



# Create the Internet of Your Things

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# Becoming a digital business

Delivering **crowdsourced** services

Growing **sustainably**

Achieving **continuous uptime**

Delivering **faster, smarter** service

Reinventing the **value chain**

Bridging **physical and digital worlds**

Advancing **human-centric** design

Machine learning



10101  
01010  
0100  
Data

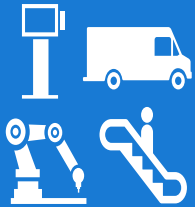


 Natural interfaces

 Quantum computing

# What is the Internet of Things?

Things



Connectivity



Data

10101  
01010  
00100

Analytics



# IoT is an Inflection Point



Hardware  
is cheap



Connectivity  
is pervasive



Development  
is easy



Huge benefits  
fuel demand



New  
innovative  
scenarios



# The connected cow: Using IoT to transform cattle production



## CHALLENGE

Fujitsu is the world's fourth-largest IT services provider with approximately **162,000** employees in more than **100** countries and holds about **97,000** patents worldwide. Fujitsu wanted to help dairy farmers **increase production**, improve **data insights** and **transform** their **business** by optimizing the timing of artificial insemination (AI). It also wanted to **decrease loss** through early detection of health issues.

## SOLUTION

Fujitsu learned from public research that a cow produces more estrus (goes into heat) 16 hours after the number of steps increases significantly. The company created an **innovative** solution which uses a rugged pedometer with a five-year battery to measure the number of footsteps a cow takes, then sends that data to the **cloud** for analysis to determine optimum AI timing and even affect calf gender. In addition, the patterns of steps can detect disease in cattle. **Alerts** are delivered to the farmer's cell phone.

## BENEFITS

- Improves calf production up to 31%, with an average of 12%
- Modernizes data access with mobile phone alerts, reducing labor costs for monitoring cows
- Transforms herd management by allowing farmers to increase chances of producing a male or female calf
- Reduces loss by detecting 8-10 different kinds of diseases in cattle



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[www.InternetofYourThings.com](http://www.InternetofYourThings.com)

Things