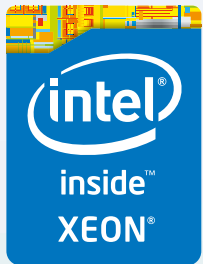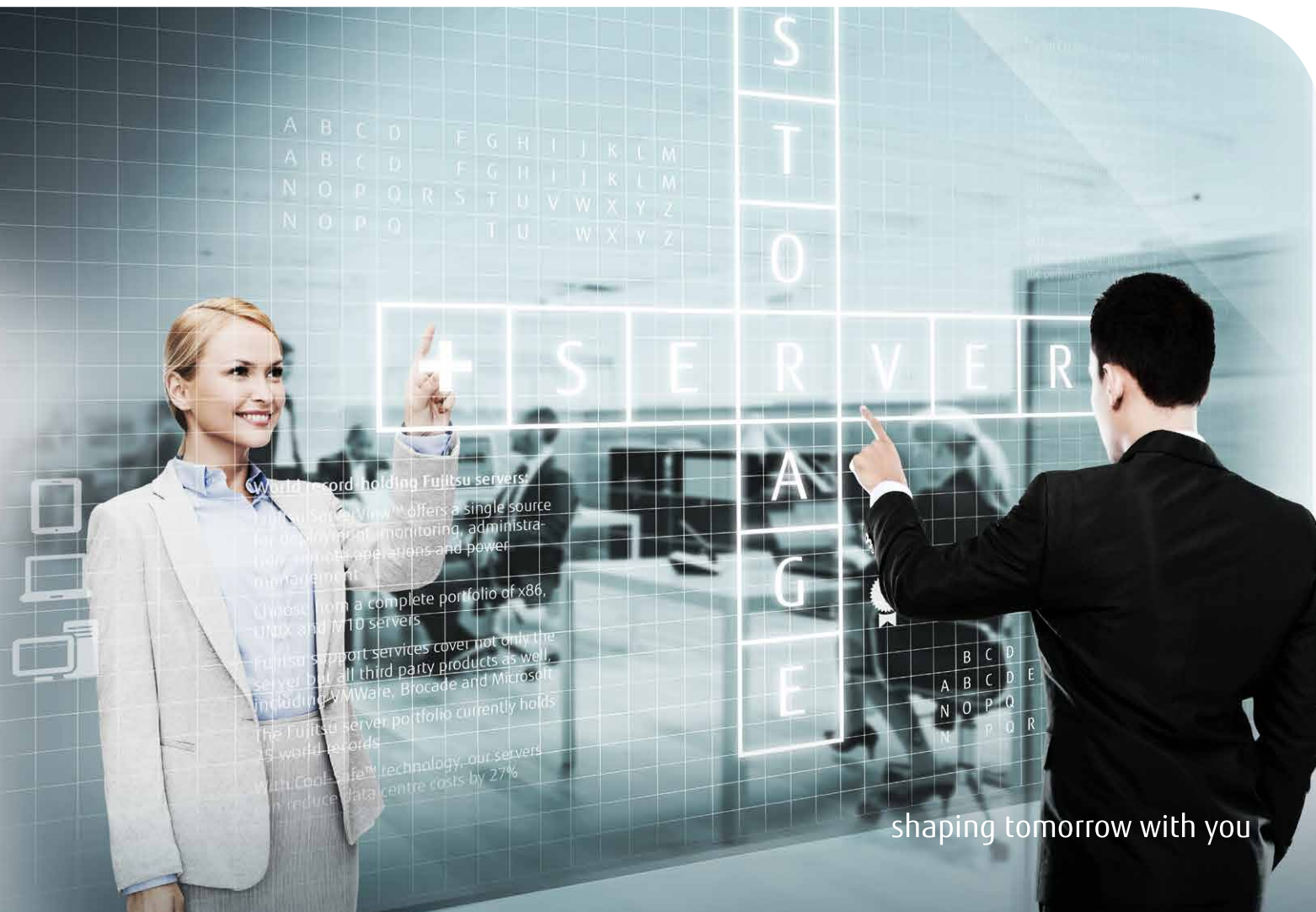BROCADE

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Fujitsu Inform Guide to ICT

How technology can help you address six of the biggest challenges
and opportunities in a changing environment.

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Fujitsu PRIMERGY servers and ETERNUS storage
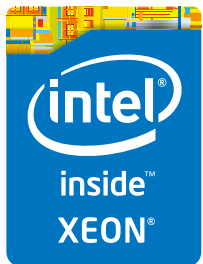**are powered by Intel® Xeon® Processors.**

shaping tomorrow with you

How technology can help you address **six** of the biggest challenges and opportunities in a changing business environment

Introduction

World record-holding Fujitsu servers:

Fujitsu ServerView™ offers a single source for deployment, monitoring, administration, remote operations and power management

Choose from a complete portfolio of x86, UNIX and M10 servers

Fujitsu support services cover not only the server but all third party products as well, including VMWare, Brocade and Microsoft

The Fujitsu server portfolio currently holds 35 world records

With Cool-safe™ technology, our servers can reduce data centre costs by 27%

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and ETERNUS storage
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Shrinking budgets.
Rising expectations.
Complex legacy environments.
Does this sound all too familiar?

Despite ICT moving out of the shadows to take centre stage in most organisations, when it comes to budgets, most IT departments are suffering the same downward pressure from executives.

Meanwhile, customers, colleagues and executives all expect your ICT to do more. Whether that is better profiling, deeper insights or improved productivity, more often than not the result is your team having to play catch-up while keeping mission-critical systems operating as they should.

All this at a time when creaking legacy systems and multiple ICT platforms require more management than ever before.

You probably don't need us to tell you that for all these issues, ICT still offers the best way to adapt to an evolving environment. But as the reliance on your team only increases, choosing the right technology is essential in delivering ICT that is perfectly tailored to meet your organisation's needs, now and into the future.

On the pages that follow, we explore how a fresh approach to ICT can help you deal with six of the biggest factors facing IT departments today.

At Fujitsu, we understand that overcoming the everyday issues associated with maintaining your ICT infrastructure is only one part of the story. Keeping pace with the latest technological trends brings a fresh set of challenges but it also offers new opportunities.

Here, we set out **SIX** of the most influential factors in ICT and what you can do to deliver infrastructure that will meet your organisations needs, today and tomorrow.

THE

BIG SIX

1 Everyday evolution

As technological change gathers pace it can be hard to keep up. Perhaps your team lacks some of the skills to quickly implement new ICT trends, such as virtualisation and cloud infrastructure. Or maybe your resources are too stretched already and you simply do not have the time to instigate change.

With the rise of Big Data, do you have the right storage capacity to hold ever-increasing volumes of information? And how will you help your departments to process that information faster so they can use it to improve what they do? Questions like these inevitably lead to a clash over budgets.

A cost-effective, future-ready ICT infrastructure will help you overcome these issues. With Fujitsu, you have access to a powerful storage and server portfolio that will bring you right up-to-date. Our **ETERNUS** storage architecture allows you to scale up data capacity dependent on the speed with which your organisation embraces Big Data. As well our x86 and mission-critical servers, our world record-holding **SPARC Solaris** servers offer the mainframe class availability and capacity on-demand to deal with ever-increasing workloads.

Future-ready ICT infrastructure

FUJITSU ETERNUS storage
FUJITSU Server PRIMERGY
FUJITSU SPARC Solaris servers

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2 Cost control

Cloud services could give your organisation a way to reduce its capital expenditure, especially when you need to service multiple sites. By outsourcing standard services and focusing on Business Process Optimisation (BPO), you could significantly reduce your ongoing IT support and maintenance costs. But is your server infrastructure ready for this new way of operating?

Furthermore, could your ICT be doing more to reduce your energy consumption? With energy prices on the rise, your business is under pressure to prevent these additional costs from eroding gains made elsewhere. Looking at your data centre technologies, you need to ask whether they are giving you the levels of energy efficiency your organisation now demands.

All of which makes the business case compelling for those ICT services that can proactively reduce costs. **FUJITSU Server PRIMERGY** is cloud-ready and fully optimised for virtualisation, meaning you start benefiting from lower-cost ICT on-demand almost immediately. And with world record-holding energy efficiency, these state-of-the-art servers can also offer you data centre savings of up to 23% on power and cooling.

Future-ready ICT infrastructure

FUJITSU ETERNUS storage
FUJITSU Server PRIMERGY
FUJITSU SPARC Solaris servers

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3 Reducing risks

If your resources are already constrained then introducing new, efficient technologies can take time. Time that your departments probably do not have. Without external support, good intentions towards deploying the technology that will make your organisation more productive and attract additional investment can go to waste.

Any concerns about the security of cloud Infrastructure-as-a-Service could be preventing your organisation from benefiting from cost-effective, optimised and user-centric technologies. At the same time, progressive business units are looking to you to give them the processing power to analyse more and more unstructured data in near real-time.

Fujitsu's cloud-ready storage and servers will give you the flexibility to meet changing requirements across the board. They will also help you maintain the highest possible levels of security. With our **ETERNUS CS** storage architecture you can radically simplify your ICT infrastructure to ensure complete data protection and backup. What's more, with Fujitsu's solution for **SAP HANA** you gain the ability to analyse larger sets of data in real-time and target your services more effectively.

Cloud-ready storage

FUJITSU ETERNUS storage
FUJITSU Server PRIMERGY
FUJITSU ETERNUS CS
FUJITSU solutions for SAP HANA
NetApp FAS storage

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4 Long-term efficiencies

While the rest of the organisation focuses attention on yearly budget cycles, your department could help break the mould. By adopting new technologies that offer long-term return on investment, you can show your Finance team how a small change now could have a big impact on the bottom line for years to come.

Yet without the in-house expertise to provision and quickly demonstrate the value of this new technology, you could miss this opportunity to improve your ICT infrastructure for good.

At a time when there is demand for simpler, faster ICT estates and lower costs, our industry-leading storage and servers can work alongside other systems so you can avoid the expense of a complete technology refit. And with the choice of **FUJITSU ETERNUS** or **NetApp FAS** storage you can find scalable technology to suit any budget.

Cloud-ready storage

FUJITSU ETERNUS storage
FUJITSU Server PRIMERGY
FUJITSU ETERNUS CS
FUJITSU solutions for SAP HANA
NetApp FAS storage

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5 Overcoming ICT complexity

From new customer service applications to increased workforce productivity and even enabling remote working, your ICT infrastructure has often held the key to massive organisational improvements. But has there been a major price to pay in complexity, not just costs?

As multi-platform ICT environments have become harder to manage, the expectations placed upon them show no sign of abating. Already, your business units may well be exerting more control over the ICT they require to be more efficient. With it comes the inevitable operational risk when your data centre is not geared for combining traditional ICT with cloud services, for example.

So, how to avoid the issues associated with shadow ICT? What can you do to support agility and help your organisation stay ahead? Perhaps most importantly (for your department at least), how do you keep things as simple as possible without undermining performance?

If you are looking for an easy way to introduce computing capability that is already primed for maximum productivity while offering you the benefits of cloud-ready infrastructure then **FUJITSU Server PRIMERGY** is the ideal solution. With mission-critical **FUJITSU Server PRIMEQUEST** you can also deliver the analytical speeds and high availability that business units now demand. And where ICT experience is limited – at local sites for example – our **Cluster-in-a-box** and **vShape** solutions also give you virtualisation platforms straight out of the box.

Computing capability

FUJITSU ETERNUS storage
FUJITSU Server PRIMERGY
FUJITSU Server PRIMEQUEST
FUJITSU Cluster-in-a-box
FUJITSU vShape

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6 Ready for the future

There is no doubt that your data centre holds the key to unlocking unique opportunities for greater efficiencies or growth.

Backed by a secure, simple-to-manage ICT estate, your organisation's departments can be more flexible, more collaborative and more responsive to external demands.

In commercial scenarios, the ability to launch new products quickly is the way to stay ahead. Virtualised ICT services give you the capacity to support go to market activities without the usual delays associated with provisioning ICT. Cloud also offers a more flexible approach so long as you can integrate on-demand services into your existing ICT systems.

Here, Fujitsu can support you in a number of ways. With the ability to create a single storage and server environment under a simplified management structure you can provide agile ICT without the usual risk. Offering a way to deliver a hybrid estate without the added complexity, our portfolio of storage and server solutions is also cloud-ready – giving your departments access to the innovative ICT to stay ahead.

Computing capability

FUJITSU ETERNUS storage
FUJITSU Server PRIMERGY
FUJITSU Server PRIMEQUEST
FUJITSU Cluster-in-a-box
FUJITSU vShape

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Storage + Server

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A reliably perfect fit.

Whether you face all six of these influencers or just one, Fujitsu can help you find the right technology to meet your ongoing ICT requirements.

Despite organisations sharing many of the same external challenges, Fujitsu understands that there can be no one-size-fits-all approach to your ICT. That is why our new approach to storage and servers offers you more flexibility to tailor data centre technologies to your specific requirements.

Instead of the restrictions of an ad hoc, incompatible and multi-vendor storage and server environment, we give you the benefits of robust, future-proofed technologies from a single source. What is more, you benefit from Fujitsu's unique, consultative approach to ensure you get exactly what your organisation demands.

Fujitsu storage and servers:
The benefits

Fujitsu ETERNUS storage family:
- Manage all your Fujitsu storage from a single platform and minimise OPEX and training costs
- Choose to upgrade and tier your storage according to your data requirements
- Access consistent support from Fujitsu's expert team
- Software licences last for the lifetime of your platform so there will never be any nasty surprises
- With the **ETERNUS S3** you can expect a market leader in its class and 5x the performance of the S2

World record-holding Fujitsu servers:
- Record-breaking virtualisation performance
- Complete portfolio: x86 to mainframe
- 99.997% availability guarantee
- **CoolSafe™** technology for increased efficiency
- Fujitsu **ServerView™** offers a single source for deployment, monitoring, administration, remote operations and power management
- With **Cool-Safe™** technology, our servers can reduce data centre power costs by 27%

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Fujitsu solutions:
At a glance

FUJITSU ETERNUS Storage

Our fully scalable **ETERNUS DX** range offers enterprise-class disk storage to meet an increasing range of internal and external demands. It helps drive the consolidation of existing silo storage and offers the flexibility to access data anywhere at any time to improve top line and bottom line performance. Featuring de-duplication, data compression and thin provisioning, it enables a more efficient use of storage infrastructure. Our **ETERNUS CS** storage architecture also reduces disk capacity by up to 95% and delivers improved automated disaster recovery. This makes it the ideal solution for IT teams facing frequent backup window over-runs or the challenge of business continuity.

FUJITSU PRIMERGY

Our record-breaking **PRIMERGY** servers and solutions are designed to help organisations meet the demand for maximum productivity, cost-effectiveness and agility in the face of rapidly changing IT requirements. Offering a fully customisable, cost-effective and quick to deploy x86-based industry standard server systems, choose from tower servers (TX), rack-optimised servers (RX), blade servers (BX) and cloud server infrastructure systems (CX).

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NetApp Fabric Attached Storage (FAS)

This family of storage solutions from our partners at **NetApp** enables sophisticated data management techniques, such as thin provisioning, de-duplication, replication, snap shots, clones, archives and vaults for effective management of critical information. With this wide range of options and solution you can find the perfect fit for your unique requirements and budget.

FUJITSU Cluster-in-a-box

Our entry-level, low cost virtualisation platform allows for consolidation of a number of physical systems while providing increased availability. No hidden costs means it is perfect when budgets are tight and IT expertise may be limited.

FUJITSU High Performance Computing (HPC)

For organisations that require a high performance technical compute platform Fujitsu brings over 40 years of heritage and experience to deliver an end-to-end platform including hardware, network and grid software. This empowers organisations to create and/or share their own scalable and performant HPC grid, enabling highly complex mathematical problems to be solved.

Fujitsu solutions for SAP HANA

Our industry-leading solution for **SAP HANA** offers the ability to utilise real-time analytics rather than retrospective patterns. It will help ensure your organisation is putting the right information in front of the right people at the right time, maximising productivity and response times. Fujitsu's global relationship with SAP means that our customers get the full benefits of certified and reliable SAP based analytical systems.

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FUJITSU Server PRIMEQUEST

Specifically suited to an always-on, data-rich ICT environment, our **PRIMEQUEST** servers deliver high availability proprietary computing environments that leverage the benefits of industry standard platforms, such as x86 servers and OpenSource. PRIMEQUEST also gives you the added confidence that applications will deliver a continuous service.

FUJITSU vShape

vShape is ideal for organisations looking to move towards an agile IT environment. Our out-of-the-box virtualisation solution integrates storage, server, network and software helps reduce the cost of deployment. With vShape, state-of-the-art technology from Fujitsu, NetApp, Brocade and VMware is already built in. vShape is unique in bringing complete, validated virtual infrastructures to any type of organisation, all supported under a single maintenance contract provided by Fujitsu.

FUJITSU SPARC Solaris Servers

With an enduring record of industry success, coupled with broad ISV support, **SPARC Solaris** Servers from Fujitsu continue to be a key technology for large-scale organisations. Our latest server, the M10, provides the most scalable and resilient platform available in the UNIX space. With 13 world record performance benchmarks and over 1,000 cores available in a single instance, the M10 offers mainframe class availability and capacity-on-demand – meaning your users can depend on Fujitsu SPARC servers whatever the workload.

vShape

Best of breed technology

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Why Fujitsu

Unlike other providers, with your Fujitsu storage and servers you get the peace of mind that comes with knowing that your technology has been built by us in our own manufacturing facilities. All of our products are designed and developed in Japan and constructed to exacting specifications by our technicians in Germany.

With Fujitsu you can expect

- A single platform management layer
- A single point of contact for your storage and server support
- A single product family for complete scalability
- Access to the largest number of storage and server engineers in the UK
- Access to some of the most powerful and performant ICT in the industry
- Complete transparency when it comes to selecting your configuration

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