Sustainable Information
and Communications Technology

shaping tomorrow with you

Real Solutions
Real Change

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Foreword

Many companies have embarked on an exciting transformational journey, a journey towards greater sustainability. Today we see that most if not all top performing companies have environmental and sustainability policies. Many of these organisations also have dedicated teams working on a sustainability strategy within the organisation.

The benefits of a successful information and communications technology (ICT) sustainability strategy are broad, real and achievable. Fujitsu has consistently helped customers identify savings in their ICT power bill of more than 20% and as high as 75%, and when you consider that for an office ICT can represent up to 60% of the electricity, these savings can be significant.

A successful change management program for sustainability is dependent on a number of key stakeholders, both in terms of individuals and groups. Of course having the visible buy in and full support from the head of the organisation is critical, as it is for any significant change management program. There are also a number of departments which have a critical role to play in a sustainability strategy such as Facilities, Finance and of course ICT.

The IT department has an exciting role to play in terms of your company's sustainability journey. This role should be a leadership role. Chances are that your IT department has already undertaken or has in plan a number of projects that will have green benefits (though these might not have been explicitly identified). An integrated approach will capture these achievements and identify new opportunities. Greater alignment means that the IT department can be acknowledged for the contribution that it makes, work to support the organisations strategic objectives and may also strengthen existing or planned business cases. ICT can help reduce an organisations environmental footprint with a broad range of possibilities from the quick wins through to the truly transformational.

With electricity prices set to continue to rise and increasing levels of legislation and regulation around emissions, there are both real and pressing business reasons to act. IT departments need to understand the overall company sustainability strategy and develop an ICT sustainability strategy in collaboration with the Sustainability team, Finance department and Facilities to ensure they have the correct portfolio of projects that will deliver real change for the organisation.

Sustainable ICT Starts with a Strategy

ICT probably represents a significant proportion of your electricity bill and this should be measured, monitored and reduced. ICT also represents an opportunity for your business to reduce your Greenhouse Gas emissions and realise cost savings by driving greater efficiencies and solutions.

Have you considered the role that ICT has to play in meeting your sustainability targets?

Fujitsu Sustainablility Consulting
Fujitsu helps customers assess the environmental impact of their ICT assets and explore ways to optimise their businesses through more efficient ICT. Our comprehensive, step-by-step ICT sustainability program delivers tangible results.

Using the Fujitsu Sustainability Framework, we develop sustainability strategies that align with your business goals and ICT assets. We aim to engage key stakeholders within your business, ensuring you can identify and capitalise on all potential benefits.

Our Quick Start offering allows for a rapid assessment and benchmark on ICT maturity allowing for a more detailed understanding and framework for ongoing measurement.

Our research shows significant hidden savings are achievable for organiaations that don't understand their ICT-related energy costs and haven't yet implemented ICT energy-efficiency programs. Unlocking that potential can provide cost savings in weeks.

Case Study
Meridian Energy
ICT Sustainability Quick Start & Footprinting

Country: New Zealand
Industry: Energy Generation
Founded: 1991
Employees: ~600

»The whole Quick Start process gave us real insight into how we could reach beyond our current ICT targets of sustainability. The benchmark report gave us something further to strive for, with clarity on how to get there.«

Alison Howard, Sustainability Performance Advisor, Meridian

The customer
Being a sustainable company that prides itself in delivering 100% renewable energy, the culture and ethos of Meridian is to continuously improve operational efficiency and engage at a genuine level with customers and stakeholders. Meridian has already achieved significant energy effiency savings across its business.

The challenge
Meridian Energy had already implemented a lot of sustainable ICT programs. What could the company do next to achieve global best practice and keep its leadership position as one of New Zealand's most sustainable companies?

The solution
The Fujitsu Consulting Sustainability team conducted an ICT Sustainability Quick Start Assessment. This is a rapid tool that includes interviews with key stakeholders, provided a global benchmarking analysis, current ICT sustainability state and a detailed strategy on how to achieve best practice in sustainable ICT.

The benefit
- Full understanding of whole of ICT sustainability
- Benchmarking of Green ICT maturity against peers
- Detailed strategic roadmap and plan on how to achieve global best practice
- User engagement led to the 'buy in' of ICT sustainability
- Established ongoing business support and long term goodwill with the client

Conclusion
The Quick Start process provided Meridian with a high level of engagement and identified future opportunities to move to stage 2 & 3 of the Fujitsu ICT Sustainability Framework, which looks at Strategic Alignment and a full ICT Assessment. With the baseline now well defined, Meridian has the opportunity and roadmap to achieve global best practice that is supported by a strategic plan for continuous improvement.

Managed Services
for Managed Emissions

Fujitsu's Managed Services will increase the efficiency of your business operations and drive continuous improvement, whilst easing the burden on your IT staff. Delivered by industry leading practitioners, informed by extensive client experience and a wealth of expertise, we are confident of delivering an environmental benefit as well as a cost saving to your business.

Desktop

In many office environments the desktop estate will constitute the most significant source of greenhouse gas (GHG) emissions, a factor that needs to be addressed as part of any organisation's ICT sustainability strategy.

Implementing a robust approach to desktop computer power management across a complex, decentralised ICT infrastructure can be challenging, but it has the potential to deliver strong cost savings and a lower emissions profile.

Fujitsu offers a desktop managed service which has environmental principles built in – delivering cost savings to your organisation while satisfying your requirement for a lower environmental footprint at the same time.

Server

Increasing server utilisation and reducing the physical number of servers can yield significant savings to a business. With servers typically representing around 50% of the energy consumption of your ICT estate, and with the ongoing increases to energy costs coupled with a growing awareness of the importance of lowering your environmental footprint, the business case of addressing your server estate may have never been better.

Data Centre

Fujitsu's data centre services offer world-class facilities and carrier independent, high-bandwidth access within secure and resilient environments. Fujitsu's own research combined with our involvement in The Green Grid, a global consortium working to improve energy efficiency in data centres, ensures that we are at the forefront of data centre design and operation.

Voice and Network

We offer comprehensive and bespoke managed network services addressing all matters relating to the set-up and operation of highly efficient corporate networks. As well as reducing the energy consumption of the network solution itself, Fujitsu also provides solutions such as unified communications which enable environmental savings across other areas of the business.

Minimise Hardware,
Minimise Environmental Impact

With rising energy costs, environmental awareness and regulatory requirements, the focus on optimising energy usage is a trend that is set to continue. Fujitsu's desktop virtualisation solutions can help organisations reduce their carbon footprint by up to 80% when used in conjunction with thin client services, allowing organisations to reduce their environmental footprint, provide an enhanced end user experience and save money all at the same time.

Virtual desktop, real savings

Streamlining the ICT infrastructure footprint, by hosting numerous desktops on simplified, centrally managed mainstream platforms, means less e-waste when equipment eventually comes to the end of its life. Coupled with this is the extended lifespan on thin clients versus traditional PCs.

Thin clients last twice as long as traditional PCs as a result of having no hard drive, fan or other moving parts. With refresh cycles of traditional PCs typically around 3 years and e-waste piling up faster than ever around the globe, virtualisation is an important way organisations can prevent unnecessary toxins such as mercury, lead and cadmium potentially going to landfill.

Optimising the efficiency of ICT systems through desktop virtualisation is a smart way to manage thousands of laptops and desktops. Ultimately virtualisation and thin client computing reduces energy consumption translating to much lower carbon emissions while minimising hazardous e-waste.

Case Study
The Hokuriku Bank Ltd

Country: Japan
Industry: Financial Services
Founded: 1943
Employees: 2,791

»Although we moved 10 years ago to store data on shared servers rather than PCs, there was still much room for improved efficiency and enhanced security. We were determined to streamline operations in all branches and to help the environment.«

Mr. Y, Director, Administration Department, The Hokuriku Bank, Ltd.

The customer

Hokuriku Bank offers a broad range of banking and other financial services and operates an extensive network of 188 branches and agencies. The Hokuriku region is on the west coast of Japan's main island of Honshu and the thriving city of Toyama lies between the sea and the spectacular Tateyama mountain range. Hokuriku Bank feels a deep responsibility to further promote the many local initiatives aimed at protecting this unique environment.

The challenge

As one of Japan's leading regional banks, and a key player in the local community, Hokuriku Bank faced multiple challenges when replacing its aging internal ICT systems. There was a need for better management of computing resources, the replacement of hardware and a significant upgrade of applications used by staff. Among the major aims of the system overhaul were boosting efficiency, trimming costs and enhancing customer service levels. The bank also wanted to make a positive contribution to the environment.

The solution

Fujitsu's solution for Hokuriku Bank replaced the many servers located in each branch with centralised blade servers and storage systems housed in an efficient data centre. Virtual PC environments are now created centrally and made available to the branch staff that requires them. These employees have a range of enhanced applications to choose from and can easily access the data required for their specific job. Security has also been strengthened thanks to authentication via a unified ID management server.

The benefit

- Annual CO_2 emissions were cut by 119 tons, or 40%, thanks to a range of factors involved in the streamlined ICT system now in place throughout the bank
- Data backups are handled online using the storage system rather than locally using Magneto-Optical (MO) disks, thereby saving materials, time and the cost of transporting materials
- Staff in the branches and sales offices have efficient new applications to use as well as desktop equipment chosen from Fujitsu's environmentally friendly Green ICT range

Server Virtualisation, Utilisation and Efficiency

Many computer applications have traditionally run on a dedicated server resulting in an inefficient utilisation of server resources. Server virtualisation means the operations of several individual servers can be run on one physical server.

Underutilised hardware is the most significant contributor to excessive ICT related energy consumption. Fujitsu's virtualisation solutions allow organisations to reduce their carbon footprint, minimise waste, achieve robust business continuity and save money.

Reduced power consumption, reduced environmental impact

Server virtualisation dramatically reduces energy consumption translating to much lower carbon emissions and minimises hazardous e-waste. Australia's high rate of server consolidation take up is indicative of the tremendous opportunity virtualisation represents for organisations to reduce the impact their ICT has on the environment.

Many servers sit idle 85-95% of the time yet use nearly as much power as they do when they are active. Adding to that are the power inefficiencies associated with ageing equipment. The overall reduction in the amount of hardware and related infrastructure such as cooling with virtualisation yields a corresponding reduction in greenhouse gas (GHG) emissions.

Using less saves more

Not having unnecessary servers means less e-waste when equipment eventually comes to the end of its life. With refresh cycles typically around 3-5 years consolidating servers reduces requirements for data centre space, which ultimately lowers demand on the energy required to power racks of centralised computers and the air conditioning systems needed to cool them. Organisations may even be able to prevent building new data centres through virtualised environments.

It is estimated that every server virtualised saves about 7,000 kilowatt hours (kWh), or 4 tonnes of carbon emissions every year. That is the equivalent of taking 1.5 cars off the road. Consolidating your server fleet into a virtualised environment will reduce your data centre energy costs and carbon footprint.

Case Study
Galway Clinic

»The new infrastructure has increased our performance and future proofed the organisation for growth. We can now enjoy unprecedented levels of flexibility, scalability and robustness, while saving money on energy bills and reducing our carbon footprint.«

Raphael Jaffrezic, IT Manager, The Galway Clinic

The customer
Founded in 2004, The Galway Clinic is one of the most impressive and successful private healthcare facilities in the West of Ireland. The hospital consists of many clinical departments including Radiotherapy, Cardiology, Imaging and Robotics Assisted Surgery, bringing the latest medical technology and surgical procedures to the West of Ireland.

The challenge
The Galway Clinic was running a variety of mission-critical applications across a number of traditional servers but there was no disaster recovery in place and effective application management was difficult.

The solution
The Galway Clinic turned to Fujitsu to deploy a virtualised server environment which allows it to host as many as 50 virtual servers across three physical hosts.

This virtualised infrastructure has transformed how The Galway Clinic operates. At the same time, it is helping the organisation become greener while cutting energy costs.

Fujitsu assessed the current state of the ICT infrastructure by undertaking a capacity planning exercise. Once all the data had been collated, Fujitsu designed a solution for an end-to-end virtual infrastructure for The Galway Clinic. This scalable infrastructure, based on VMware Server and Desktop Virtualisation, would meet The Galway Clinic's future requirements by allowing them to simply add additional resources as needed.

The benefit
- Three physical Fujitsu servers have replaced eight physical servers
- Services and applications can be delivered in hours rather than in days
- This project reduced electrical consumption for an estimated CO_2 savings of 90 metric tonnes per year
- Day-to-day administrative overhead has been significantly reduced

State of the Art Sustainable Data Centres

Having the computing power you need is central to the way you do business but inevitably this has environmental impacts. Data storage and processing technology is evolving rapidly and data centres need to keep pace with increasing power and environmental requirements. That is why Fujitsu is proactively investing in building and refurbishing data centres with a keen focus on sustainability.

Reduced power, efficient cooling, greater utilisation, meticulous measurement
Fujitsu's data centres are designed and managed under a stringent set of environmental principles. Utilising our facilities allows organisations to significantly reduce the energy consumption associated with data centres and decrease business costs at the same time.

One of the biggest environmental challenges facing the ICT industry is the growing amount of electricity required to power data centres. Power needs have grown substantially since 2000 with the number of kilowatts (kW) per rack jumping from 1.2 kW in 2000 to 2.5 kW in 2010. Fujitsu's data centre facilities use advanced power saving technologies to maximise energy efficiency and reduce greenhouse gases.

Key power saving features of Fujitsu's data centres in Australia:
- Real-time power monitoring system which maximises energy efficiency
- Auto sensor lighting which reduces the power requirement by 60%
- Diesel run uninterrupted power supply (DRUPS) which is 5% more efficient, saves plant space and removes the need for lead batteries
- Uninterrupted power supply (UPS) has an efficiency rating of up to 90%, typically four times higher than in-house data centres

Key cooling efficiency features of Fujitsu's data centres in Australia:
- Innovative closed loop cooling system that uses 80% less water and less power
- Chillers that use recycled water
- Thermal protective paint that can halve the energy requirement of air conditioning systems
- Recycling and reuse of water and paper including the use of grey water systems
- Effective space and thermal management including analysing and modelling of airflow and heat transfer currents to maximise space use
- Eco friendly materials such as paints, carpets and other building materials
- Hybrid cooling techniques that use a combination of recycled chilled water and air cooled systems

Case Study
Universities Alliance

»The collaboration between the three universities is an Australian first. It is to deliver data centre capacity at a lower cost than could be achieved independently, while securing greater flexibility and setting high standards for sustainability.«

Professor Margaret Gardner, AO, RMIT Vice-Chancellor and President

The customer
Three of Victoria's leading tertiary institutions, the University of Melbourne, Monash University and RMIT University (the Alliance), instigated an innovative collaboration to develop a shared data centre that would make a significant contribution to reducing costs and cutting greenhouse gas emissions. The facility was to have the capacity to serve the exponentially growing administrative, educational and research needs of the allied Universities' combined 200,000 students and staff.

The challenge
The universities were struggling with rising ICT infrastructure costs and looking for ways to guarantee application availability and deploy lower cost capacity. In parallel, there was increasing concern about the environmental impact of that infrastructure.

The solution
Fujitsu's impressive technical offering and mounting environmental and energy management credentials were key to the University Alliance's selection process. Fujitsu's proven record in the design, construction and operation of mission critical, sustainable data centres supported the Alliance's decision to partner with Fujitsu.

Key sustainability commitments that were integral to the project, and which carried a 30% weighting in the tender, included:
- The provision of a renewable energy options study
- Free or efficient cooling, and hot/cold air containment
- Efficient UPS systems, including diesel rotary UPS
- Improved power factor correction
- Low energy lighting
- Water-saving devices
- Environmentally friendly paint finishes and carpets
- Detailed measurement and reporting of power usage effectiveness (PUE) and other metrics

The benefits
- The concepts of sustainable data centres and emissions control become a business reality
- Pooled data centre resources of the University Alliance has halved costs
- Demonstrable leadership in sustainability

Unified Communications –
Higher Productivity, Lower Emissions

Unified communications improves the ability of individuals, groups and organisations to communicate through real time human interventions. It encompasses a number of technologies and combines the communications networks with ICT devices. For organisations unified communications improves efficiency and productivity, it can reduce travel and deliver environmental benefits by enabling mobile working practices.

Unified communications spares the environment through enabling mobile workforces to meet, collaborate and connect without having to be physically face-to-face.

Unified communications is an important and very effective way for organisations to combat the negative effect travel, office real estate and ICT hardware have on climate change. It represents a major opportunity to reduce carbon emissions and transform the way you do business.

Case Study
CHI International

»Keeping up with the times, we will provide environmentally responsible and technologically advanced products and services, while still maintaining our high quality serviced apartment brand in Hong Kong.«

Pilar Morais, CEO of CHI Residences

The customer

CHI International is a luxury Asia-wide hospitality group that manages a range of properties. CHI Residences also takes pride in its commitment to creating environmentally friendly properties. It has been taking steps in becoming more environmentally-conscious and supports green initiatives such as Earth Hour and Coastal Clean-up and paper recycling.

The challenge

CHI Residences saw that there was an increasing demand for convenient, stylish and environmentally-friendly accommodations in Hong Kong, and was faced with the challenge to provide timely, efficient and paperless communications which was still in line with their commitment to encouraging a greener lifestyle. The company had also adopted a policy aimed at eliminating unnecessary burdens on the environment and reducing its carbon footprint wherever possible.

The solution

- A state-of-the-art, tailor-made unified communications solution to integrate and consolidate all networks and communication platforms from end to end
- Technical management and close collaboration to align the solution to objectives and requirements
- Consulting services on webpage design of the IP-based unified communications system and enhancing user experiences
- Training and support for all the CHI Residences team members involved to understand the technology and learn the operation

The benefit

- Enhanced reputation as the first serviced apartment brand to introduce unified communications technology
- Increased tenant satisfactory by 18% through the provision of a wide range of technology tools and tailor-made features for tenants, all accessed via in-room screens
- Faster, quicker communication with tenants and notifications, as well as a considerable reduction in paper waste by more than 10%

Cloud
is the Enabler

Today we are entering the era of the cloud enabled network society where sensors and networks will allow us to intelligently manage more aspects of our lives, areas where ICT was previously underutilised can increase productivity and realise significant sustainability benefits.

Consider agriculture, for example, by acquiring and accumulating data on the climate, soil and water, as well as crop conditions through sensors, it becomes possible to devise new business models that secure better harvest yields with lower expenditures of labour and energy.

Another example is in the area of transportation; here we can acquire information on traffic congestion and road surface conditions using sensors embedded in cars and roads. By monitoring information on the way drivers operate their vehicles, we can relieve traffic congestion and prevent accidents.

Fujitsu is leading the way in our industry as the only company with a clear methodology for evaluating the environmental impacts of our solutions and a carbon reduction goal that includes our customers' emissions. Combining our established leadership in sustainability with our emerging leadership in Cloud computing, Fujitsu aims to save worldwide more than 30 million tonnes of greenhouse gas (GHG) emissions from 2009 to 2020.

Saving Costs and Carbon by the Cloud

We see cloud is an evolution, not a revolution - even though its impact may be revolutionary. We offer a non-disruptive, safe and secure route to an integrated cloud environment and the transition and integration services needed to accomplish it. Without sacrificing security and availability, our customers will be able to lower their costs and become more flexible and responsive in their ICT provision, whilst at the same time reducing the environmental footprint of their ICT needs.

Our cloud services are underpinned by our sustainable data centres and by our investment in green technologies and R&D.

Infrastructure as a Service (IaaS)

IaaS provides a flexible, dependable, virtual infrastructure service. For you as a customer it means you only pay for the server capacity or storage capacity you need – for however long you need it. As well as delivering significant costs savings and enhanced flexibility organisations can use ICT much more efficiently and, of course, less waste means fewer emissions.

This solution would, for example, allow a CIO to quickly bring on new servers to meet a short-term project requirement and then avoid the need to carry the cost of ICT once that project comes to an end.

Balancing workloads across larger server pools in sustainable, purpose built cloud environments means that Fujitsu can deliver a Cloud service with a low environmental footprint at a low cost to our clients.

Case Study
Surf Life Saving Australia

»Fujitsu cloud services addressed our efficiency, service and reporting needs. It has also helped us overcome our severe budget limitations.«

Gary Daly, National IT Manager, Surf Life Saving Australia

The customer

Surf Life Saving is Australia's major water safety, drowning prevention and rescue authority. This national organisation, with regional and state administrative branches, coordinates 311 community surf life saving clubs that collectively patrol more than 400 beaches. Surf Life Saving Australia (SLSA) is the largest volunteer movement of its kind in the world with more than 158,800 members. It is a not-for-profit movement that relies on community donations, government grants, fundraising and corporate sponsorship.

The challenge

To overhaul SLSA's ICT systems to improve service levels, reduce the administrative burden on volunteer members and facilitate commercial expansion. Cost efficiency was one of the key pillars of the project.

The solution

The service applications and delivery, underpinned by Fujitsu Cloud Services, provides a cost-effective infrastructure:

- Centralised operational data store (CODS) includes people, organisations, awards, patrols, incidents and beaches
- Members' portal, linked to web-based content and workflow management with a national enterprise view of SLSA information
- Voice recognition and telephony services enabling 'on beach' access to services

The benefit

- Cost efficiencies of cloud solution
- Reduced administrative overhead for volunteers with on-beach patrol logs, captured on mobile phones, fed directly to the central data store
- Members' portal provides a single point of access to the SLSA and its systems
- Improved data collection and analysis for education programs

Microsoft Azure hosted by Fujitsu

Microsoft technology and Fujitsu management experience fused into a cutting edge 'Global Cloud Platform.'

Fujitsu's Global Cloud Platform for Azure (FGCP/A5) is the Platform as a Service (PaaS) offering powered by Windows Azure™ and provided by Fujitsu data centres. Windows Azure offers elastic, self-service and 'pay as you go' cloud services, that enables existing development skills to be used owing to the platform's compatibility with Microsoft .NET.

The pay as you go elastic model allows customers to scale up and down their platform requirements according to their expected traffic volumes, resulting in more efficient use of the available resources. Combine this with the security, reliability and sustainability of Fujitsu data centres to result in a highly efficient platform for application development and hosting.

Case Study
Lend Lease

Convesso Concavo Project

Innovative solutions enabling integration of energy management and building automation to deliver cloud based energy management solutions to tenants.

The customer

Lend Lease has been creating innovative property and infrastructure solutions for more than 50 years. Headquartered in Sydney, the company has actively advocated environmental and sustainability initiatives since formation in 1958.

The challenge

Lend Lease Apartments is committed to creating landmark homes that have a limited environmental footprint. The luxury Convesso Concavo development had to meet a number of design criteria to achieve a '4 Star Green Star' for Multi-Unit Residential buildings. The assessment criteria included a requirement to monitor energy and water use in real time for over 450 apartments.

The solution

The platform continuously monitors energy and hot and cold water usage, then provides a simple to use In Home Display to provide real-time and historical usage and trend data. This provides residents with greater visibility of energy and resource consumption. Because the energy monitoring system uses a cloud based infrastructure, additional modular functionality can also be added at a later date.

The benefit

- Intuitive and easy to understand web interface
- A single touch screen 'In-Home Display' is used to interface video intercom, access control, lighting control, air-conditioning and energy monitoring
- Real time, historical and trend based energy, hot and cold water data delivered to each resident and the developer
- Services are delivered across an industry standard GPON based IP fibre backbone
- Additional services can be added easily ensuring the system is future proofed and easy to upgrade

SAP as a Service

SAP as a Service is Fujitsu's Infrastructure as a Service offering providing customers with SAP hosting and related managed services over Fujitsu's secure and onshore based cloud. SAP as a Service aims to help customers reduce their complexity and cost to manage their SAP systems in addition to providing various benefits such as better service quality and levels, fewer security risks and higher compliance.

SAP has been working closely with the World Resource Institute to develop a new standard for looking at emissions across the entire value chain for its SAP's software.

SAP is driving sustainability by innovating in each of their five key product categories: applications; analytics; mobile; cloud; and database and technology. One example is SAP's Manufacturing Integration and Intelligence application, which provides greater visibility into operations in critical areas such as safety, energy usage, unit performance and inventory, thereby improving companies' performance and producing significant cost savings.

SAP solutions are helping customers integrate sustainability into their own strategies and operations, so that they can become more profitable while creating positive change.

Fujitsu's extensive expertise in SAP deployments, our sustainable data centres and world class cloud solution combined with both companies excellent reputations for consideration of the environment, come together in this SAP as a Service solution resulting in clear financial and environmental benefits for our customers.

Case Study
Frucor Beverages

»Fujitsu has the most mature cloud solution in the region. And it has great people on the ground across its data centres and SAP Support.«

Paul Miller, Group IS Manager (Australia and New Zealand), Frucor Beverages Ltd.

The customer
Frucor Beverages Ltd is one of Australasia's largest beverage manufacturers and distributors. It is best known for its flagship product, the 'V' energy drink as well as an extensive brand portfolio including fruit juices, waters and soft drinks. Headquartered in Sydney and Auckland, Frucor has more than 900 employees in Australia and New Zealand.

The challenge
Frucor needed to improve the responsiveness and flexibility of its customer service capabilities while leveraging its investment of over 10 years in the SAP platform. The company needed flexibility to provision ICT services to meet demand throughout the year.

The solution
Fujitsu was able to assist Frucor to migrate its SAP and business intelligence applications to Fujitsu's Cloud platform, which allows Frucor to allocate ICT resources on demand while contributing to a reduced overall carbon footprint.

The benefit
- Ability to dynamically provision ICT services to meet fluctuating demand
- Leverage in-house expertise in SAP and BI platforms while migrating to a more reliable and high-performance platform
- A net gain on the total energy consumption of the alternative solution

By migrating its existing systems to Fujitsu's Cloud, Frucor was able to retain and continue to leverage its SAP experience. Additionally, the new platform provides significant energy saving advantages over its previous hosting platform.

Fujitsu a World Leader
in Green ICT Products

Fujitsu have been implementing our own environmental assessments for products since 1993, and we strive to develop eco-friendly products that reflect environmental considerations in areas such as energy saving, the non-use of hazardous chemical substances, packaging materials, and promotion of clear information disclosure.

In 1998, to further strengthen development of eco-friendly products, we established evaluation standards and positioned the products that satisfy them as 'Green Products'. Furthermore, since fiscal 2004, we have been classifying newly developed products that top the class in terms of all of the required conditions for Green Products as 'Super Green Products'. These are products or systems recognised as having superior environmental characteristics that places them amongst the very best anywhere in the market.

In fiscal 2009, 30 product families were recognised as Super Green Products and as part of our detailed sustainability policy we will ensure that Green and Super Green products will comprise at least 30% of all new developments and their environmental efficiency must be raised to 2.5 times the 2008 value.

Fujitsu's investment in world leading green ICT products supports our goal of a 30 million ton reduction in greenhouse gas emissions by 2020

Even when not in use and the screen has long gone dark, ICT equipment connected to the mains may still use up to 1-5 watts of power in standby mode depending on the model. Innovative solutions from Fujitsu now radically reduce - and indeed even avoid - power consumption in off- / hibernation mode. Fujitsu's new 0-Watt technology allows you to save as much power as you can.

Case Study
Saúde 24

»The solution Fujitsu delivered was absolutely perfect for us. We were able to double performance, maintain around-the-clock availability, cut power consumption by half and reduce operating costs. And we were able to do all that quickly and economically.«

António Marques IT Manager of Linha de Cuidados de Saúde (LCS)

The solution

Design and deployment of a solution for the modernisation of the entire ICT infrastructure used to operate the healthcare hotline.
Systems:

■ FUTRO Thin Clients
■ PRIMERGY Blade and Rack Servers
■ ETERNUS disk storage systems

The benefits

■ Expansion of the Saúde 24 healthcare hotline within a very limited time frame
■ 100% increase in data centre performance
■ Guaranteed high-availability operation
■ Reduction of power consumption by half
■ Lower ICT operating costs
■ Increase in ICT operational productivity
■ Quick, economical scalability of the entire ICT infrastructure at any time

The customer

Saúde 24 is a public-private partnership initiated by Portugal's Minister of Health that give the country's entire population a central point of contact for healthcare information.

Saúde 24 health advisors rely on advanced information technology to provide advice and services around the clock.

Saúde 24's Antonio Marques expressed his satisfaction with Fujitsu's performance, "To plan a project like this and then carry it out without any problems under time pressure was already quite an accomplishment. And the fact that Fujitsu also managed to do it on budget is really impressive."

Sustainability Means Efficiency –
It's Good for Business

Global greenhouse gas emissions from ICT will increase twofold from 3% to 6% by 2020.

The message for organisations is clear. The demand for ICT and in particular data centres is growing, coupled with the cost and availability of electricity emerging as a key concern for IT managers, successful organisations will respond to the challenges and opportunities of sustainability now.

At Fujitsu we fundamentally believe sustainability is good for business and that innovative ICT will enable us to create a prosperous, low-carbon future. Supported by our strong investment in R&D, long term focus on policy and through our intelligent products and services, we can enable your organisation to significantly reduce your carbon footprint and save money.

Whether it is our Cloud computing, Desktop Managed Service, desktop and server virtualisation, Data Centre services, unified communications, our green products or our Consulting services, Fujitsu has a clear focus on leading the ICT industry in the drive towards a sustainable society, and working with our customers to shape a more sustainable tomorrow for all of us.

About Fujitsu

Fujitsu Australia and New Zealand is a leading service provider of business, information technology and communications solutions. As the third largest ICT company in the Australian and New Zealand marketplace, we partner with our customers to consult, design, build, operate and support business solutions. From strategic consulting to application and infrastructure solutions and services, Fujitsu Australia and New Zealand has earned a reputation as the single supplier of choice for leading corporate and government organisations. Fujitsu Australia Limited and Fujitsu New Zealand Limited are wholly owned subsidiaries of Fujitsu Limited (TSE: 6702).