

Case Study

Ziarre Limited

The global expertise and professionalism of the Fujitsu consulting team, together with the mission-critical system offered by PRIMEQUEST 1800E have made Fujitsu our choice for offering cloud-computing solutions for SMEs in Hong Kong

Steven Wan, General Manager, Ziarre Limited



The customer

Ziarre is a Hong Kong-based company that provides professional business consultation services to its valuable customers. Its consultation services cover IT, innovative and dynamic marketing solutions for a wide range of industries.

Fujitsu and Ziarre have been partners for more than three years, and Ziarre became one of Fujitsu's SELECT Partners in 2010. Fujitsu is committed to building business profiles with all SELECT Partners' go-to-market strategies and developing solution offerings around their core practices.

Being one of the fastest-growing cloud-computing solutions and hosting services providers, Ziarre noted the increasing demand in SaaS (software-as-a-service) from SME customers in Hong Kong. It looked to expand its offerings in cloud-computing solutions and applications to capture its market share in this segment in a more time-efficient and cost-effective way.

The challenge

More Hong Kong SMEs have adopted cloud-computing solutions and applications to support their business growth in recent years, having been influenced by certain mature markets in the U.S. and Europe. The early SME adopters are comfortable using cloud-computing solutions and applications, whereas other SMEs have been more hesitant to adopt cloud-computing solutions, a major concern being the reliability of the IT infrastructure behind the cloud-computing solutions and applications.

From Ziarre's perspective, cloud computing allows customers to consume technology resources in an on-demand, subscription-based fashion. Technology resources are modular and highly scaled. They are provisioned rapidly, elastically and dynamically.

"The financial models of our customers emphasize operational expenditure rather than capital expenditure; therefore, we need to be able to forecast their demand and allocate our technology more flexibly," says Steven Wan, General Manager, Ziarre Limited.

The customer

Country: Hong Kong SAR
Industry: IT
Website: www.ziarre.net



The challenge

- To build confidence of SME customers to adopt cloud-computing solutions and applications
- To provide technology resources in an on-demand, subscription-based fashion
- To reduce total cost of ownership (TCO) and power, space and staffing costs faster than computing growth

The solution

- High availability and reliability of PRIMEQUEST 1800E bundled with software licenses for cloud-computing solutions running 24/7
- Excellent flexibility and scalability offered by PRIMEQUEST 1800E through virtual OS and hardware partition
- Global expertise and professionalism of Fujitsu consulting team leading and facilitating the project implementation

The benefit

- Enhanced Ziarre's competitiveness in offering cloud-computing solutions by gaining trust from customers
- Shortened the time for Ziarre's customers to launch IT-based marketing campaigns
- Saved TCO of the entire project by up to 70% through the bundling of software licenses
- Reduced the number of physical servers by 90% and other related costs

In order to be competitive in the SME market, which is more sensitive to cost, Ziarre understands the importance of increasing the computing capacity and, at the same time, reducing TCO and power, space and staffing costs.

Wan explains: "We never compromise the excellence of our cloud-computing solutions and applications because of costs. Rather, we always look for mission-critical systems with the best cost-efficiency."

The solution

After careful consideration, Ziarre decided to adopt Fujitsu to expand its cloud-computing offerings by deploying PRIMEQUEST 1800E, which is bundled with software licenses, and working with the Fujitsu consulting team for the whole project.

"To address customers' concerns about the reliability of the IT infrastructure, the high availability and reliability of PRIMEQUEST 1800E enable cloud-computing solutions running on it 24/7," adds Wan.

The design of the server incorporates multiple levels of server error protection. Advanced Machine Check Architecture (MCA) in Nehalem-EX and QuickPath Interconnect (QPI) offer error handling. Since PRIMEQUEST 1800E offers a self-healing mechanism for system interfaces, data transferred between systems boards is protected by system interface error detection, re-transmission and degradation.

Wan reveals: "The flexibility and scalability of PRIMEQUEST 1800E through virtual OS and hardware partition meet our need to forecast customer demand and to scale up computing performance. As such, it would be easier for us to know the cost and simpler for us to charge-back."

With up to 64 cores and maximum 2TB of memory, PRIMEQUEST 1800E can accommodate hundreds of workloads and has the capability to ensure the expansion of the enterprise workload platform. Workloads can be migrated between partitions for balancing them for optimum performance or for migrating them for planned maintenance of partition.

Wan continues: "More importantly, the Fujitsu consulting team was leading and facilitating the project implementation by demonstrating

Products and services

- Fujitsu consulting services for offering cloud-computing solutions
- PRIMEQUEST 1800E as the core platform for hosting cloud applications, business logic, PRIMERGY MX130 for remote clients to access their cloud-computing applications and ETERNUS DX60 for hosting storage

their global expertise and professionalism. They shared with us the success cases on similar projects in other markets and gave us confidence."

"I was also impressed by the professionalism of the team as they continually advised me of the successful ways to implement the project during different stages through constructive meetings," continues Wan.

The benefit

Fujitsu's reputation has enhanced Ziarre's competitiveness in offering cloud-computing solutions by gaining the customer's trust.

Wan agrees: "Our customers who have headquarters/offices in Europe have come to us as they know we are using PRIMEQUEST 1800E to provide cloud-computing solutions and applications. Fujitsu's brand and its customer testimonials in Europe influenced the purchasing decision made by some of my customers here."

Other benefits include:

- Shortened the time for Ziarre's customers to launch an IT-based marketing campaign as they could skip the sourcing and procurement process – hardware, delivery, implementation, user acceptance test, trial launch, etc.
- Saved the TCO of the entire project by up to 70% through the bundling of software licenses
- Reduced the number of physical servers by 90% and other related costs, including rental, power, maintenance and staffing

Conclusion

"The global expertise and professionalism of the Fujitsu consulting team, together with the mission-critical system offered by PRIMEQUEST 1800E have made Fujitsu our long-term partner of choice for offering cloud-computing solutions for SMEs in Hong Kong," says Wan.

The offerings of cloud-computing solutions and applications drove Ziarre's revenue up by 20% as compared with the quarter before the launch of the cloud solutions. Ziarre expects a business growth of 20% in 2011 and will continue to deploy PRIMEQUEST 1800E to meet the increasing customer need in the coming months.

Wan concludes: "Being a Fujitsu SELECT Partner, we will continue to carry out our go-to-market strategies with Fujitsu in Hong Kong and Macau and to develop solution offerings around our core practices."

About Fujitsu Hong Kong

Fujitsu Hong Kong is a leading ICT solutions and services provider that creates value for customers through highly reliable and environmentally friendly ICT offerings. With 50 years of experience and as part of the Fujitsu Group – a global family of ICT infrastructure experts – the company has been leveraging innovation and technology in its flexible response to the unique needs of each customer. As the hub and gateway for customers exploring business opportunities in and out of China and the Asia Pacific region, Fujitsu Hong Kong is also committed to developing long-term partnerships with customers. Our major customers include the Government of HKSAR, Cathay Pacific Airways, PCCW, KGI Asia Limited, CITIC Securities International, Modern Terminals Limited, Octopus, One Media Group and more. For more information, please visit <http://hk.fujitsu.com>.

About Fujitsu

Fujitsu is a leading provider of ICT-based business solutions for the global marketplace. With approximately 170,000 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\$50 billion) for the fiscal year ended March 31, 2010. For more information, please see: www.fujitsu.com.

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2011-04-30 HK-EN

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