

# Delivering the digital enterprise

The five stages of infrastructure evolution

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shaping tomorrow with you

## Human Centric Innovation in Action



# Agenda

- BRCD Company details
- What does digital mean to you?
- 5 Steps to building your business-centric IT infrastructure
- Partnership BRCD and Fujitsu



# Brocade Key Facts

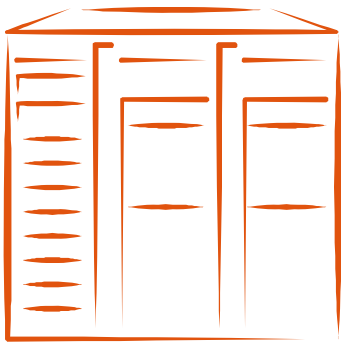


## Company Overview

- Founded in 1995
- Headquarters in San Jose, California
- 4,550 employees in 36 countries
- Customers in over 160 countries
- \$2+ billion in annual revenue
- NASDAQ: BRCD



# Brocade Key Facts



## Data Center Networking Leadership

- Pioneer of Ethernet fabrics, with 3,000+ Ethernet fabrics deployed
- The #2 vendor in data center networking market share (Source: IDC)
- Approximately 70% SAN switching market share (Source: Dell'Oro)
- 15,000+ IP networking customers worldwide
- Market leader in storage fabrics



# Brocade Key Facts



## Software Networking Leadership for the New IP

- The most widely adopted NFV solution: the Brocade vRouter, with more than 100 million production hours
- 1.3+million OpenFlow-enabled ports shipped in Brocade products, including Hybrid Port Mode to run OpenFlow and traditional routing on the same physical device
- The industry's first truly open SDN controller based on the OpenDaylight source project
- Virtual visibility and analytics solutions for advanced insight into service provider networks
- Virtual application delivery controller for scaling, securing, and delivering applications in the cloud or data center
- Virtual Evolved Packet Core (vEPC) solution purpose-built for virtualization and the cloud, including MVNO, M2M, and enterprise mobile services





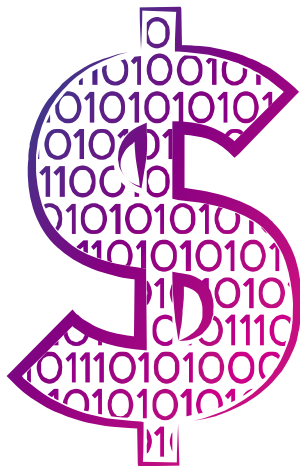
# All CHANGE

What does  
**DIGITAL**  
mean to you?



# The cost of digital divergence

Ability to embrace digital will decide the winners and the losers for the next decade



“..the productivity problem isn’t a lack of global innovation. It’s a failure by many firms to adopt new technologies and best practices” .  
(OECD 2015)

Companies with greater digital capabilities can convert sales at a rate 2.5 times greater than those without those capabilities  
(McKinsey 2015)



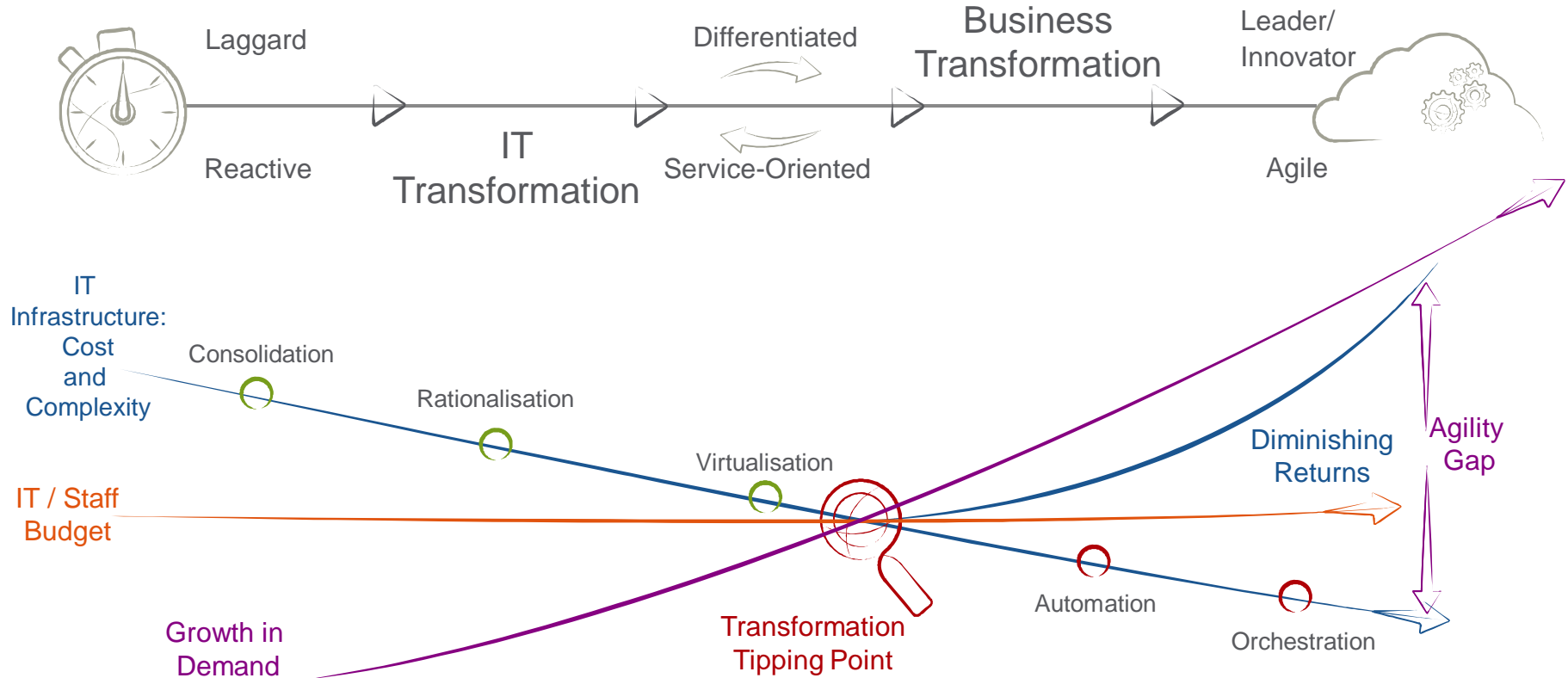
# It's time to talk about the network

75% of CIOs say the network is an issue in achieving their organizations goals

A quarter say it is a **significant** issue...



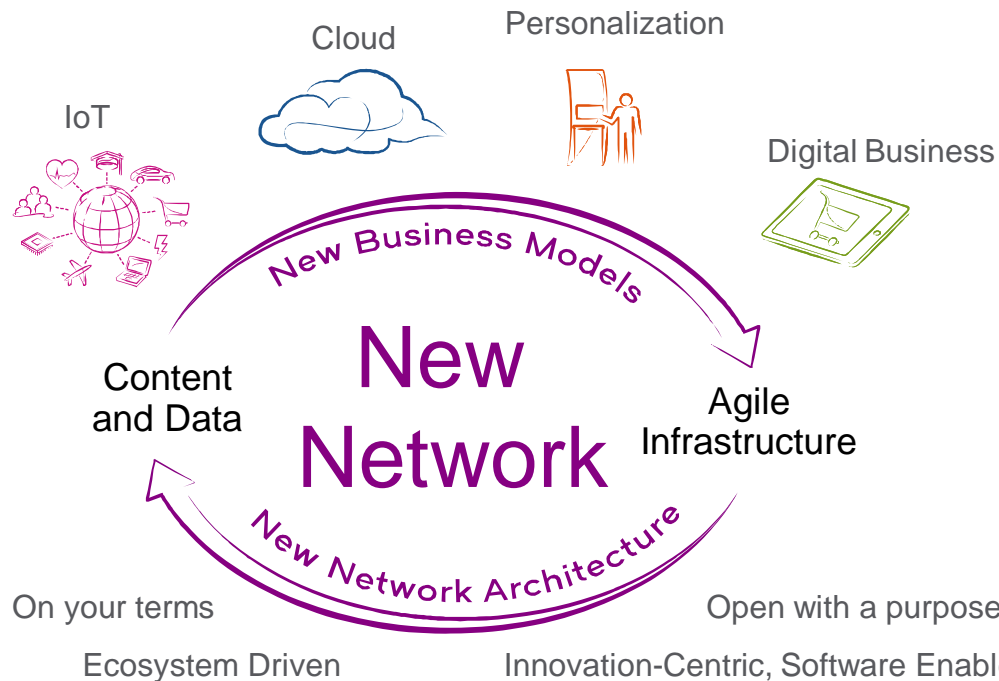
# Transformation tipping point



# The NewNetwork Accelerates Service Delivery, Data Access & Innovation

## From

- Proprietary
- Hardware Devices
- Manual
- Silo'd Ops
- High Cost
- Slow Innovation



## To

- Open
- Software-enabled
- Automated
- True Democracy
- Optimized Costs
- Fast Innovation



# Five Fundamentals you need from your network

Zero  
downtime



Automation &  
Analytics



Availability &  
Performance



Software-  
enabled

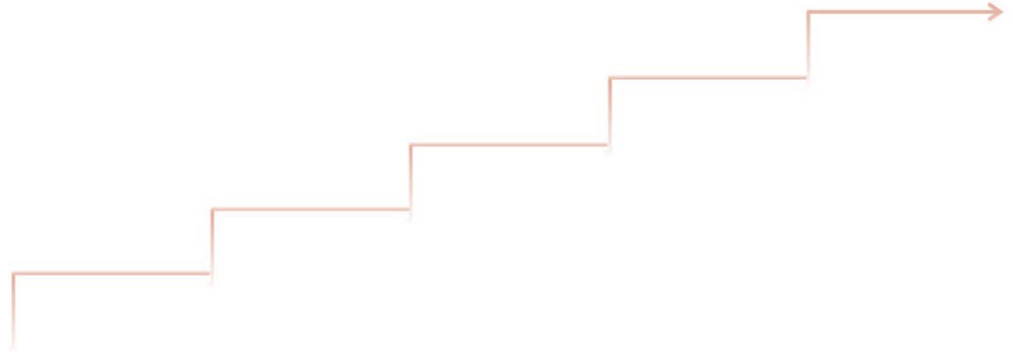


Open for  
innovation



# 5 Steps

to building your business-centric  
IT infrastructure



# Transformation Tipping Point

## Build the network you need

A business-centric network for now and the future:

- Audit what you have
- Align with the business
- Plan with change in mind
- Fit for today, flexible for the future



# Automated Network

## Optimize for applications & cloud

An operationally aligned infrastructure to reduce risk and improve productivity & performance:

- Immediate application deployment
- Application performance acceleration & protection
- Controlled cloud connectivity
- A foundation for virtualization & software



# Agile Infrastructure

## Optimize for speed & efficiency

A virtualized data centre infrastructure:

- Increase operational efficiency
- Accelerate speed of change
- Cut cost
- A platform for innovation adoption





# Intelligent Services

## Optimize for opportunity & growth

An intelligent IT ecosystem:

- Make investments informed by insight
- Proactively deliver differentiated services
- Accelerate differentiation through innovation
- Flexibility & stability for sustained growth, reduced risk



# Innovative Business

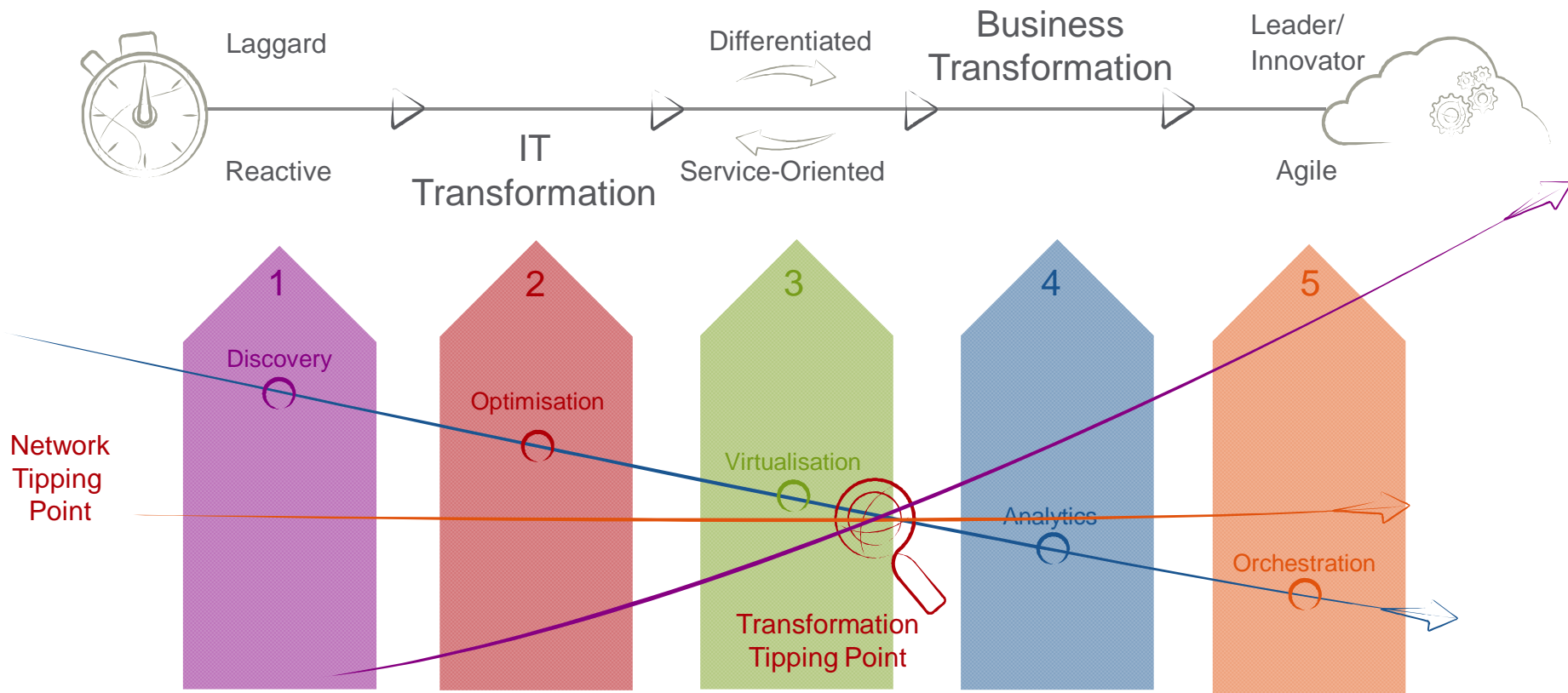
## Always optimized with IT-as-a-Service

A software-enabled ecosystem:

- Be ready for the next big thing, whatever it may be
- Adapt with ease in real-time with elastic IT services
- IT as business, not business IT
- The right investment today, the right infrastructure for an uncertain tomorrow



# Summary: Transformation in 5 Steps



# Business is moving to the 3<sup>rd</sup> Platform



## IDC Predictions 2014: Battles for Dominance — and Survival — on the 3rd Platform

FIGURE 1

The IT Industry's 3rd Platform for Innovation and Growth



**THIS is why Brocade Partnering with Fujitsu!!**

Source: IDC, 2013

# Fujitsu & Brocade Partnership



## OEM relationship

- All Fibre Channel products & most of the IP products (*often sold via solutions or bundles*)
- Fujitsu maintains 1st & 2nd levels of Support (*uses Brocade as Level 3 escalation*)
- Sold via Fujitsu Direct, Fujitsu Channel Partners, and Fujitsu Services



## Reseller relationship

- All Brocade products can be sold via reseller relationship
- Fujitsu will sell Brocade Support with products under Reseller contract sales
- Sold via Fujitsu Direct, Fujitsu Channel Partners, and Fujitsu Services
- Started in 2010 to transact IP products not on OEM contract

Thank you

Any Questions???