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Unlocking new possibilities for value co-creation through AI and Data Spaces

Sherlock Holmes, Hercule Poirot, and Ellery Queen. These iconic detectives didn't solve cases by blindly following logic. Their brilliance came from spotting the right clues, connecting the dots, and making smart decisions even when the situation was uncertain.

They didn't just focus on one fact at a time. They pieced together events, motives, and patterns from multiple sources to see the full picture. Their secret? They relied on evidence that made sense together, not just isolated details.

In today's complex business world, their approach offers a clear lesson: to make confident decisions, you need to gather the right information, understand how it all connects, and act with insight—just like a master detective solving a mystery.

Applying this principle in a modern business context means two things: First, seeing the bigger picture by bringing together insights from a wide range of data sources. Second, harnessing AI to make fast, accurate, and unbiased decisions. Mastering both is, in our view, the foundation for creating sustainable corporate value.

"Data Spaces" have been attracting attention as a mechanism for participants to create new value by securely linking and sharing data with others while maintaining data sovereignty and ensuring trust. Furthermore, as the business environment changes at an accelerated pace, to achieve sustainable corporate value improvement, it is necessary to further enhance the "quality of value" obtained from data and the "sense of speed" of decision-making and judgment. AI plays a key role in enabling both. Uvance defines "AI Spaces " as the foundation for creating value through the collaboration of knowledge by combining data linkage and AI and aims to implement it in companies and society.

When companies and organizations integrate data while respecting each other's data sovereignty, an empathy-driven knowledge creation process will become the engine of innovation. And when new insights are generated through AI analysis, we can obtain "data assets" and "business insights" that lead to unprecedented market needs and competitive advantages. The transformation brought about by AI Spaces has the potential to reshape existing business models, creating new value and competitive advantages across industries.

Uvance is working with various partners to create next-generation systems and develop technologies with an eye on the social utilization of AI Spaces. AI Spaces are an infinite field that gives companies the inspiration and reasoning of a great detective to solve complex mysteries (= business problems). Take the first step towards business transformation by delving into the essence of uncertainty and strategically leveraging AI Spaces that lead to solutions. The new value created by a great detective should open new frontiers in corporate activities.

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Section 1

Crafting the future: a new ecosystem from the convergence of Data and AI

While the evolution of AI technology is accelerating, the quality and quantity of data that brings out the true value of AI is an urgent issue faced by many companies. In particular, the situation called the "2026 problem", where the high-quality data needed to build AI models from the Internet is said to be exhausted, is just around the corner.

It is not difficult to imagine that it is no longer easy to build a decisive competitive advantage based on data from the web alone. Therefore, many companies are working to create new value from their own private data, but there are still limits to their knowledge. Only with data from the web and your company's existing private data, it will eventually be difficult to capture signs of overall market trend changes and cross-industry innovations.

If the supply of data, which is the source of AI's knowledge, is delayed, it can hinder growth through innovation. So, where is the way to open up unknown growth areas and see through the core? One of the solutions to this question is Data Spaces. To continue creating new value, we need to find new sources of data. We believe that Data Spaces can be the most likely source.

The foundation of the Data Spaces is "upholding data sovereignty", "ensuring the trust of participants and data", and "sharing data that creates value" by participating companies and organizations. Like-minded companies and organizations will use the data necessary for safety and security under common rules . Authenticity is guaranteed through endorsement by a third party, such as a certification body. This ensures trust, peace of mind, and true value as an ecosystem of Data Spaces.

What we advocate is AI Spaces that incorporate AI technology into Data Spaces. AI Spaces are more than just data sharing. Companies in the industry share data and knowledge to train AI and create advanced AI models that cannot be done by individual companies. AI agents equipped with collaborative AI models work together to provide higher-quality solutions to complex problems. This is consistently achieved through the sovereignty and reliability of data and AI agents. In this way, based on mutual empathy and trust among participating companies and organizations, we will go beyond mere data exchange and use, and accelerate the process of knowledge and value creation that has not been found in humans until now. In the face of an era of uncertainty, we believe that AI Spaces are a strategic asset that creates powerful innovation.

Accelerating our future with Data & AI

Many companies understand the potential of Data Spaces and AI—but some may still hesitate. Beyond setting up standardized governance and security policies, there's often concern that their data could be used without delivering real benefits in return. The challenge in investment and effectiveness measurement could lead to a break on decision-making.

The good news is that technology is helping overcome these hurdles. Rapid advances are making it possible to safeguard data and ensure trust: AI-powered anonymization, protection of training data, and frameworks that promote fairness and ethical use of data and AI are all laying the groundwork for safe and effective collaboration.

Forward-thinking companies are already moving to harness Data Spaces—and now AI Spaces—as engines of growth and innovation. Acting now offers a rare chance to build a decisive competitive advantage. Waiting for widespread adoption, on the other hand, risks being left behind. In today's digital world, isolation isn't safe: staying disconnected from collaborative data ecosystems can reduce a company's ability to compete.
In Japan especially, AI Spaces have the potential to unlock the hidden value of companies. These include decades of IoT data collected from shopfloors —a rich stream of real-time information covering everything from equipment performance to product quality. Japanese companies also bring advanced data generated through the meticulous processes of **monozukuri** (craftsmanship) and a wealth of tacit knowledge, honed through skilled expertise and on-site trial and error.

By connecting these assets within Data Spaces, companies can uncover patterns and insights that would be impossible to detect in isolation. AI can then analyze these massive, diverse datasets instantly, generate new hypotheses, and identify optimal solutions beyond what human intuition or experience alone could achieve. The result is a strategic asset of unprecedented depth and value.

This is the future: Japanese expertise, amplified through AI Spaces, creating insights and innovation that can lead the world.

By bringing these assets together within Data Spaces, we can uncover patterns and insights that isolated data could never reveal. AI takes this further—analyzing massive, diverse datasets in real time, generating novel hypotheses, and identifying optimal solutions beyond the reach of human intuition alone. The result is a truly unparalleled strategic asset. The era of a "winner-takes-all" approach—where a few companies dominate access to data—is not sustainable. The future belongs to a model that protects data sovereignty, ensures security, expands the base for value creation, and shares the benefits among all participants. In this environment, AI can autonomously leverage shared data to continuously generate new value.

AI Spaces—the next evolution of Data Spaces—are a living ecosystem. They hold the potential to unlock the next frontier of business, drive innovation, and become the heartbeat of transformation.

Section 2

Charting new paths to value creation with AI Spaces

In this section, we will explore the concrete value created by AI Spaces, featuring Uvance's initiatives in advancing the integration of AI and Data Spaces. We will begin by examining the leading edge of Data Spaces in key countries and regions, which form the foundation for AI Spaces.

Global trends in Data Spaces

The importance of Data Spaces is being recognized around the world, with increasing momentum toward their practical development and adoption. Europe is leading the way, creating frameworks that prioritize data sovereignty, trust, and ethical principles.

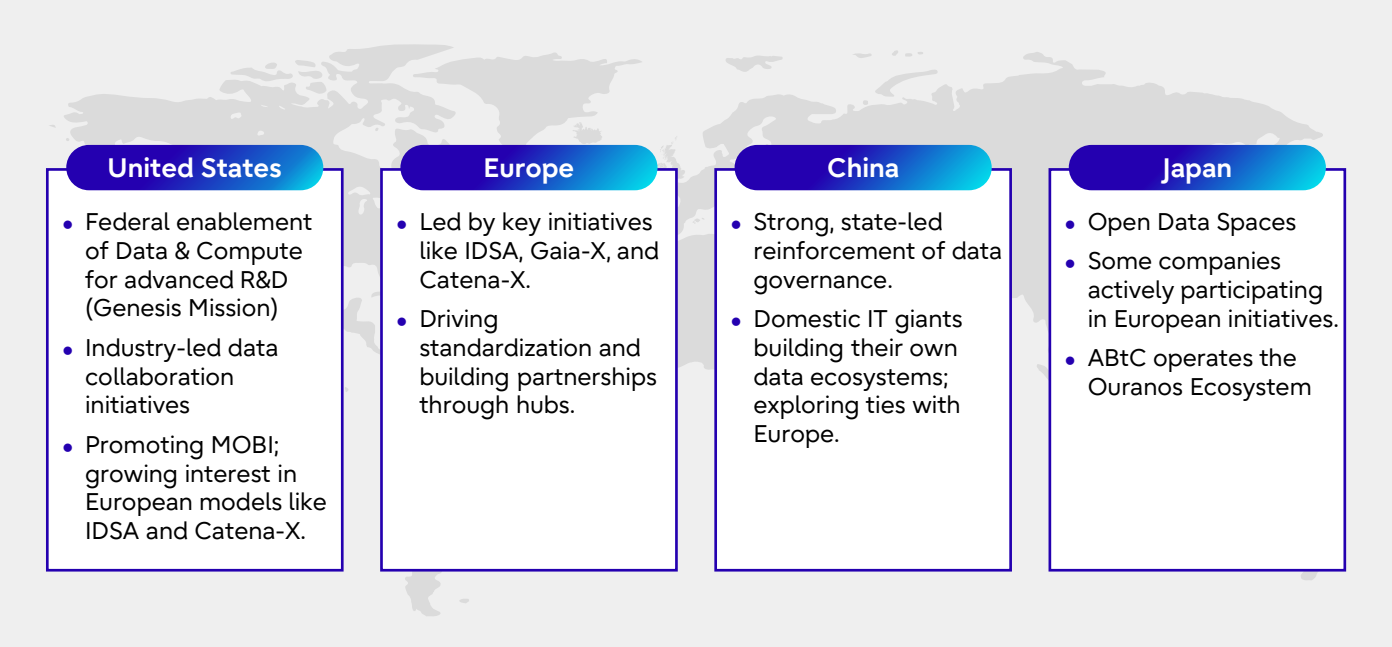
Europe Leading social implementation based on data sovereignty and reliability

Europe places the highest importance on data sovereignty and user trust and is leading the development of highly ethical Data Spaces. The International Data Spaces Association (IDSA) provides technical standards, and Gaia-X provides the framework and ruleset for building cloud platforms and Data Spaces, creating a foundation of trust for data providers to share and leverage data in a secure and interoperable manner while retaining sovereignty. These are being promoted under the framework of the European Data Strategy, underpinned by a legislative framework including the EU Data Governance Act and the EU Data Act , in addition to the General Data Protection Regulation (GDPR), and is actively promoting cross-industry data sharing and co-creation, including the automotive industry's "Catena-X".

Japan Data Collaboration Aimed at Strengthening Industrial Competitiveness and Solving Social Issues

Japan has made the development and dissemination of Data Spaces as a national strategy, and the Japan Digital Ecosystem Partnership, led by the Digital Agency and Keidanren (a comprehensive membership-based economic organization in Japan), is promoting public-private partnerships. Based on the "Open Data Spaces" technical specification by the Information-technology Promotion Agency (IPA) and in cooperation with the Data Society Alliance (DSA) and other organizations, they aim for a smooth and secure data exchange environment between companies and organizations. In addition, the Ministry of Economy, Trade and Industry is supporting the implementation of data linkage platforms in the industrial field as the Ouranos Ecosystem.

Figure 1: Data collaboration around the world



Created by Fujitsu based on materials from the Information-Technology Promotion Agency, Japan (IPA)*1.

*1 *IPA, "1st Data Spaces Trend Survey (Asia and Brazil)"*
https://www.ipa.go.jp/digital/data/jod03a000000a82y-att/data-utilization-survey-volume1.pdf

The United States — Competition for data utilization created by private sector and market forces

Data utilization in the United States continues to be characterized by more active private initiatives than government initiatives, and big tech companies are building vast data economies. However, in recent years, the federal government has intensified its efforts to open its data and computing resources to the private sector to advance research and development and accelerate innovation. This is a new approach that respects market principles while raising the level of national data utilization infrastructure. They also recognize the importance of global data linkages, and there is a growing interest in frameworks like the IDSA in Europe. For example, the Mobility Open Blockchain Initiative (MOBI) is spearheading the advancement of blockchain technology and the development of standards for the automotive supply chain. This acceleration of data utilization by a diverse range of stakeholders is a hallmark of the U.S. approach.

China **a state-led data economy expanding its own data circulation sphere**

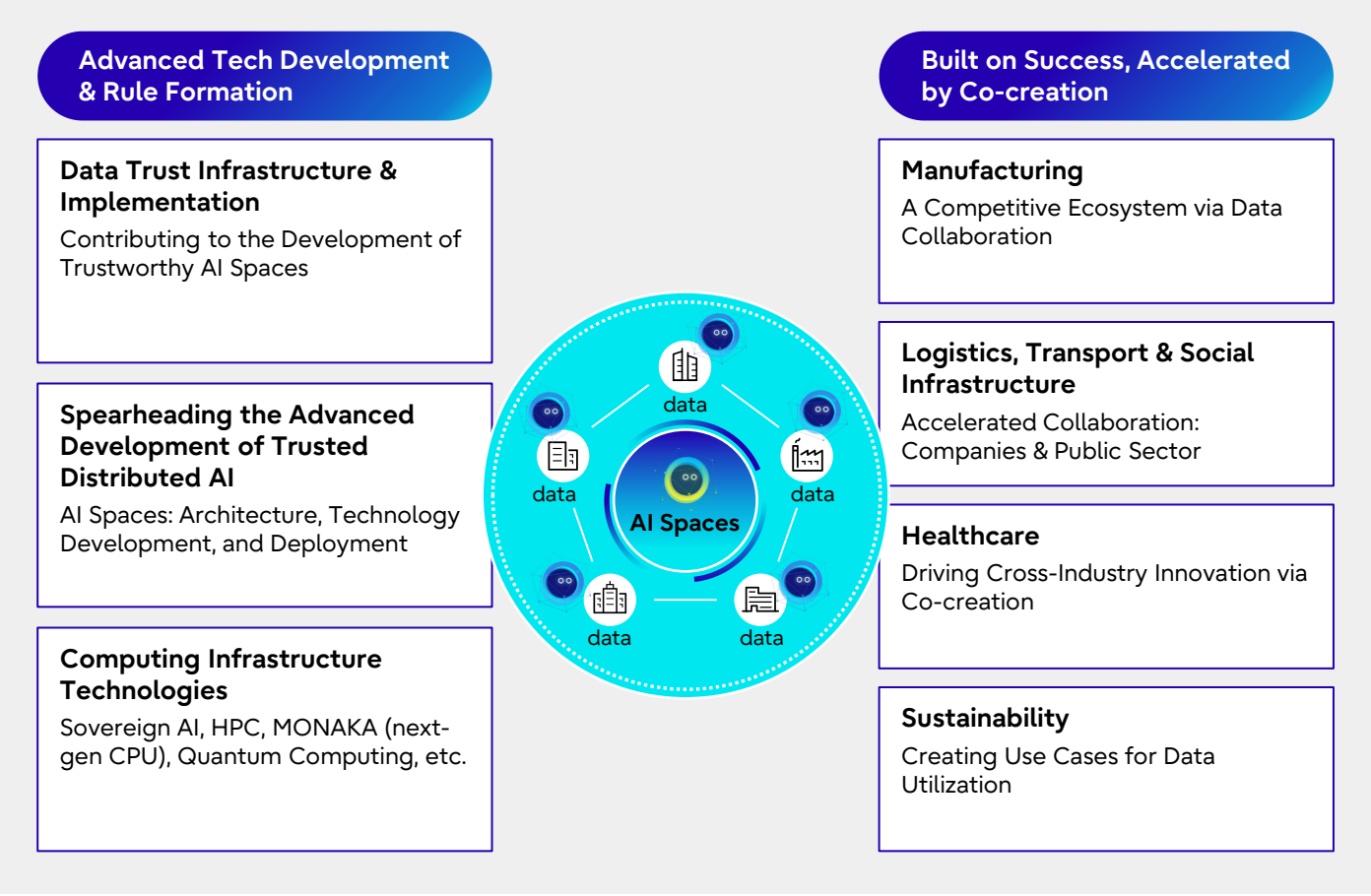
China is building a state-led data economy, creating its own data circulation ecosystem under strong government super vision. Domestic tech giants are expanding their data platforms across multiple sectors, supported by national strategies that strengthen data governance and oversight.

In 2023, China established the National Data Bureau to centralize planning for the integration, management, sharing, and development of the country's data resources. While closely observing developments in Europe, China aims to enhance its international influence by combining state-led policies with the vast data capabilities of its private sector.

How Uvance is Driving the 'AI x Data Spaces' Initiative

Uvance, together with its various partners, is accelerating efforts to implement and evolve Data Spaces and AI Spaces in society. We aim to create unprecedented value by leveraging trust technology and AI that enable data interconnection across regions and industries (Figure 2).

Figure 2: Creating cross-border and cross-industry value with AI Spaces.



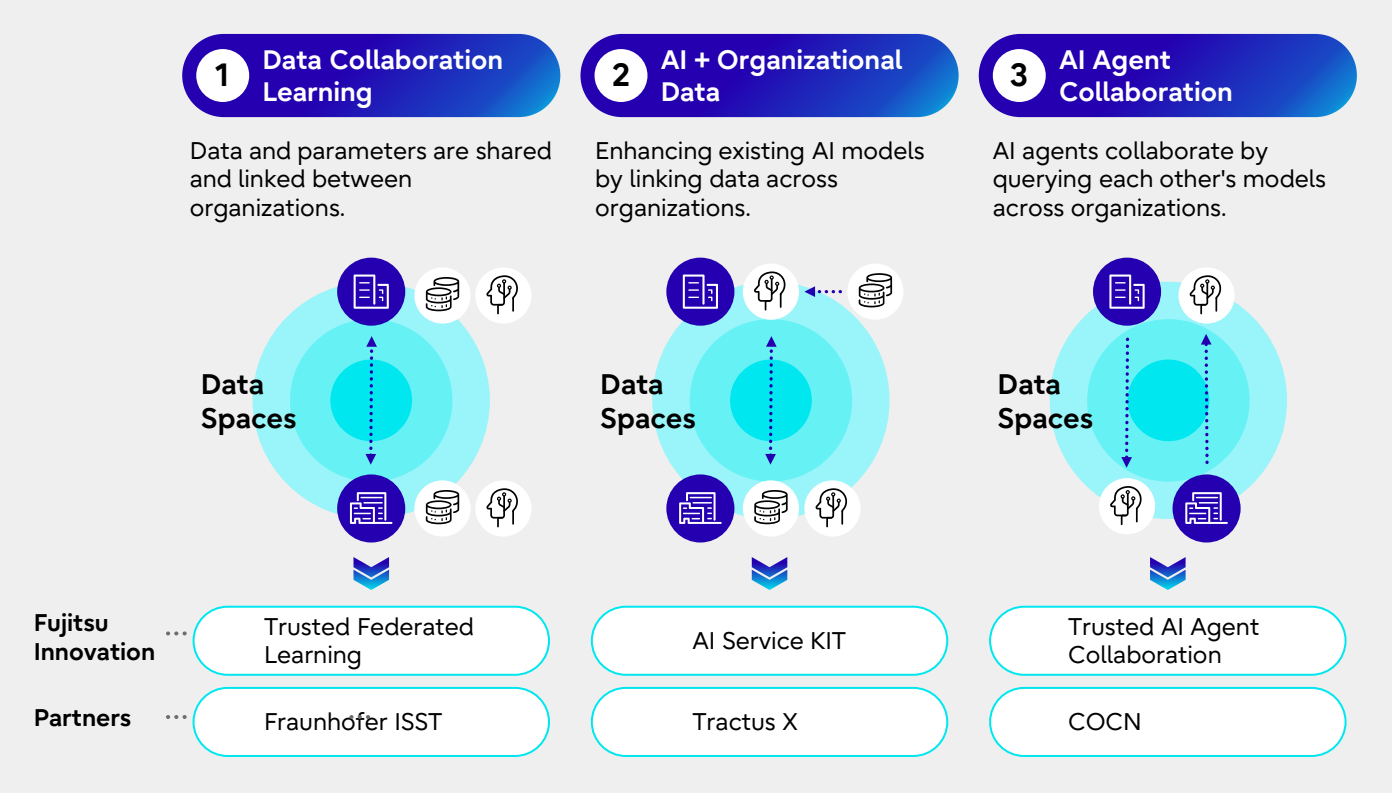
Created by Fujitsu

We are also developing and deploying related technologies in various fields of AI Spaces (Figure 3). Fujitsu is refining its technologies to improve AI capabilities, interconnect AI systems and ensure data and AI model sovereignty.

We are focusing on data trust technology as research and development to build a digital trust foundation. For example, we are proposing a framework for ensuring the data trust in collaboration with the German research institute Fraunhofer ISST. We are also rapidly promoting the practical application of IDYX Trust Interconnect, a trust connection technology that links different corporate authentication protocols. Using this technology, we have successfully conducted a demonstration experiment that allows Tractus-X, which makes European Data Spaces (Catena-X) , to maintain sovereignty and securely connect with companies outside Europe.

In addition, as one of Tractus-X's projects, we are also working to realize the collaboration of LLMs (large language models) and AI agents in Data Spaces. Furthermore , through our active involvement with organizations like Council on Competitiveness-Nippon (COCN) and Keidanren, we are driving initiatives to integrate and optimize AI agents across supply chains, thereby expanding the framework for industry-wide collaboration.

Figure 3: AI Collaboration Models in AI Spaces and Fujitsu's Technologies



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Driving tangible transformation for business and society with AI Spaces

The tangible benefits of implementing AI Spaces across businesses and society are wide-ranging. The following section illustrates how, instead of being a tool used in isolation, AI can spearhead inter-enterprise collaboration and value creation, holding the potential to redefine economic activity itself.

A foundational data asset for AI learning

The vast, high-quality data shared within AI Spaces becomes an unmatched foundation for AI training. Diverse datasets, which would be inaccessible to any single company, transform into a treasure trove for AI learning—improving accuracy and expanding the range of applications.

This enables revolutionary insights into business decision-making. AI can detect risk factors that were previously hidden, spot early signs of market shifts, and identify optimization opportunities across the entire supply chain. By analyzing diverse customer behavior data across organizations, AI can uncover latent needs invisible to conventional segmentation methods, creating the potential for entirely new products and services. These breakthroughs can establish a competitive advantage that is difficult for rivals to replicate.

Realizing collaborative AI

AI Spaces also make it possible for multiple organizations to jointly develop and train AI models, creating “Collaborative AI” designed to tackle major societal and business challenges. This approach enables solutions on a scale no single company could achieve.

- **Healthcare**: By training AI on strictly anonymized medical data from multiple sources, early detection of rare diseases and development of personalized treatments can be dramatically accelerated. This also helps address critical social issues, such as reducing life risks and medical costs associated with delayed diagnoses.
- **Automotive**: Multiple manufacturers can share diverse driving environment data essential for autonomous driving. AI can then learn from this comprehensive dataset to reduce the cost, time, and effort required to develop safer and more reliable autonomous driving system .
- **Retail and Logistics**: AI can learn from logistics and weather data across companies to predict regional demand fluctuations with high accuracy. This allows companies to instantly optimize inventory placement and delivery routes, reducing food waste, improving efficiency, and enhancing customer satisfaction.

- **Public Administration**: AI can securely link anonymized resident data with public datasets on events and infrastructure. This enables optimized evacuation routes during disasters, tailored public services, and smarter urban planning—improving citizens' quality of life while making government operations more efficient.

Through these applications, AI Spaces turn data into actionable insights that transform industries, solve societal challenges, and create entirely new sources of value.

A true partnership between humans and AI

When AI models collaborate and learn from each other through Data Spaces, it leads to a new form of innovation where humans and AI continuously create value in a true partnership.

For instance, a demand forecasting AI can collaborate with production and logistics AIs to quickly capture market changes. Humans oversee the process of optimizing the entire supply chain and make the final, strategic decisions. AI handles complex data analysis and pattern recognition, while humans, informed by the insights presented by AI, can focus on more creative strategic planning, ethical judgments, and empathy-based problem-solving.

By collaborating beyond their traditional relationship with this clear division of roles, humans and AI can together generate new values and drive sustainable growth.

Section 3

Conclusion

Data is no longer a passive asset. It is a strategic asset that will determine a company's survival and growth. It is no exaggeration to say that winning the competition of the future is impossible without leveraging data effectively.

Data Spaces and AI Spaces are closely linked to Decision Intelligence (DI) *2. DI is a business transformation approach that organically integrates vast data, autonomous AI agents, and the human intelligence that holds deep business insights. It brings about a fundamental transformation of practical processes related to decision-making, such as corporate planning and investment management. We are convinced that by driving DI within AI Spaces, a future where we can accelerate solutions to industrial and societal challenges is brought much closer.

There are many barriers that can hold back the full potential of data and AI—legacy systems, organizational culture, and the complexity of investment decisions all play a role. But staying with the status quo comes at a cost: missed growth opportunities and stagnating competitiveness. Relying solely on insights from your own data makes it extremely difficult to anticipate market shifts or spot early signs of innovation.

At the same time, these challenges bring unprecedented opportunities. Companies that move beyond closed, isolated data practices and actively participate in Data Spaces are the ones that will shape the next generation of business models. By embracing a co-creation model that combines Data Spaces with AI, organizations can set new industry standards and achieve lasting competitive advantage. Participation in AI Spaces is more than adopting technology—it is a strategic transformation at the heart of management itself.

Transformation starts with resolve and action. Choosing to stay put is, in effect, giving up on future growth. Begin with what is possible today—that first step opens the door to new value creation beyond imagination. Together, by embracing AI Spaces, we can embark on a journey to create the future and redefine what's possible.

*2 Decision Intelligence: Beyond the limits of Data-driven management
https://global.fujitsu/en-global/insight/tl-decision-intelligence-20251031

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Joined Fujitsu in 2024 after a career as a strategy consultant spanning over 20 years. Leads strategy formulation and execution as the head of business strategy for Uvance, which is central to transforming Fujitsu's business portfolio. Previously served as Japan Leader of Monitor Deloitte, the strategy consulting division, and Chief Value Officer at Deloitte Touche Tohmatsu Consulting. Specially Appointed Associate Professor at Shizenkan University Graduate School of Leadership and Innovation.

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More information

Transforming Executive Decision-Making with Data & AI in Uvance