FUJITSU THE POSSIBILITIES ARE INFINITE

New IT service trend: Knowledge service and a software-as-a-service application

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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

In-house knowledge assets

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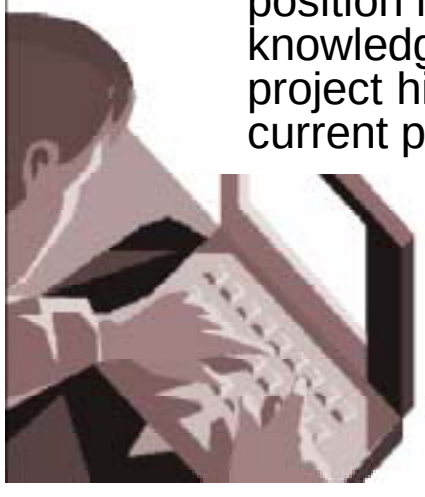
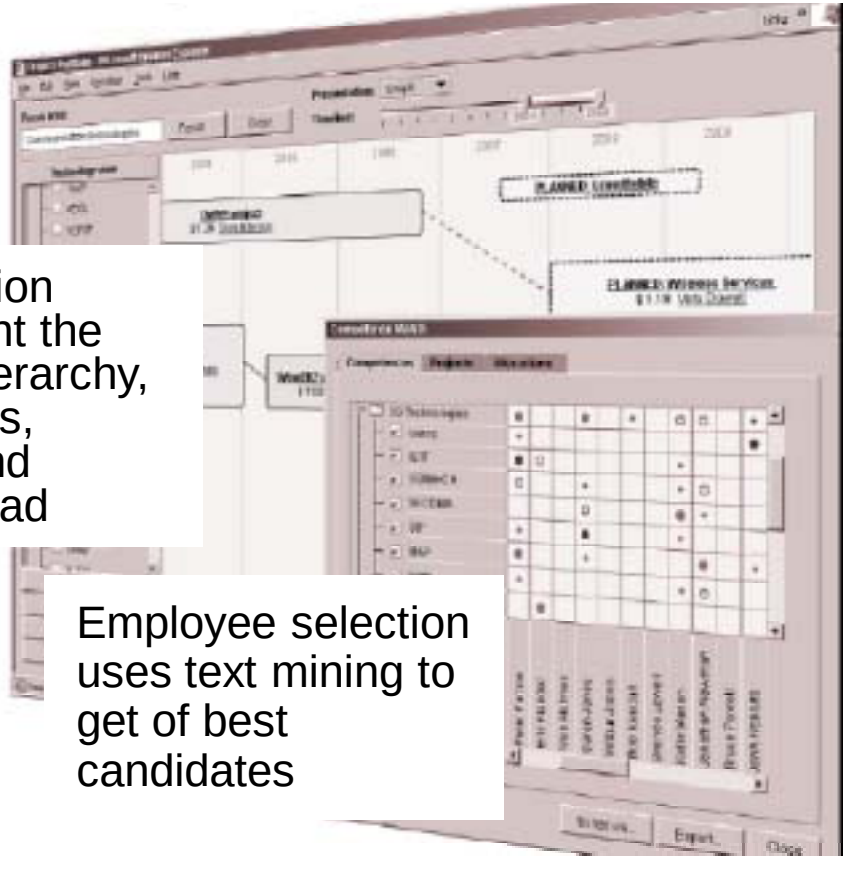
Integrating Project Base, Skill Base and Knowledge Base of key technologies

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

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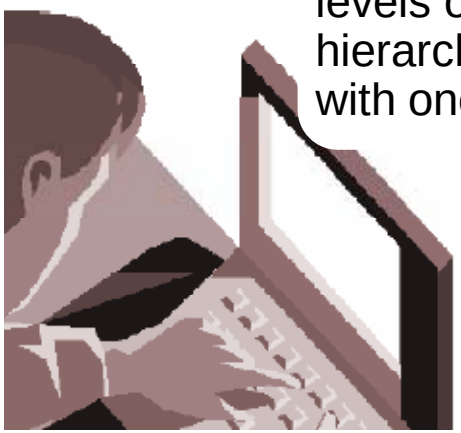
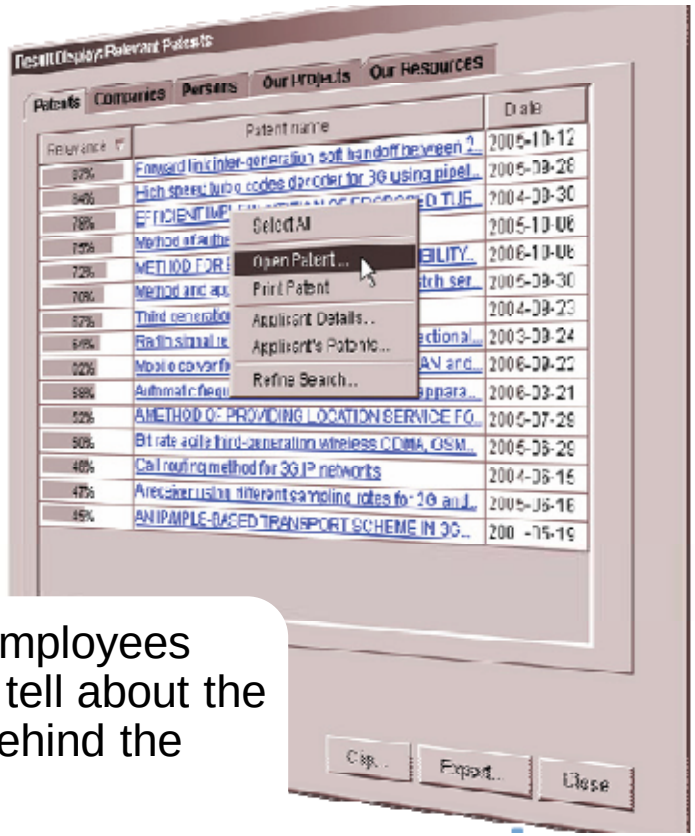
Patent Base is analyzed and relevant dependencies are stored to the Knowledge Base

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 a CGM analysis

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

Effects of a web marketing built on a web2.0 model

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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 analysis for a word-of-mouth reputation

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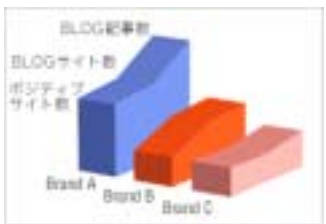
0.2 billion blog articles

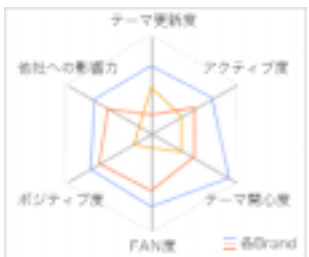
Community expertise

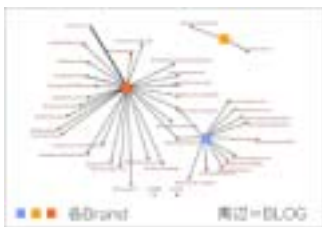
Opinion analysis

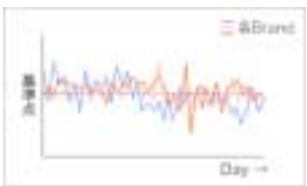
@nifty DB 5.5 million users

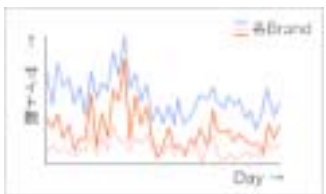
Quality of reputation | **Quantity of reputation** | **Who?** | **Brand power** | **Influence**

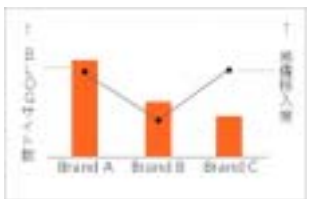


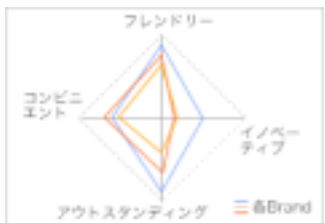












		ポジティブ	ネガティブ	内容
属性（観点）	味	☆☆☆	☆☆☆	「苦い」という声が非常に多いが、「苦味が結構好き」「おいしい」といった意見も同程度に見られた。
	効果	☆☆	☆	効果については期待感が大きく、期待倒れ感が出たという意見はまだ多くない。
オケージョン	ダイエット目的	☆☆☆	☆	体脂肪を減らす目的で飲んでいる人の評価は高い。
	運動時	☆☆☆	☆	「運動時にいつもより汗をかいた」という意見が複数みられた。
	飲酒後	☆	-	飲酒後に飲んでおいしかったという評価もいくつかあった。

What the 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 built on a software as a service

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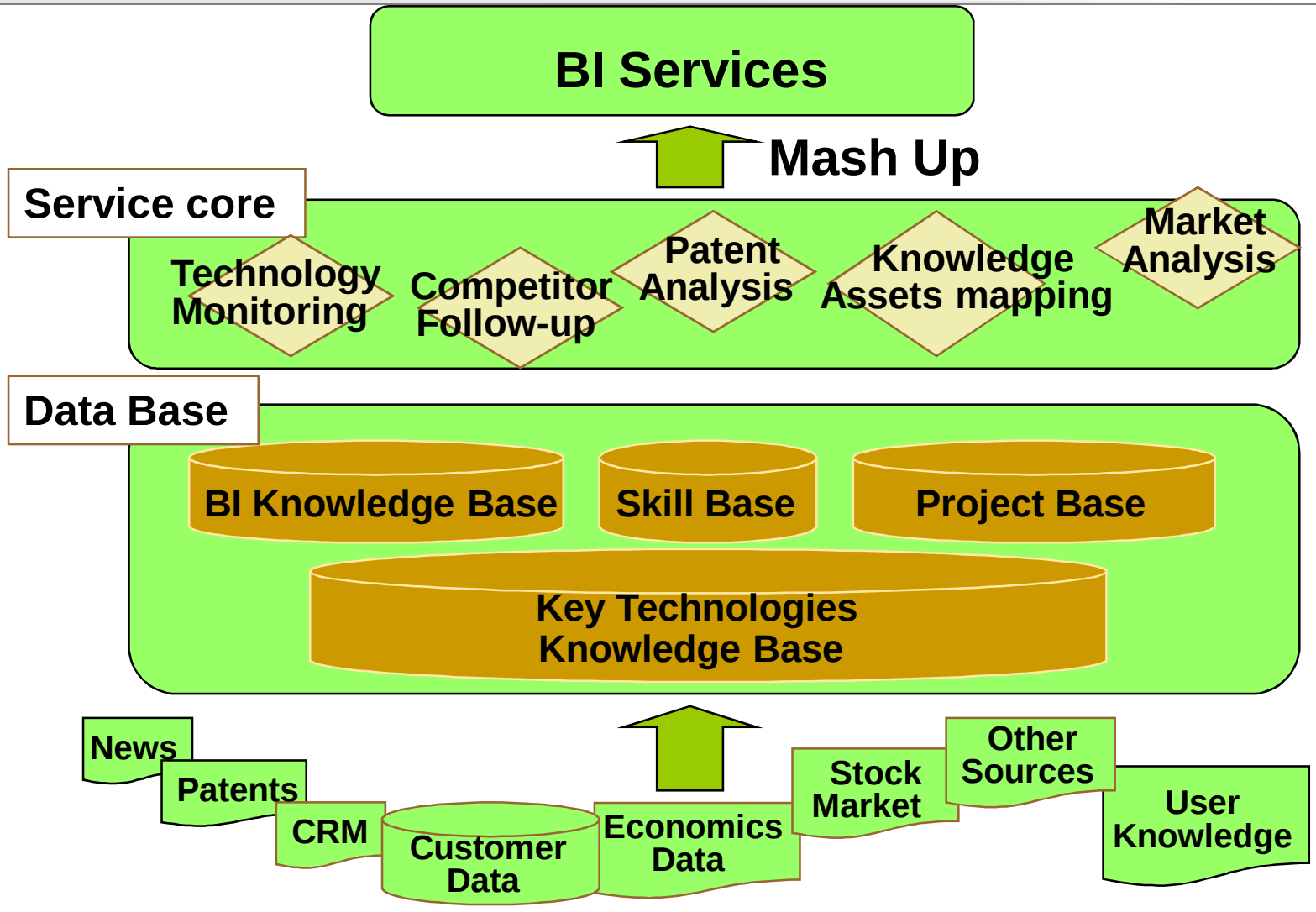

Service Model Analysis

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The most effective means of determining the portfolio of technologies that will be required to support a services world built on a “Web 2.0 beyond” model will require developing a framework involving four major components

a **Service Business Models**

b **Business and User Requirements**

c **Impact of Business Models**

d **Technology Enablers**

a. Service Business Models

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Business Model	Market Examples
Content	• Wikis: Wikipedia • Videos: YouTube • Music: Napster, Yahoo, eMusic, AOL, iTunes • Social Networks: MySpace, Facebook • Virtual Worlds: Second Life, Multiverse
Business Process	• Platform BPO: Accenture's Navisys; eBay's Paypal • Homeshoring: LiveOps • HR Recruiting: Wipro leveraging Second Life
Applications	• SaaS
Infrastructure	• Utility computing
Communications	• Collaboration: Webex/Cisco, Webdialogue/IBM • Unified and converged communications: AT&T, Verizon, eBay/Skype
Product Engineering	• Development communities: Amazon.com, Google, eBay, Salesforce.com

b. Business and User Requirements

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- Areas that will be considered include:
  - GRC (Governance, Risk, Compliance)
  - Security and business continuity
  - Service quality and requirements: Integration and automation, speed of provisioning/decommissioning services, RAS (reliability, availability, scalability), QoS (quality of service), service level requirements, self service
  - Globalization, localization and personalization factors (e.g. language requirements, custom configuration)
  - Ecosystem structures and relationships

c. Impact of Business Models

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- Examples of factors that will be considered and assessed to determine the impact in the shift of these business models to a “Web 2.0 beyond” world include:

  - Key factors:
    - Process
      - Development cycles; ecosystem roles, responsibilities and relationships, etc.
    - Tools and technologies
      - Development tools; management systems; application and platform architectures, delivery and access technologies etc.
    - Information and data
      - Role of information and data, content creation process

d. Technology Enablers

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- Technology environments that will be assessed and defined are below.

	Web 1.0 (e.g. packaged world)	**Web 2.0 B (e.g. Open Source)**	
Environments	Enterprise	Enterprise	Public
Information (e.g. content, data)	Close	Semi open Pay contents	Open Free (Amazon, etc.)
Software (e.g. business process platforms, SOA)	Web1.0 based	SaaS platforms GRC, RAS	Web2.0 based OSS
Middleware (e.g. security, management system)	Bender oriented middleware	Web2.0 based GRC, RAS	Web2.0 based OSS
Device (e.g. servers, networks, storage, client technologies)	ISP, ASP, IDC	ISP, ASP, IDC Pay for Utility, Grid	Communities Free (Google, etc.)

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
- But, many problems are still under consideration in the mashing applications up with commoditized technologies such as an OSS.

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