

Priority Issue 1

Create Environments That Lead to Motivated Workplace

Target for 2030

Contribute to generate the innovation for organizations and society by offering solutions and services that support increasing worker’s productivity and exerting their creativity.

We aim to realize work styles that enhance people’s creativity through offering to reform our means of communications. For example, we can automate business processes by seamlessly connecting multifunction devices and document information input through such devices. This can drastically improve productivity. At the same time, we plan to utilize our exclusive advanced technologies, such as natural language processing and image recognition, which we have cultivated over the years, along with AI and Big Data analysis, to extract valuable information. Then, we use this information to go beyond conventional work style reform to create a work environment that enables people to exert their intellectual creativity and satisfy their work. This in turn will contribute to innovative creation in organizations and in society.

Outline of Activities in FY2018

[Target] Efforts in work style reform in our own company

- Overtime working hours per employee has been reduced by 20% compared to FY2014. (FF)
- Implemented measures that give more consideration to employees’ health, such as revising the upper limit of overtime working hours and management-driven initiatives to eliminate long-hour working. (FF & FX)
- Provided mobile PCs to office-based and sales employees to promote more efficient working. (FF & FX)
- Promoted work streamlining by utilizing ICT, such as Robotic Process Automation (RPA), Business Intelligence (BI) tools in offices, and training new employees to use such technologies. (FF)
- Provided seminar for all managers concerning efficient working. (FF)
- Reinforced and streamlined sales procedures and reformed business processes through company-wide reform project. (FX)
- Modified conditions (such as types of work and work locations) for home working for childcare and nursing care and remote working system (effective from April 2019). (FX)



Promoted work style reform using IT tools. A scene from the WSI: Work Style Reform and IT Tools Festa.

[Target] Actions for work style reform for customers

- Offered solution services to realize Smart Work Innovation*. (FX)
- Concluded a partnership agreement with Yokohama City to realize Innovation City Yokohama. Conducted demonstration experiments to progress work style reform. (FX)

* Smart Work Innovation: Fuji Xerox’s value provision strategy through offering solution services utilizing AI, IoT, and loH technologies that support our customers’ work style reforms. FF: Fujifilm FX: Fuji Xerox

Future Activities and Targets

- Promote further work style reform by enabling all employees to utilize the latest IT through offering training and support. (FF)
- Continue to reform work environments so that employees can work healthily to increase their productivity. (FX)
- Offer solution services globally to support our customers’ work style reforms. (FX)

The Fujifilm Group seeks to contribute to creating social innovation by providing solution services that lead to customers’ work style reforms based on our own reforms. To realize this—and collaborating with stakeholders inside and outside the company—we ensure that each one of our diverse employees

identifies their own strengths and can exert their capabilities to the fullest extent in order to generate business performance in a productive working manner. We are now improving the work environment and providing a range of training programs.

In terms of FY2018 work style reform, both Fujifilm