

Fujitsu's Legacy Modernisation Service **DATA MANAGEMENT SERVICES**

FUJITSU and its technology partner DATALYNX, provide an end to end data management services solution that will effectively address the different challenges and issues that organisations face in managing their powerful asset “DATA”.



The Challenge

The typical modern enterprise includes an increasingly complex array and multiple generations of applications and data. These assets are often no longer fully understood by the organisation, for many different reasons. Customer data is often stored across multiple systems, and may have information which is inconsistent across all those systems. Many organisations are going through major system upgrades or mergers and are facing the prospect of having to keep old systems available for many years because they cannot migrate the data to the new system.

Data is your organisation's lifeblood. It is the data (and how it is used) that keeps your organisation viable and competitive.

Your organisation not only needs the data, it also needs to understand the data, and needs to be able to utilise the data faster and more accurately than ever before.

Fujitsu's Data Management Services are a range of professional services that cater to an organisation's data related needs.

The Challenges we address

- Mergers and acquisitions resulting in the need for systems integration
- Internal restructures and consolidation / decentralisation of business units
- Rationalisation and standardisation of IT systems
- Change of core IT platforms & applications
- Introduction and changes to IT application or infrastructure out-sourcing and in-sourcing arrangements
- Transition into a Cloud Computing environment
- Establishment of in-house data centres
- IT cost-cutting initiatives

Fujitsu's Data Management Services

- Data Analysis (Data Profiling)
- Data Cleansing (Data Remediation)
- Data Transformation
- Data Migration
- Cloud Computing related services
- Scheduled Data Management Services

Delivered in two modes:

- **Project services** for larger undertaking, for example cleansing and migration projects following merger
- **Subscription services** for ongoing support and reporting, for example monitoring and reporting on data quality

Data Profiling:

Data Profiling is undertaken as a precursor to business system or infrastructure upgrades or any projects that include data cleansing, transformation or migration and can also be used post-migration to verify data integrity and completeness.

As either an ad-hoc or periodic activity, data profiling provides the ability to monitor the state of your organisations data and detect issues requiring further investigation or remediation.

Profiling assists with the early detection of 'anomalies' and provides assurance that critical business data is under control.

Data Cleansing:

Data Cleansing is necessary for the ongoing maintenance of data quality within business systems.

When should Data be cleansed?

Data Cleansing is associated with data migration and is generally undertaken in conjunction with any of the following activities:

- Replacement of legacy systems
- Upgrades of application software, databases or infrastructure
- Decommissioning of old system platforms

Data cleansing can also address live system data issues that are impacting normal business activities.

Data Transformation:

Data Transformation is associated with data cleansing and data migration and is generally undertaken in conjunction with any of the following activities:

- Replacing legacy systems
- Upgrading application software, databases or infrastructure
- Decommissioning old system platforms
- Preparing data for updating various business systems
- Extracting data for use in a range of analytical tools
- Business to business data exchange including:
 - importing data received from external sources
 - producing files containing data required by other organisations

Data Migration:

Out-dated systems and infrastructure are replaced as they approach the end of their productive life and new systems are introduced to support new business initiatives. Data migration provides the means for legacy business data to continue to be a valuable resource as part of a new solution.

When is Data Migration Required?

- Data Migration supports the following types of events:
 - System rationalisation during mergers & acquisitions
 - Replacement of legacy systems
 - Upgrades of application software, databases or infrastructure
 - Decommissioning of old system platforms

Data Integration:

Data Integration often encompasses some level of data transformation and is a key element of the following types of activities:

- Providing a standardised view of core business information
- Reconciling data that is held in disparate systems
- Ad-hoc and scheduled data updates
- Synchronising data between systems
- Replacing custom system interfaces
- Extracting data from autonomous sources for standardised reporting
- Replacing and consolidating systems following mergers and acquisition

Business data integration provides the flexibility to work across related data sources while capitalising on the strengths of autonomous best-of-breed systems.

The Datalynx Technology

Fujitsu uses Datalynx’s Data Explorer and Data Xchange systems as well as Fujitsu’s Cloud services to provide a total solution.

Datalynx Data Explorer system is a powerful toolset for in-depth analysis, profiling & reporting, and data monitoring services.

KEY FEATURES

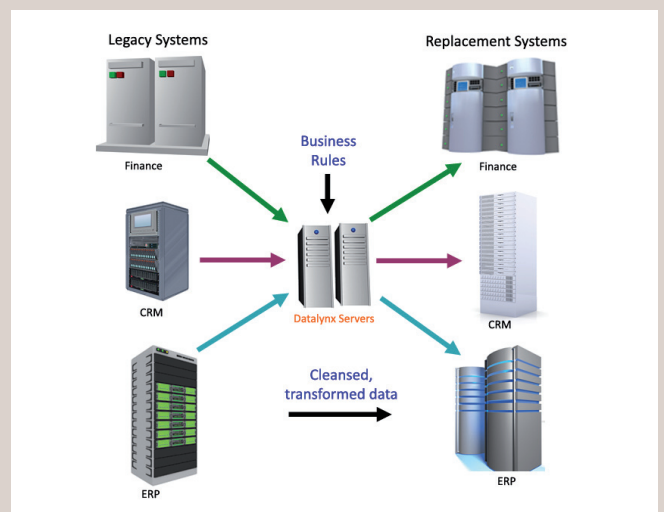
- Ability to access and report on data held in a broad range of systems and data stores.
- Pre-packaged with numerous valuable statistical and general profiling functions.
- Provides the capacity to create and evaluate any number of additional data-specific functions.
- High-performance data processing capability for analysing very large datasets.
- Provides in-depth reporting to pinpoint items requiring business or management attention.
- Reports on growth and changes in data over time



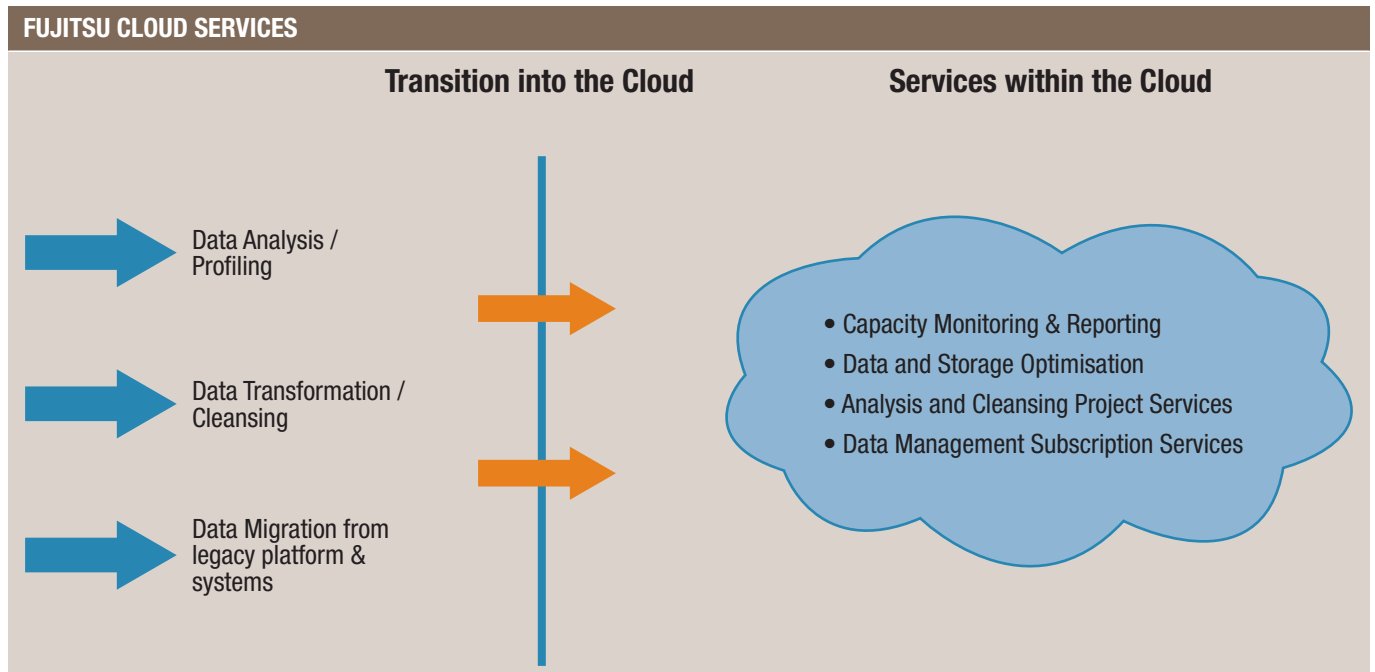
Datalynx Data Xchange system is an enterprise Data Management system supporting data extraction, cleansing, transformation, migration and integration activities.

KEY FEATURES

- Ability to access data in a broad range of systems and formats.
- Capacity to assign and evaluate any number of business rules.
- Scalability to allow fast processing of small to very large volumes of data.
- Inbuilt productivity features
- “What-if” analysis allowing processing simulation to determine the impact of various business rules.
- Integrated job-manager for prioritising jobs and managing server loads.
- Scheduler for controlling job frequency and run times.
- Detailed system and job processing audit logs



Fujitsu's Cloud Services



- Application of specialist skills and technology for the smooth transition of client data into the Fujitsu Cloud and provision of ongoing data management services
- Delivers a range of value added services for clients with data within the Cloud
- Provides the opportunity to undertake data analysis and cleansing either pre or post transfer to the cloud
- Service is offered via subscription-based model that provides for scheduled periodic reporting on a range of customer specific criteria

Our Capabilities

Fujitsu's Data Management Services are provided in conjunction with our partner Datalynx. The delivery team is entirely based in Australia/New Zealand. The resources that undertake this work are a mixture of Fujitsu and Datalynx staff in this way we can build on the depth of experience inherent in each of the organisations. The team is able to undertake the Data Management Services either on specific client sites or in our offices depending on the needs of the client.

Examples of where the Datalynx toolsets have been used in the past are available on request.

Ask Yourself these Critical Questions

1. Does your organisation need to migrate systems to a newer technology?
2. Does your organisation have any Data Integrity Issues?
3. Are you worried about the next time your organisation data is audited?
4. Have any application upgrades been delayed due to data related issues?
5. Is it sometimes difficult for customer facing staff due to conflicting customer data on different systems?
6. Does the idea of a full Data Warehouse worry you because of the complexity of your data?
7. Do you have systems which are meant to talk to each other but which have data incompatibility issues?
8. Would you like to start using some of the many Business Intelligence tools on the market, but can not utilise them properly because of your data?
9. Do you have a merger or acquisition on the horizon or have you not yet stabilised the last merger?
10. Do you still have an application that is run across separate servers due to out of date hardware constraints? Would you like these separate systems to be unified again?
11. Does it seem to take forever to setup and/or refresh test environments for the next round of upgrades?
12. Do you ever find yourself saying "I can't get you that answer today"?

If you answer yes to any of the above questions, please contact Fujitsu for a more in-depth discussion of our Data Management Services based offerings.

The Benefits

Data Analysis

- Early identification of business issues
- Gain insight into data quality and status

Data Cleansing

- Quality, accurate data on which to base decisions
- Business and client confidence in your systems
- Reduced data processing and storage costs

Data Transformation

- System flexibility to respond quickly to changes
- Reduced interface maintenance costs and risk

Cloud Computing related Services

- Save money by reduction of space required for the database in a data centre or cloud
- Reduced support staffing requirements

Please Tell Me More?

Please contact your Fujitsu client executive directly, email legacy.modernisation@au.fujitsu.com

Or undertake our online survey at

<http://www.fujitsu.com/au/services/solutions/legacy/datamngt/>

ABOUT FUJITSU AUSTRALIA AND NEW ZEALAND 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 have 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).

ABOUT FUJITSU Fujitsu is a leading provider of IT-based business solutions for the global marketplace. With approximately 186,000 employees supporting customers in 70 countries, Fujitsu combines a worldwide corps of systems and services experts with highly reliable computing and communications products and advanced microelectronics to deliver added value to customers. Headquartered in Tokyo, Fujitsu limited (TSE:6702) reported consolidated revenues of 4.6 trillion yen (US\$47 billion) for the fiscal year ended March 31, 2009. For more information, please see [WWW.FUJITSU.COM](http://www.fujitsu.com)

ABOUT DATALYNX Datalynx is a specialist provider of data management services and technology. Datalynx services are supported by the Data Explorer and Data Xchange systems which are designed for large-volume and high-throughput applications where it is necessary to evaluate and apply any number of sophisticated business rules. Datalynx works with Fujitsu to provide end to end data management solutions that add value to an organisation's data assets; help to cut costs and lead to ongoing business improvement.

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