

How Fujitsu Generated £25M+ in new Direct Revenue & Achieved a 10× ROI on Innovation in 1 Year



Challenge

- Customers struggled to access Fujitsu's innovation expertise
- Growing pressure from digital disruption and new market entrants
- Need for a repeatable approach to customer-centric innovation



Strategic Pivot

- Fujitsu launched Activ8, a structured co-innovation service that connects customers with global experts, combines collaborative ideation with rapid prototyping, and embeds continuous innovation into client relationships.



Final Thought

“The investment in the HYPE platform paid for itself 10 times over in the first year alone.” —
Joachim Box, Director of Innovation



Business Impact

£25M+

Direct Revenue Pipeline Generated

£500M+

Additional Opportunities Supported

20+

Innovation Practitioners Trained Across EMEA

10×

Return on Platform Investment in Year One