

Beyond Sustainability: Fujitsu's Vision for a Net Positive Future

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In an era where technological advancement and environmental responsibility must go hand in hand, this year's **Fujitsu Technology and Service Vision (FT&SV)** charts a bold course toward creating net positive value for society. This year's vision marks a significant evolution - moving beyond traditional sustainability approaches to embrace **net positivity** - a future where we leave the world better than we found it.

From Regenerative Society to AI Ecosystems

Fujitsu's FT&SV journey has been one of continuous evolution. In 2023, the focus centred on building a *regenerative society* where all people could enjoy healthy, fulfilling lives while delivering economic growth and environmental enrichment. The following year emphasized the *regenerative enterprise* as a pathway to this broader societal transformation.

Now, the 2025 vision takes a quantum leap forward, introducing the concept of AI ecosystems that place both people and artificial intelligence at the centre of value creation. These regenerative ecosystems represent a new paradigm where cross-industry collaboration can address humanity's most complex social challenges while driving sustainable business growth.



The Reality of AI Adoption: What Business Leaders Are Saying

The vision isn't built on speculation; it's grounded in concrete data. Fujitsu's comprehensive survey of 800 C-level executives across various industries and countries reveals striking insights about the current state of AI adoption and future expectations.

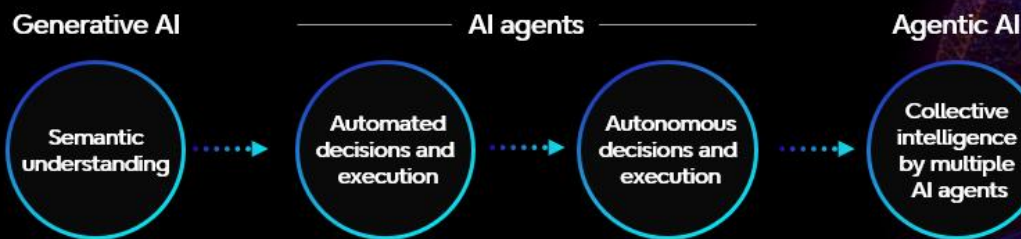
The numbers tell a compelling story: 98% of surveyed companies have already introduced generative AI in some capacity, while 80% plan to increase their AI investments this year. Looking toward 2030, business leaders anticipate transformational change, with 81% expecting more than half of their business processes to integrate AI, and 79% envisioning their entire workforce being AI-assisted. Perhaps most significantly, 82% of organizations are shifting from purely economic growth models to embrace environmental and well-being values - a fundamental reimagining of business purpose that aligns with Fujitsu's vision of net positive impact.



The Technology Evolution: From GenAI to Agentic AI

At the heart of this transformation lies a technological evolution that promises to reshape how we work and live. Fujitsu identifies a clear progression from Generative AI to AI agents, and ultimately to agentic AI systems capable of autonomous action and learning.

AI evolves to AI agents coexisting with people



While generative AI has enabled natural communication between humans and machines, the real revolution begins with AI agents that can automatically determine and execute actions based on analysed information. The ultimate goal is agentic AI - multiple agents working collaboratively to tackle complex challenges, creating an entity that truly coexists with people in pursuit of shared goals.



This evolution encompasses Fujitsu's five key technologies: **AI, Computing, Networking, Data & Security, and Converging Technologies**, with AI serving as the centrepiece that will impact people, business, and society at every level.

Fujitsu's key technology areas

Fujitsu is focusing research and development on five key technology areas to realize the future we've described, created by people and technology. As we advance AI, we'll drive innovation by integrating AI with the other four technologies.

In addition, we're now pioneering research into spatial robotics, which recognizes and controls an entire space, and the utilization of space data.

Fujitsu 5 Key Technologies



Computing

Advancing AI with quantum and computing technology to realize innovation

- AI computing resource optimization
- FUJITSU-MONAKA
- Quantum computing



Data & Security

Realizing digital trust to mitigate risk for society and enterprises brought by AI

- Multi-AI agent security technology
- Anti-disinformation platform
- AI security, AI ethics and AI governance



AI

Realizing a net positive society by transforming workstyles and business with cutting-edge AI technology

- Fujitsu Kozuchi
- Takane generative AI for enterprise
- Domain-specific AI agents
- Composite AI



Network

Optimally controlling network operation with AI and realizing distributed AI through advanced networks

- AI-RAN
- All photonics networks
- Disaggregated computing



Converging Technologies

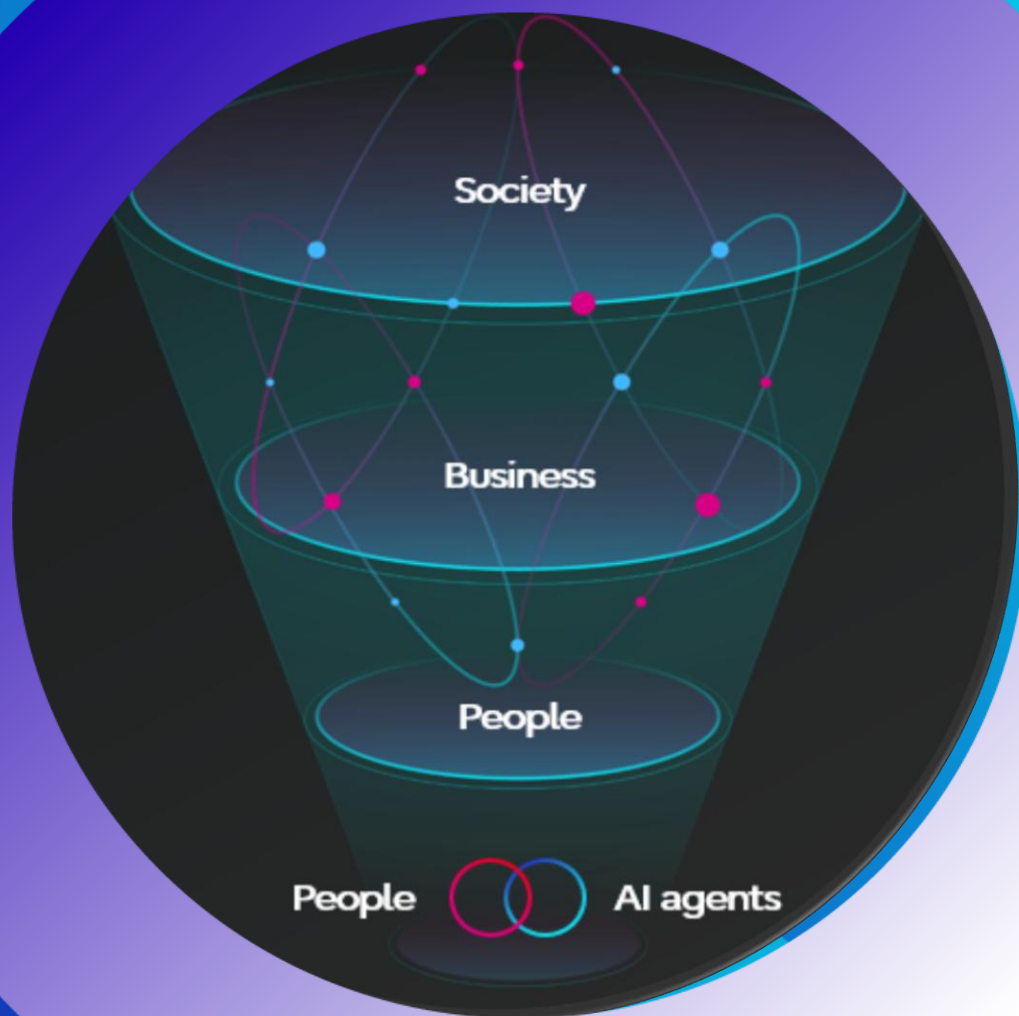
Solving diverse social issues with digital twins and AI, fusing AI with humanities and social sciences

- Social Digital Twin, Ocean Digital Twin
- Digital rehearsal
- Policy Twin

A Human-Centric Approach to AI

Crucially, Fujitsu's vision maintains unwavering focus on human-centricity. The company recognizes that while AI presents unprecedented opportunities to unlock human potential and maximize creativity and productivity, it also carries significant risks to human freedom and dignity.

The vision emphasizes the need for ethical AI development, ensuring that as we redefine roles and assess AI's ongoing impact, we preserve what makes us fundamentally human while harnessing technology's power for positive change.



Fujitsu's Commitment to Action

This isn't merely a theoretical framework - Fujitsu is committed to making this vision reality through concrete action. The company's **Uvance** portfolio will provide comprehensive offerings, while **Uvance**

Wayfinders will deliver specialised consulting services to guide organisations through their transformation journey.

Underpinning all of these are Fujitsu's key technologies – particularly the work we are doing in AI.

Ready to Explore the Full Vision?

Fujitsu's Technology and Service Vision represents more than a glimpse into the future—it's a roadmap for organisations ready to embrace net positive transformation. The complete FT&SV document contains detailed insights, case studies, and actionable strategies for implementing these revolutionary approaches in your organization.

>>[Download the Complete FT&SV Document](#)

Learn More:

>>[Explore Fujitsu's Uvance Solutions](#)

>>[Connect with Uvance Wayfinders](#)

>>[Discover Our AI Technologies](#)

>>[Find out more about Fujitsu's sustainability journey](#)

Transform your organisation from merely sustainable to net positivity. The future of business isn't just about maintaining the status quo—it's about creating lasting positive impact for people, planet, and prosperity.