

# Fujitsu Hybrid Cloud Services For Windows Azure

Industry-leading services from Fujitsu help you realize the cost savings of cloud while satisfying local data regulations, security and on-premise integration requirements.

## Overcoming The Cloud Barriers

Many organizations are now taking major steps towards cloud computing. Rather than maintaining their own capital-intensive IT infrastructure, companies are acquiring technology services as they are needed and paying only for the resources they consume.

While organizations are keen to realize the benefits of the cloud, for many there are several barriers preventing adoption, including:

- Security and privacy concerns associated with public cloud deployments
- Compliance demands with regard to local data regulations, which may require data to reside locally in-country
- The perceived expense of private cloud deployments
- Challenges around securely integrating cloud and on-premise application workloads
- However, companies have a choice: find a way to overcome these barriers or potentially inhibit their business agility and competitiveness moving forward.

## Finding a way forward

There's growing recognition that there's 'no one size fits all' answer to overcome these barriers. Instead, adopting a hybrid model – combining the right mix of private and public cloud services can pay dividends. So how can you make a hybrid approach to cloud work for your business – without adding management complexity or risk?

## Introducing Fujitsu Hybrid Cloud Services

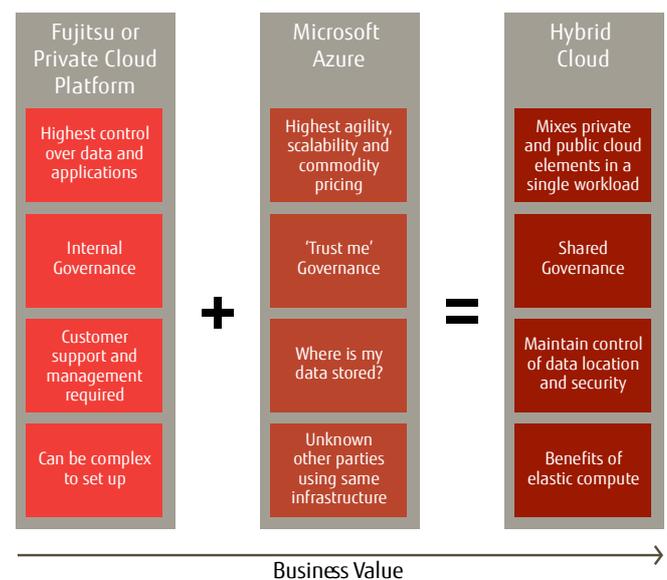
Fujitsu Hybrid Cloud Services enable you to realize the value of cloud computing, mitigating the barriers and risks. Our aim is to help you adopt the optimal approach for your business – combining the right mix of public cloud, community cloud or private cloud instances, whilst fully managing the integration and support effort on your behalf.

## The best fit for your business

Fujitsu Hybrid Cloud Services cover the design, development and operation of hybrid cloud environments. Working with Microsoft, we've developed an integrated set of proven cloud services and solutions – supported by expert professional services. Through this unique partnership, Fujitsu is able to help you fully leverage the cost and flexibility benefits of the Windows Azure cloud platform, in combination with other cloud and on-premise systems.

## Driving cloud in the enterprise

Hybrid provides the best of both public and private clouds  
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Specifically, it allows us to offer a range of options to best meet the needs of your business, including any mix of:

- A hybrid solution – whereby one of the six Fujitsu Global Cloud Platform instances is connected via Windows Azure Connect to Windows Azure in Microsoft's global data centers
- A hybrid solution - whereby a Private Cloud, powered by Microsoft Hyper-V Cloud deployed in either a Fujitsu or client data center, is connected via Windows Azure Connect to Windows Azure in Microsoft's global data centers
- Public cloud services running on Microsoft Windows Azure in Microsoft's global data centers
- The Fujitsu Global Cloud appliance Platform powered by Windows Azure operating in Japan



### How it works

Hybrid Cloud Services from Fujitsu, link Microsoft Windows Azure based components to Windows Server based components running either in a customer's premises or in one of our own worldwide data centers.

This component portability enables Fujitsu to run an enterprise or government application in Windows Azure using data generated in one or more customer locations and to hold that data securely in a location of the customer's choice. Importantly, this addresses the need for certain organizations to comply with national data regulations.

In addition, the private cloud to public cloud connectivity of Fujitsu Hybrid Cloud Services extends the value of private clouds by adding lower cost support for highly elastic workloads, distributed applications and other workloads suitable for a public cloud environment yet requiring integration with on-premise systems.

### Making it happen

To exploit a Hybrid Cloud Services model, organizations must first consider which applications or IT workloads should be moved to public and / or private clouds for maximum return.

In response, Fujitsu provides a full set of advisory and assessment services to assist you with this process to ensure the optimum design and workload migration. In addition, we offer a series of transformation services to accelerate and de-risk your adoption of cloud services.

### We can help in a number of ways:

- i) Using our Cloud Professional Services to advise you on the most appropriate cloud deployment model – determining where best to place your workloads and data
- ii) Providing proven reference architectures to ensure the effective design and deployment of cloud platforms – taking advantage of Microsoft Windows Azure, Fujitsu private cloud and other vendor offerings where appropriate
- iii) Delivering Proof of Concepts to de-risk your investment and accelerate your adoption of cloud services
- iv) Providing the integration expertise to securely connect your existing on-premise systems safely with cloud instances
- v) Offering a range of unique tools, such as Fujitsu Velocity – a Software Factory that extends Microsoft's Visual Studio 2010 development platform to considerably reduce the implementation time for business applications targeting the Windows Azure platform

### Reaping The Benefits

**Realize cost and flexibility benefits of public cloud:** by leveraging the proven Windows Azure cloud platform, in combination with other cloud platforms and on-premise systems. Typically, we can help customers achieve savings of 30% or more compared to traditional approaches.

**Meet data residency or regulatory requirements:** by maintaining systems of record on-premise in a private cloud or a Fujitsu private cloud in country, securely linking to Windows Azure for processing.

**Improve business agility:** by providing rapid provisioning of new resources, allowing you to develop and launch applications with far greater agility.

**Avoid vendor lock-in:** through flexible cloud deployments that allow you to more readily switch vendor as your business needs change.

**Reduce commercial complexity:** Fujitsu offers integrated billing and provisioning for all services in all locations spanning multiple clouds.

**Simplify management:** by providing a global help desk offering a single point of support, Fujitsu takes full ownership of any issues ensuring fast and effective problem escalation without the run-around.

**Address security concerns:** with built-in firewall and managed security services provisioning to ensure the security of your environment.

### Why Fujitsu?

Fujitsu is the third largest IT company in the world, providing a full range of enterprise-class IT services – with a track record of successful cloud deployments. The global Fujitsu and Microsoft cloud alliance has created the first and only Windows Azure instance in a non-Microsoft data center. It's a recognition of the strength of the partnership and shared expertise between the two companies. Our Hybrid Cloud Services offering is a truly global solution – meeting the demands of organizations wanting to deploy and easily expand their solutions across the world. Significantly, it's also 'local' with the default configuration set to ensure that data can stay resident in-country, meeting regulations and data sovereignty needs.

### What Next?

For any inquiries on Fujitsu's global cloud offering please contact: [askfujitsu@uk.fujitsu.com](mailto:askfujitsu@uk.fujitsu.com)

### Alternatively:

- Request an Executive Workshop to help your business understand the cloud options available to best meet your business needs
- Engage Fujitsu to develop a Cloud Roadmap for your business through a series of facilitated working sessions with your team

### Contact

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