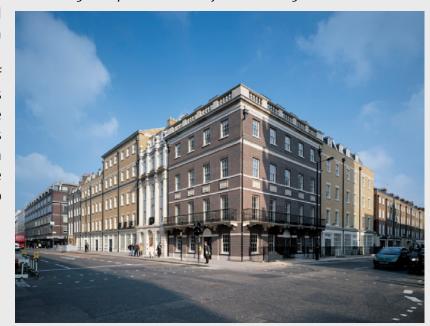# Fujitsu ISV Newsletter

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ISV Newsletter | Issue 1

ISV User Group Event at Fujitsu UK HQ

On February 23rd we held our second user group event at our London HQ in Baker Street. Over 40 ISVs attended the event, which included presentations from Daniel Hulme, CEO, Satalia and Neil Hammerton, CEO, Natterbox, as well as a demonstration of Fujitsu's Business Enablement Software. Daniel and Neil spoke positively about their experiences of working with Fujitsu and the benefits of such a relationship for both their companies and their customers. The benefits for their businesses included reliable and fully supported infrastructure, the market credibility of being linked with a global IT services brand and the ability to enter new markets via Fujitsu's sales channels. Customers could now deal with them as a 'risk-free' contracting entity because of Fujitsu's backing and it was therefore easier to pass internal due diligence. Fujitsu, as a trusted brand, effectively provided a seal of approval. Both ISVs chose to work with Fujitsu as they felt that there was trust on both sides, Fujitsu understood how ISVs worked and the Fujitsu team was flexible and responsive. After the event, both CEOs participated in a video interview for the Financial Times, as part of Fujitsu's ongoing media partnership with ft.com, to demonstrate how its ISV programme is delivering significant benefits for both Fujitsu and its ISV members (see next article for more details). In addition, we recently made a press announcement to highlight the work it is doing in the ISV market in the UK and set up a new web site for ISVs. You may also have seen our recent press announcement about Natterbox and our campaign with them in the banking sector (more about this in the newsletter later on). There was a good opportunity to network and many stayed for the EuroCloud event, which was also hosted at Fujitsu's offices. If you would like to be invited to future events, please contact peter.barrett@uk.fujitsu.com.

Coverage in the Financial Times

After our last ISV event in London, both of our speakers - Daniel Hulme (CEO Satalia) and Neil Hammerton (CEO, Natterbox) - were interviewed by the Financial Times (FT). The video can be seen on the Fujitsu-sponsored FT site at http://cloudcomputing.ft.com under the 'Industry Focus' section. It asks three simple questions:

- What is Business Solutions Store?

- How can ISVs benefit?

- What is the market opportunity?

The video then gives Daniel and Neil an opportunity to respond, along with James Johnston (Director – Cloud Sales) from Fujitsu. It is an opportunity for you to hear first hand from ISV CEOs about their work with Fujitsu. We hope you enjoy it.

We are associated with a global IT brand which validates our solutions

...it gives us access to a wider range of clients...

Neil Hammerton
CEO, Natterbox

It will only take 2 weeks to get our software up and running at the store

Daniel Hulme
CEO, Satalia

We are going to be on a secure and reliable platform

Joining a cloud ecosystem is important because it gives us opportunity to have global reach

...new market opportunities...

Fujitsu has created the Business Solution Store

Jonathan Margolis
Journalist

...it also offers a great opportunity for Independent Software Vendors to put their products onto Fujitsu's infrastructure and sell it on a utilities basis...

James Johnston
Business Development Director,
Cloud Services, Fujitsu UK..I

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Fujitsu wins 'Best in Cloud' award

Fujitsu is "Best in Cloud," according to the German IT trade journal "Computerwoche" as it handed over the trophy for "Cloud Enabling Software"– one of seven trophies in the publication's new "Best in Cloud" awards. Selling software solutions from the cloud offers lucrative opportunities for business in a market that is growing strongly. However, enabling independent software vendors (ISVs) to achieve these profits requires just the kind of "cloud-compliant" Cloud Enabling Software as that for which Fujitsu won the award.

Partnering with Fujitsu to achieve this win was Kendox AG, whose software implementation was used as a sample project. Based on the Business Enablement Services from Fujitsu, our software partner Kendox was able to develop a second route to market in a very short time and acquire new customers. In doing so, Kendox could introduce its product ('Diperia – digital personnel files') into the cloud. A particular advantage of the solution is that the end customer can keep all personnel-relevant documents in a highly-available and secure environment in a simple, reliable and cost-effective way.

At a gala awards ceremony held in the Capitol Theater in Offenbach, the best five candidates in the seven different categories had the opportunity to briefly present their projects and compete for votes from a jury and specialist audience of their peers. On confirmation that Fujitsu's entry is the best, Fujitsu's Hans-Dieter Becker (Fujitsu Technology Solutions) and Thomas Gronbach (Fujitsu Enabling Software Technology GmbH), as well as Manfred Terzer from Kendox, were presented to receive the "Best in Cloud" trophy.

In the words of Fujitsu Technology Solutions' Marcel Schneider: "Achieving the 'Best in Cloud'-Award 2011 is an important indicator for us that with our range of cloud offerings we have our finger right on the pulse of the market – and that Fujitsu is taking a lead here. And it shows that Cloud Computing has long since ceased to be hype, but that we are already in the implementation phase with our customers."

European ISV Convention 2012

The directors of Europe's top ISVs will gather in Berlin for the European ISV Convention 2012 on March 1st, giving delegate an unrivalled opportunity to share knowledge with their peers and hear the views of major hardware and software vendors and service providers on how the application software market is evolving.

Now in its fifth year, the Convention provides ISVs across Europe with the opportunity to engage with leading vendors and key industry experts and discuss evolving business models and future business opportunities in the software development arena. Fujitsu is a Platinum sponsor and is using the event to deepen its relationships and share services with the ISV community.

STOP PRESS: On March 1st we heard that Business Solutions Store – our ISV cloud platform - was awarded the Best Application Delivery Platform at the ISV Convention.

ServiceMesh Expands Enterprise Hybrid Clouds with Fujitsu

US-based ServiceMesh enables a hybrid cloud environment to be created that spans multiple internal and external clouds. The ServiceMesh Agility Platform provides the governance, policy management, security, and workflow automation to enable this hybrid environment based on a single management interface.

In January 2012 ServiceMesh announced support for Fujitsu's Global Cloud Platform, giving ServiceMesh customers access to Fujitsu's global, on-demand

cloud computing footprint. The new capabilities enable ServiceMesh customers to leverage Fujitsu's Global Cloud as part of their hybrid cloud strategies to reduce the cost and time-to-market for delivery of enterprise IT services. Their Agility Platform now provides business users with fully governed, self-service access to Fujitsu's Global Cloud resources, while giving enterprise managers the confidence that appropriate policy controls will be enforced across all cloud workloads regardless of the target deployment environment.

"The Fujitsu Global Cloud Platform provides fully configurable, on-demand IT infrastructure delivered via our global network of data centres – in Japan, Australia, the USA, Germany, the UK and Singapore – to provide cost-effective yet reliable and secure access to Infrastructure-as-a-Service," said Cameron McNaught, Senior Vice President Cloud, Fujitsu Global Business Group. "We are delighted at the ServiceMesh announcement, which gives enterprise customers an easy way to build and deploy applications across our global network of cloud platforms, enabling them to meet local data residency and compliance requirements."

Fujitsu is a global leader in IT systems and services, and one of the three largest IT services providers in the world. The Fujitsu Global Cloud Platform is delivered through Fujitsu data centres located around the world – in Japan, Australia, the USA, Germany, the UK and Singapore – to provide reliable, highly-secure, low latency infrastructure-as-a-service capabilities designed to meet demanding enterprise requirements.

Fujitsu enters mobile call recording market by partnering with security-leader Natterbox

In response to a now urgent need among UK financial institutions, Fujitsu has entered into a partnership with market leader Natterbox with exclusive rights to offer their network-based recording and retention management solution for mobile devices. The joint offering provides full, robust compliance with the FSA mobile communications recording regulation, which came into force on 14 November 2011.

The partnership uniquely combines Natterbox's market-leading, cloud-based recording and retention product with Fujitsu's global telecoms expertise, international network of service desks, data centres and world-class business continuity services. It follows a period of consultation with the market that revealed worrying hurdles to full compliance and to understand the types and scale of solution still required to provide end-to-end compliance. Together, Fujitsu and Natterbox offer an on-network solution, which enables flexibility, speed of deployment and a scalable growth path.

"Our conversations with UK financial institutions have shown that there is still wide scale uncertainty among the sector about how to ensure full compliance with the FSA's regulation and those solutions adopted to date are not fit for purpose," explained Stuart Rye, associate director, Financial Services, Fujitsu UK & Ireland. "In response to this, we are partnering with Natterbox to offer a robust, network-based recording and retention solution directly to our customers and through channel partners."

Built with compliance focused retention and ease of retrieval in mind, the solution provides flexible storage options in public cloud, private cloud or on-premise. As a cloud based solution, there is no need for software to be installed on phones, making compliance quick and seamless with a SIM card swap. The solution is phone agnostic, supporting all devices, including BlackBerry and iPhone and being tamper-resistant it provides a solution that prevents users from circumventing recording. It is designed to ensure connection delays and abandoned calls do not occur.

A secure web portal allows administrators to set recording, retention, retrieval, blocking and re-direction policies for their entire mobile user base, groups of users and individual users. The same portal can also give nominated administrators audited access to mobile recordings via configurable approval workflows, incorporating 'data custodians' to meet an individual organisations compliance policy.

"Following two years of intensive development, our compliant, network-based technology is the solution financial institutions in the UK, still desperately require," stated Neil Hammerton, CEO, Natterbox. "However, compliance changes for mobile call recording have only just begun and our partnership with Fujitsu is focused on global opportunities and the next phase of voice recording and reporting."