

Fujitsu Opens London Digital Transformation Center

Written by Alice Marshall
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Fujitsu opens a second European Digital Transformation Centre (DTC) in London-- a location the company says will help customers "better understand their business challenges within the context of their overall strategy."



The first Fujitsu DTC in Europe was opened back in April 2018 in Munich, Germany. The center gives customers access to the Fujitsu Human Centric Experience Design (HXD), a methodology the company says accelerates the design process by focusing on technology-related solutions supporting the digital transformation of organisations. The critical ideation phase puts both Fujitsu customers and their end customers at the heart, ensuring everyone involved is a co-designer of the overall concept.

"The goal of the new London DTC is to fire the imagination of the people who attend our highly focused workshops, which concentrate on real-world, urgent problems, needs and ideas, and then turn them into proof-of-concept in order to quickly deliver tangible outcomes," the company says. "Customers will benefit from our HXD methodology to solve a wide range of challenges, such as how to get closer to their customers or how to empower their employees to work more efficiently. Our aim is to embrace diverse perspectives, globally, across industries, and, by including partners from our ecosystem, to shape a successful digital future with and for our customers."

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