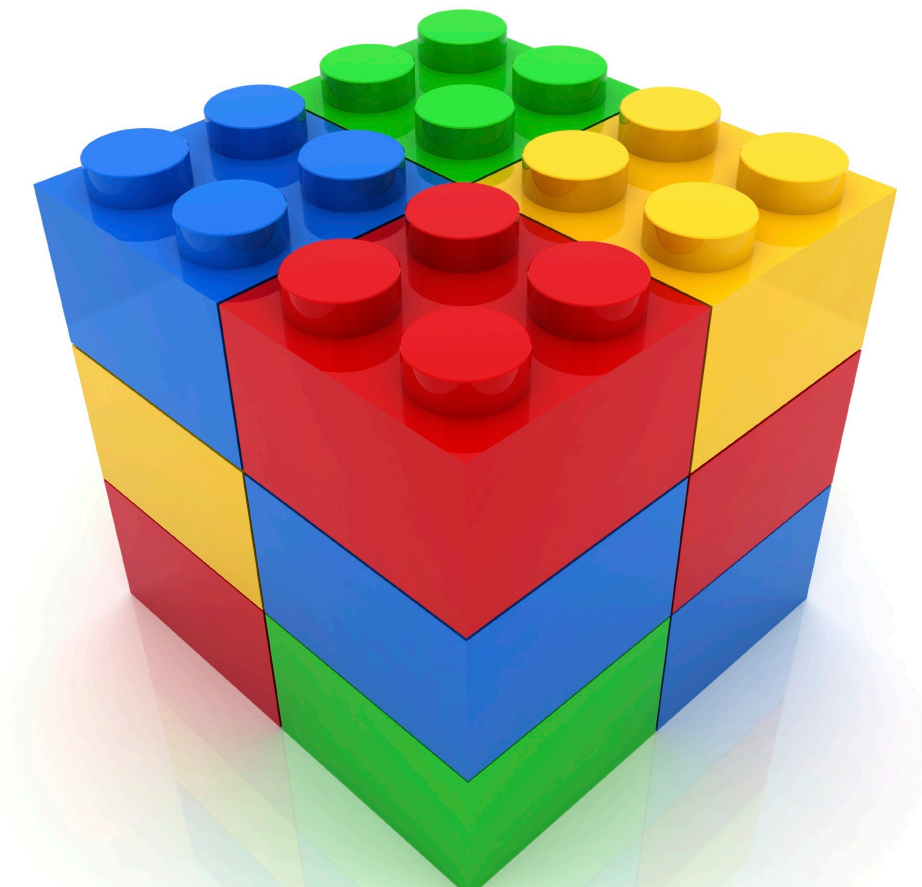




Ultimo conbato  
por el castro y las fuercas  
de los aztecas y por  
la victoria de los  
españoles. Con  
la ayuda de los  
indios, y por los  
castros de San Juan  
y San Pedro de  
los Rios.









## Redmer Huizinga

- 22 years experience in Enterprise ICT
- Author BlockChange!
- 6 years projects Data, AI, IOT and Blockchain

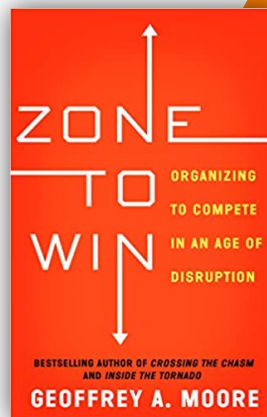


## Kleur & stylen

### Micro Enterprise Digital transformation Services

Fujitsu's Composable Enterprise

- The speed boat, start-up dynamics
- Orchestrated, not top down managed
- Principles laid out in Zone to Win



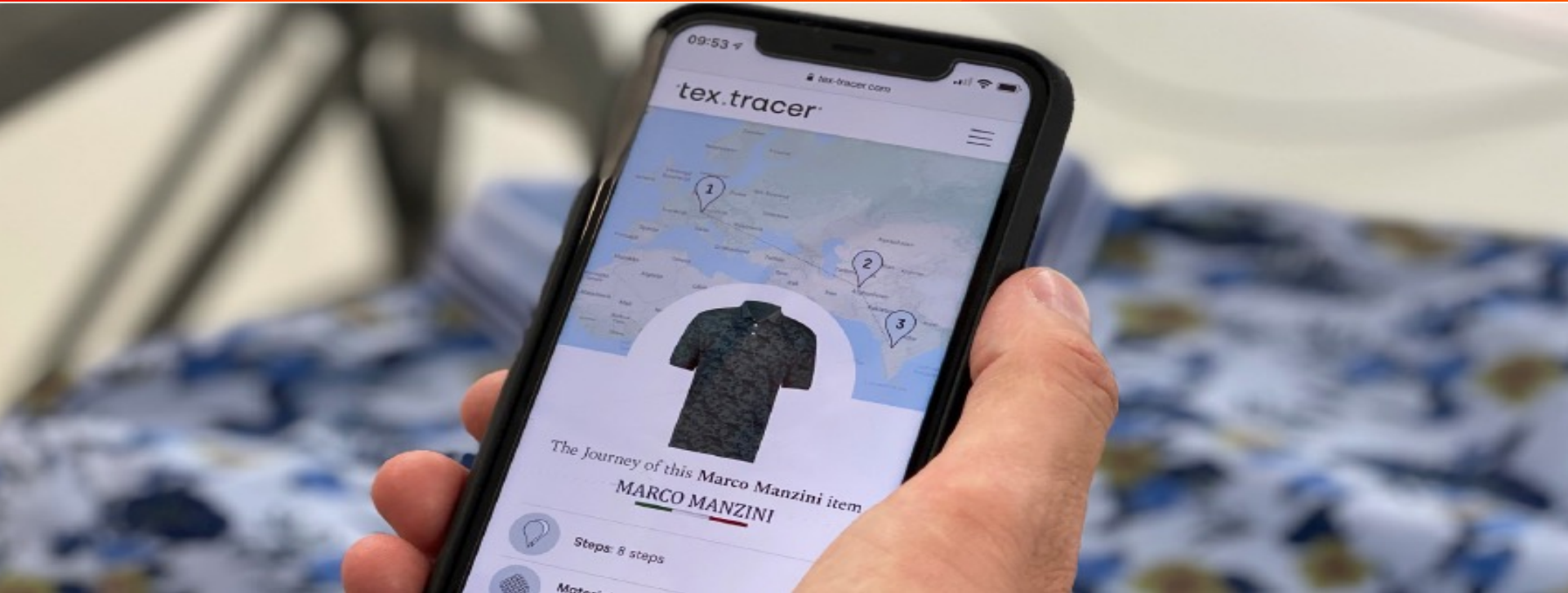


# Supply Chains: typical supply chain



stylen





# TRACING GARMENTS THROUGH SUPPLY CHAINS

# 'Composable' Supply Chains | Garments / Fashion FUJITSU

## SMART CONTRACT MODEL

Smart Contracts

Cotton Order ID  
Producer:  
- Name  
- Certificates  
- Processes  
- Sustainability

### Smart Contract Auction Raw Cotton Bales

- Ask; 100 bales Cotton
- Quality: Premium, non recycled
- Accredited supplier: Yes
- Location: China, India
- Transport not included
- Due date: June 1 2022

Place bid: \$72388

Confirm Terms and conditions ☒

↑  
**RAW  
COTTON  
Auction**



**COTTON HARVEST**

RAW MATERIALS  
PRODUCER 1



**COTTON HARVEST**

RAW MATERIALS  
PRODUCER 3



### WINNING BID



**COTTON HARVEST**

RAW MATERIALS  
PRODUCER 2

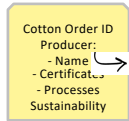


# 'Composable' Supply Chain | Garments / Fashion

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## SMART CONTRACT MODEL

### Smart Contracts

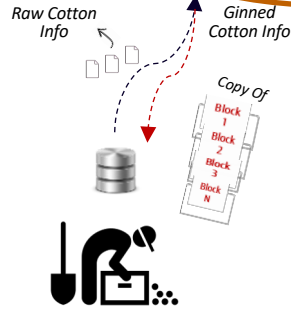


### Smart Contract Auction Transport and Ginning

- Ask; Ginning 100 bales RAW Cotton
- Quality: Premium,
- Accredited supplier: Yes
- Location: China, India
- Pick up Transport included
- Due date: June 1 2022

Place bid:

Confirm Terms and conditions ☐

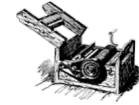


### COTTON HARVEST

RAW MATERIALS  
PRODUCER



**COTTON  
GINNING  
Auction**



### COTTON GINNING

Producer 1



### WINNING BID



### COTTON GINNING

Producer 2



### COTTON GINNING

Producer 3





# 'Composable' Supply Chain | Garments / Fashion

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## SMART CONTRACT MODEL

Smart Contracts

Cotton Order ID  
Producer:  
- Name  
- Certificates  
- Processes  
- Sustainability

Cotton Order ID  
Producer:  
- Name  
- Certificates  
- Processes  
- Sustainability

Cloth Item ID  
Manufacturer:  
- Name  
- Certificates  
- Materials Used  
- Processes Info

Raw Cotton Info

Ginned Cotton Info



COTTON HARVEST

RAW MATERIALS  
PRODUCER



COTTON GINNING

GINNING FACTORY



**SPINNING  
TO  
YARN  
Auction**

### Smart Contract Auction SPINNING TO YARN

- Ask; Ginning 100 bales RAW Cotton
- Quality: Premium,
- Accredited supplier: Yes
- Location: China, India
- Pick up Transport included
- Due date: june 1 2022

Place bid:

Confirm Terms and  
conditions ☐

WINNING BID



COTTON SPINNING TO  
YARN PRODUCER 2



COTTON SPINNING TO  
YARN PRODUCER 1



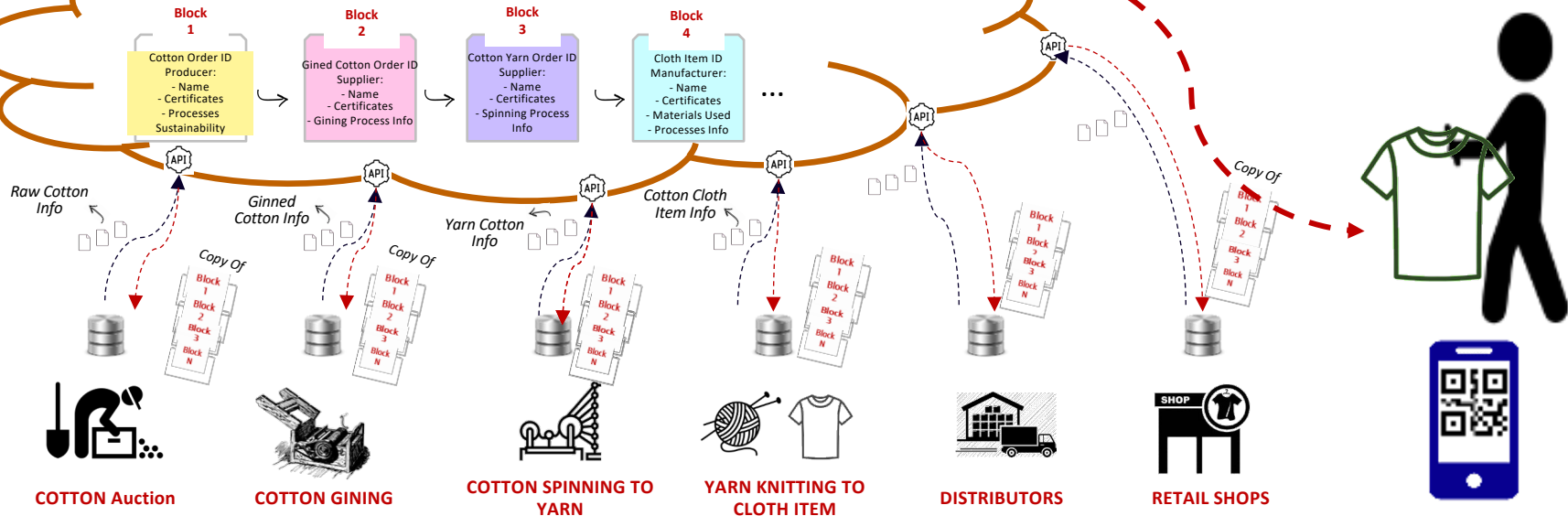
COTTON SPINNING TO  
YARN PRODUCER 3



# 'Composable' Supply Chain | Garments / Fashion

FUJITSU

## SMART CONTRACT MODEL



RAW MATERIALS  
PRODUCER



SCAN QR  
CODE ON  
ITEM VIA  
MOBILE APP



TRACING GARMENTS THROUGH SUPPLY CHAINS



# Q&A

Deels of volledig naar  
Fujitsu omzetten

Met plaatje erbij dat  
bij Q&A past



## Robeco during and after COVID-19

### Adaptability, Perseverance and the Starfish...

Johan Sturm, Head of Continuity and Stability & CISO, [j.sturm@robeco.nl](mailto:j.sturm@robeco.nl)

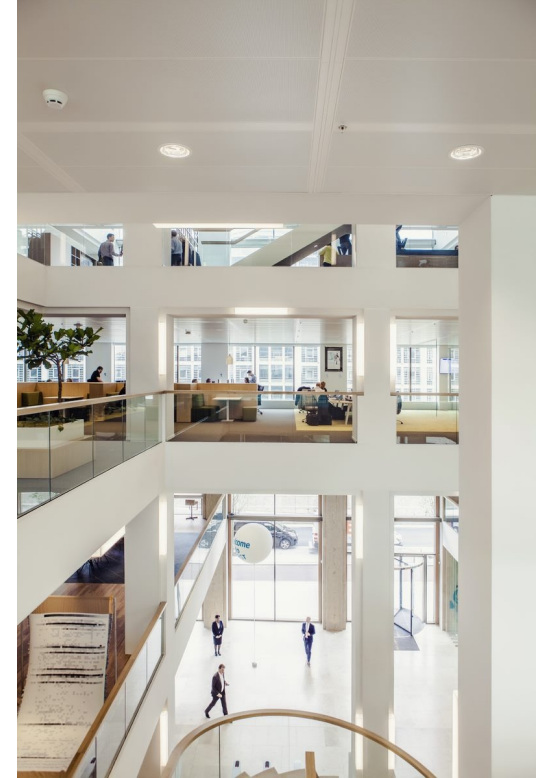


# Topics

## Robeco during and after COVID-19

1. Phases for returning to the office
2. The Adaptability Quotient
3. Workplace replacement during COVID-19
4. Characteristics of an Open System
5. Adapt, Persevere and Reconnect

“The Starfish and the Spider: The Unstoppable Power of Leaderless Organizations”  
by Ori Brafman and Rod Beckstrom





## Phases for returning to the office – continuous adaptation...





## Workplace replacement during COVID-19

Successful company-wide laptop replacement during the pandemic (Summer 2020)



950+ laptops shipped to homes in the Netherlands and 300+ shipped to homes and offices in **15 different countries**.



**Straight from the factory box** into in the hands of the user, no pre-imaging or other device preparations required. Only prerequisites are internet access and login credentials with multi-factor authentication.



**Self-service enrollment** based on Auto-Pilot, including auto application delivery via Intune and optional self-service install from the Company App Store. On average up and running with access to mail, documents and web apps **within 30 minutes** and fully operational with local apps within an hour.

Open systems can easily mutate... [Brafman, Beckstrom]



# Some characteristics of an 'open system'

## To deal with the unexpected

### Culture of 'Cautious Pioneering'

- > Early anticipation (don't wait on Government decisions)
- > Focus on trends and opportunities
- > Risk aware
- > Flexibility and Adaptability
- > Pro-activeness, ownership and responsibility

### Resilient technical infrastructure (solid and agile)

- > Zero trust security architecture
- > Up-to-date digital workplace
- > Communications and Collaboration tools
- > Secure Access to Secure Cloud solutions
- > Advanced Threat Protection and Security Monitoring



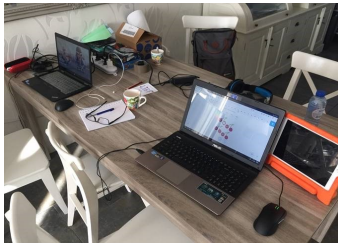
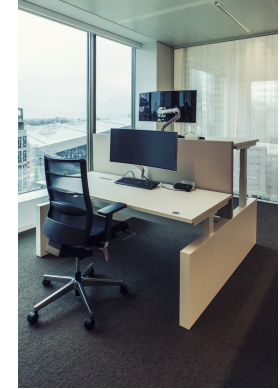
... and some luck



## Lessons learned

### Adapt, persevere and reconnect

*“It’s not that open systems necessarily make better systems. It’s just that they’re able to respond more quickly because each member has access to knowledge and the ability to make direct use of it” [Brafman, Beckstrom]*



# Q&A

Deels of volledig naar  
Fujitsu omzetten

Met plaatje erbij dat  
bij Q&A past





# Short Break!

## In about **20** minutes the program continues!

Deels of volledig naar  
Fujitsu omzetten

Met plaatje erbij dat  
bij break past  
(Japanse hapjes)

# Panel discussion



Jan van de Wouw, Director IT a



Roel Knoppers, Operational Director at myBrand



Prof.dr.ir. Kees Vuik, Scientific Director of  
High Performance Computing Centre

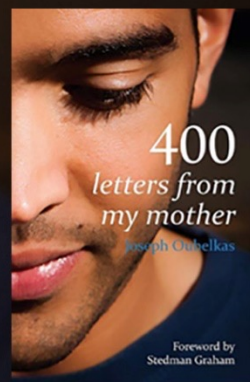
Deels of volledig naar  
Fujitsu omzetten  
Foto's van sprekers  
erbij in rondje





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Utrecht, 31 mei 2022



Joseph  Oubelkas





Utrecht, 31 mei 2022

*Joseph  Oubelkas*

*“Life, my child, has many barriers  
you must cross.*

*Most of the time, you will be warned.*

*But everyone stumbles once in their life  
on an invisible barrier.*

*Then, my son, you stand up and move on  
for you will see a heavenly blue between  
the darkest clouds*

*and flowers blooming in their full beauty.  
Lots of love, mom.”*

# IN THE MEDIA

HP/DE TIJD

GRAZIA

LINDA.

Men'sHealth

libelle



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# WHAT HAPPENED...





# THE VERDICT

10

**YEARS  
IMPRISONMENT**

23-12-2004 / 23-12-2014

# PRISON LIFE

*'They can imprison my body,  
but my spirit will always be  
as free as a bird...'*



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# HOW DO YOU SURVIVE THIS?

ATTITUDE!

Mail, postcards &  
the support!



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# HOW DO YOU SURVIVE THIS?

The '400 letters from my mother'

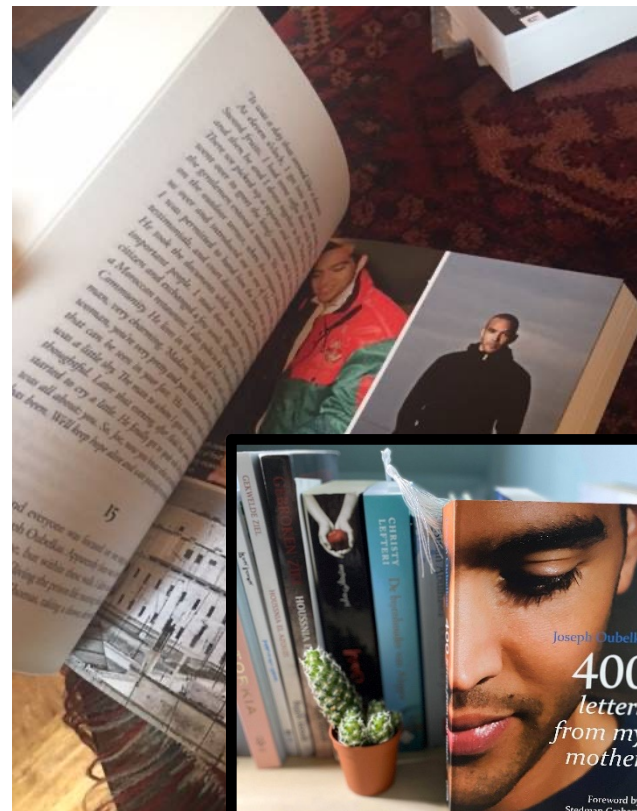
'Focus, take responsibility, determine your goals, and reach them!'

'If you want to succeed, you will!'

'Look at what IS possible!'

'But you have to do it yourself, my son...'

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# DREAM




*"It's a full moon now,  
and all the silver streams  
of the same moon that shines there too,  
will carry my love for my brave child,  
and will spin a beautiful dream  
of what is to come later,  
the time when you will  
be with us again."*





Book signed available through  
[www.josephoubelkas.com](http://www.josephoubelkas.com) 😊

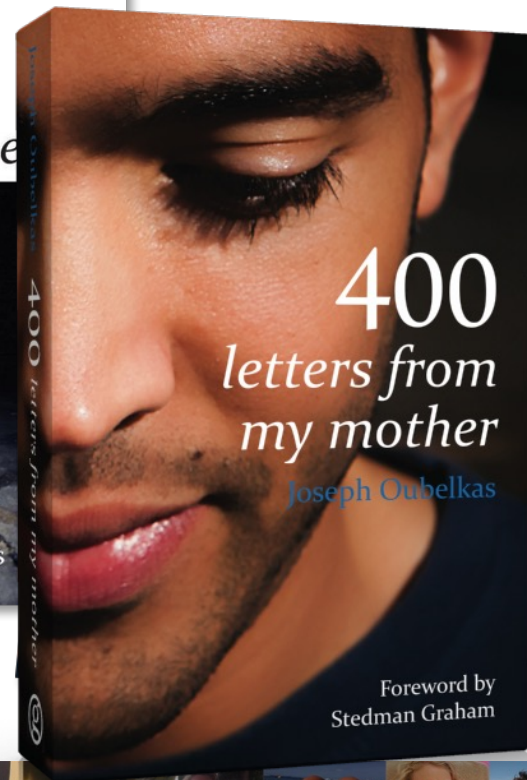
 [linkedin.com/in/oubelkas/](https://www.linkedin.com/in/oubelkas/)

 [instagram.com/oubelkasjoseph](https://www.instagram.com/oubelkasjoseph)

 [twitter.com/oubelkas](https://twitter.com/oubelkas)

 [facebook.com/oubelkas](https://www.facebook.com/oubelkas)

Joseph  Oubelkas



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# QUOTE OF THE MONTH

If...

ABCDEFGHIJKLMNOPQRSTUVWXYZ

EQUALS...

1234567891011121314151617181920212223242526

THEN...

$$K+N+O+W+L+E+D+G+E = 96\% \\ 11+14+15+23+12+5+4+7+5$$

$$H+A+R+D+W+O+R+K = 98\% \\ 8+1+18+4+23+15+18+11$$

Both are important, but fall just short of 100%.

BUT

$$A+T+T+I+T+U+D+E = 100\% \\ 1+20+20+9+20+21+4+5$$

Coincidence  
OR  
Not ???

- Thank you!
- Photo moment
- Email: slides, blog, video, FT&SV
- Dinner
- Goodiebag



# Thank you!

