

Case study

Fujitsu Technology Solutions reduces operating costs with dynamic cloud services

»Thanks to Infrastructure-as-a-Service our hosted Media Portal database has become fully transparent. In addition, this service is our key to operational agility as its elasticity enables the flexible scaling of subscribed computing capacity upon demand.«

Patrick Böning, Head of Fund Management, Fujitsu Technology Solutions



Europe's leading IT infrastructure provider

Journalists interested in reporting about Fujitsu Technology Solutions are referred to the Fujitsu Media Portal just like distribution partners and advertising agencies that require, for instance, product images or photos of the CEO of Europe's leading IT infrastructure provider. Also other marketing material such as flyers, video clips and company logos can be downloaded here. And with "Dynamic Infrastructures" as their strategic roadmap, Fujitsu Technology Solutions, headquartered in Munich, offers a comprehensive portfolio comprising IT products, solutions and services that add to this rich source of information. Their offer is geared towards big businesses, SMEs and private customers in all key markets of Central Europe, the Middle East, Africa and India (CEMEA&I). Fujitsu Technology Solutions presently employs more than 13,000 people and is part of the Global Fujitsu Group.

Flexible data center resources

Since the Fujitsu Media Portal had been serviced externally through an inelastic outsourcing concept for many years, the company was now searching for a new solution. So far, the 25,000 individual marketing materials ranging from company logos to trade show videos had been stored on three different databases that were hosted at a fixed rate based on a long-term contract commitment: "We wanted to become more flexible," explains Patrick Böning, Head of Fund Management at Fujitsu Technology Solutions. "And that was simply not possible with our previous hosting environment." Böning was searching for a cost-efficient concept with pay-as-you-go service billing based on actual resource requirements. At the same time the re-launch of the web portal was on the agenda coupled with the development of new functions. For the development services Fujitsu has relied on DEKKON GmbH based in Munich and Berlin. Regarding operational management Patrick Böning has opted for Infrastructure-as-a-Service (IaaS) – a concept Fujitsu offers within the scope of its dynamic cloud services.

The customer

Fujitsu Technology Solutions, Europe's leading IT infrastructure provider, employs 13,000 people and is part of the Global Fujitsu Group.

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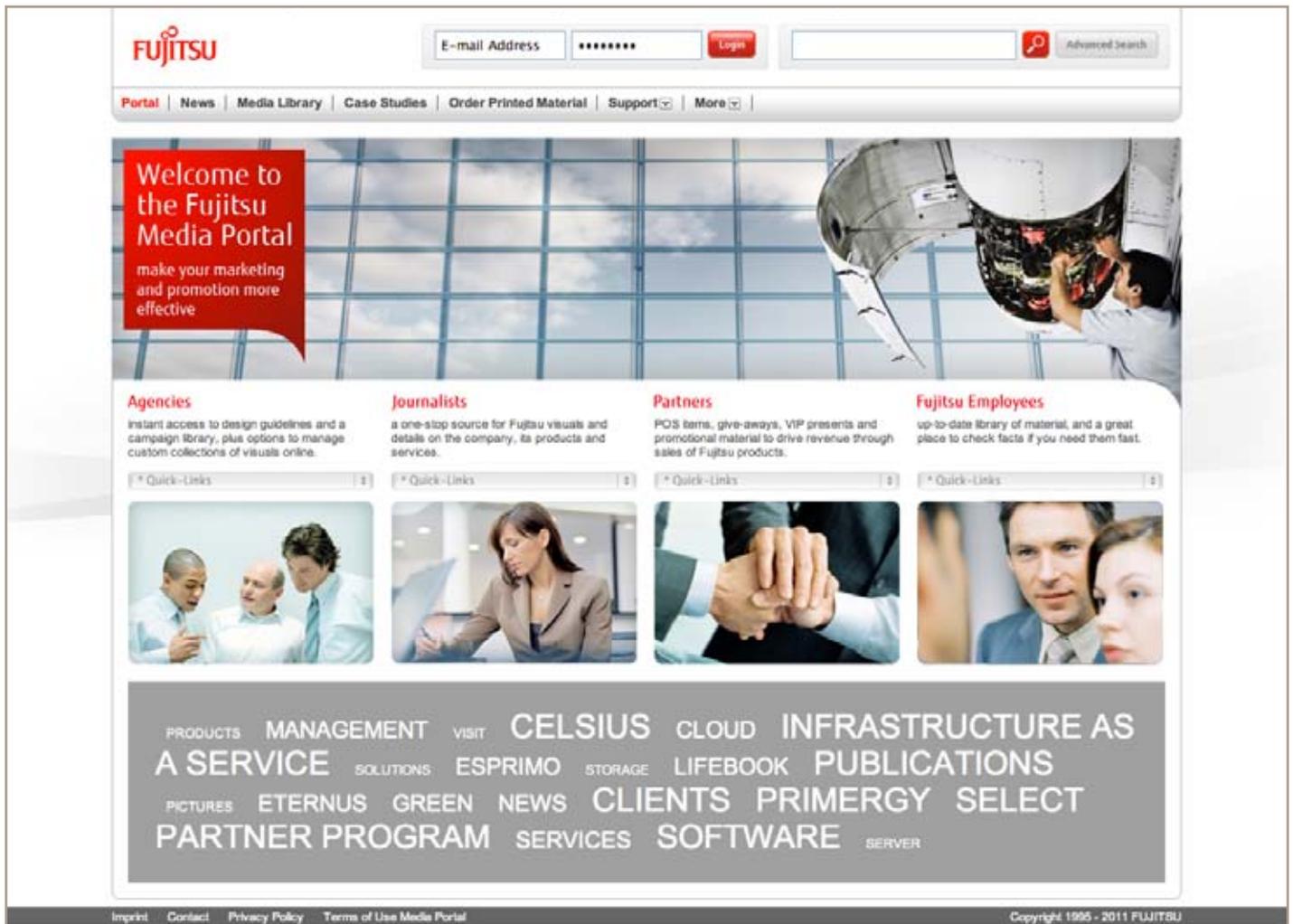
The challenge

Fujitsu needed to replace its inelastic outsourcing concept by a more flexible and cost-efficient cloud solution along with a complete redesign of its Media Portal that journalists, advertising agencies, distribution partners and employees can consult for downloading purposes.

The solution

Infrastructure-as-a-Service (IaaS) within the scope of Fujitsu dynamic cloud services.

Every IaaS customer is provided with an individual virtual data center



Upgraded performance

From three to one: In the meantime the three databases of the Media Portal have been consolidated. This clearly alleviates database management and enhances the quality of the search results. DEKKON GmbH is responsible for the redesign, implementation and operation of the new portal: "We are directly linked to the IaaS solution to perform our maintenance tasks that include the updating of software components," explains Tomas Kiesow, Manager at DEKKON. "The performance of the portal has been upgraded appreciably. 36 images per page are a thing of the past. Today it is possible to display 240 images per page without causing bottlenecks." The Fujitsu Media Portal attracts approximately 180,000 hits per day.

Speed and transparency

Presently the total data volume, amounting to 400 GB, is now stored in a Fujitsu data center that hosts the data of all IaaS customers and is monitored by professional IT service experts 24/7. Patrick Böning has subscribed to the "economy storage" package with an initial computing capacity of 0.5 TB. "What has convinced me is the speed of the systems – and this has significantly outperformed the previous solution," says Böning. "We didn't use to have a very precise idea of our data volume. Now, however, we know exactly what we are talking about and are able to react accordingly. And the IaaS team is readily available to provide specific reports. Now we can assess if it actually pays off to subscribe to more computing

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Patrick Böning, Head of Fund Management, Fujitsu Technology Solutions

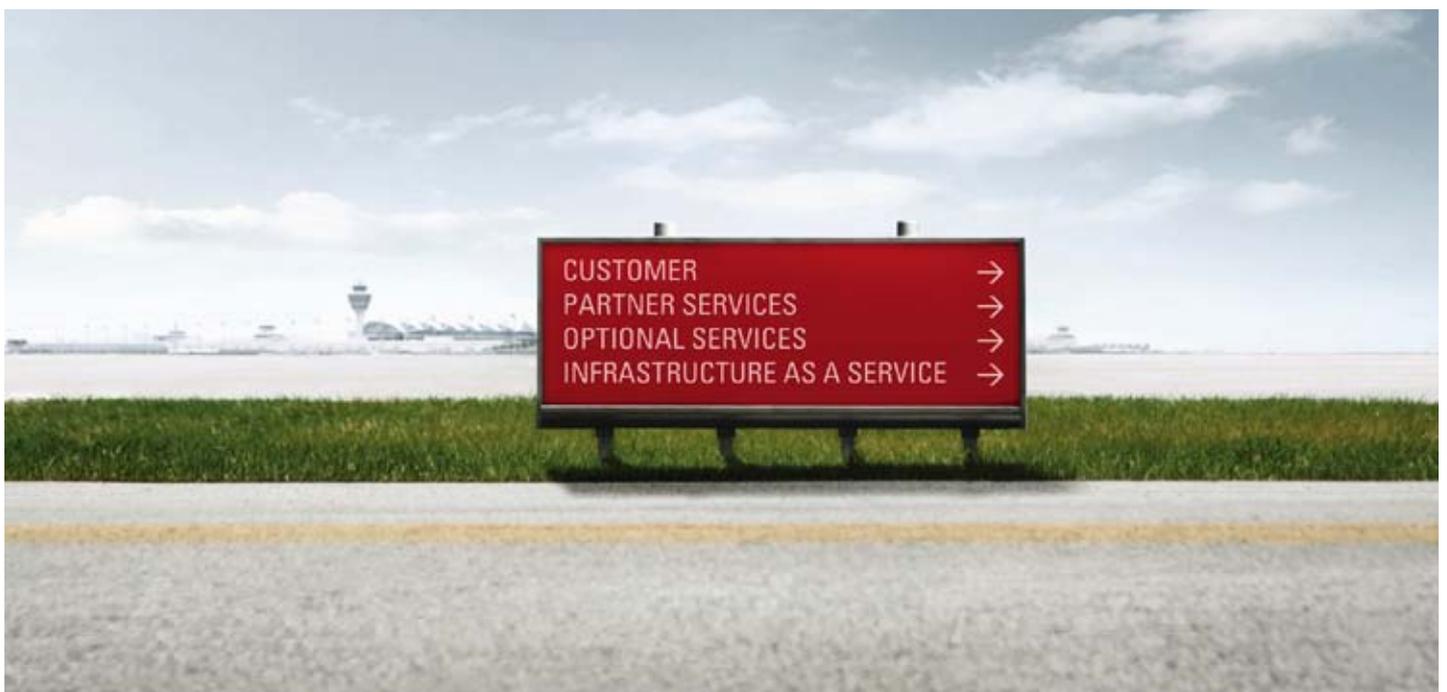
capacity when new marketing material is added, or if it makes more sense to delete obsolete data in order to remain within the existing package limits." This level of transparency was not available in the past and it presents one of the true strengths of IaaS.

Highest security standards

Then there is also the basis of trust that looms large in cloud services. "We offer a trusted cloud with the highest security standards," explains Daniel Quilitzsch, IT Service Architect and one of the persons responsible for IaaS at Fujitsu. "Every customer is provided with an individual data center that is completely sealed off from the areas of other customers. All data streams are encrypted. Thus, the customer always maintains control over administrative access." For instance, the data may be encrypted – and only the customer may dispose of the data key. In addition, various ISO certifications confirm the high security requirements pertaining to information technology, environmental compatibility and transparent quality management. Fujitsu regularly undergoes external ISO audits to review these standards. In the context of network security Fujitsu operates state-of-the-art security systems such as multilevel firewall concepts and multilevel malware protection on Client and server systems. An internal network scan offers top protection against more than 5,000 potential vulnerabilities.

Cutting-edge data center in Germany

Legal compliance requirements are fulfilled with IaaS as well. In any case – this is even TÜV certified – the data is in good hands with Fujitsu: The Fujitsu data center in Neuenstadt (Baden-Wuerttemberg), run by the Fujitsu subsidiary TDS AG, has received the TÜVIT Certificate for "Trusted Site Infrastructure", level 4. Moreover, the data center also meets the highest security standards according to "International Tier III", certified by the Uptime Institute. "Tier III standards are the highest possible security norm in Germany," Daniel Quilitzsch points out. The building is equipped with sophisticated fire and intrusion systems. In addition, the architecture of the power supply, cooling and air conditioning as well as the connection to telecommunication infrastructures is multiple redundant. The data center in Neuenstadt is also connected with the other data centers of TDS AG, thus guaranteeing uninterrupted operation in case of a disaster. "Of course we also market IaaS through our distribution partners," Daniel Quilitzsch continues. "In other words, customers who are interested in this service have the possibility to handle this with their existing IT partners." The IaaS offer that has been deployed for the Fujitsu Media Portal can theoretically already begin at 200 GB. In that case further expansion packages are subscribable in 50 GB units.



The benefit

- Server, storage and network resources always scalable (up or down) upon demand
- High cost transparency
- 24/7 monitoring of service availability
- Enhanced performance of the portal
- 75 percent savings in operating costs

Products and services

- Infrastructure-as-a-Service (IaaS) "Economy Storage"
- A highly scaled virtual Windows server
- SAS-based high-performance storage (500 GB up to 2 TB)
- IaaS Secure Internet Services with a 100 Mbit bandwidth and a monthly data transfer volume of approx. 10 TB
- Additional IP addresses to distinguish different websites and their contents
- Needs-based firewall configuration
- ISP status of the cloud provider and web content filtering
- Internationally recognized website certification

Expansion planned in other sales regions

Already at this stage, Patrick Böning's summary is overall positive. On the one hand, the users – i.e. media representatives and Fujitsu employees, amongst others, who access the portal day by day – are more satisfied. On the other hand, the transition to IaaS has proved remarkably cost-efficient: "Compared to the previous solution we have been able to cut operating costs by 75 percent. And, at the same time, the Fujitsu Media Portal has become faster and more

efficient. As you can see, the transition to IaaS has been more than profitable for us." The extent to which Fujitsu trusts in its own service offer is reflected in the popularity of the IaaS-based Media Portal within the Global Fujitsu Group. "Our Asian and American colleagues want to be part of it, too, now," Böning is pleased to summarize. "Up until now the Media Portal had only addressed the CEMEA&I region."



Partner

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