PRIMERGY

The only credible choice

Widen the search

For too long, datacentre customers have had a narrow field of server providers to choose from. The main candidates have competed on single USPs – price, capacity or brand – with little thought for the broader needs of the customer.

Results from the IDC European Infrastructure Survey, 2013 show that these limitations are creating real-world problems for CIOs. For those looking for a new server provider, the IDC analysis of the server market goes a long way to explaining why now is the time to broaden the search for the right candidate.

Server market trends

According to IDC's results, integrated systems and IT infrastructure – combining servers, storage and networking – are rapidly gaining popularity. Server customers are starting to realise that they do not have to stick with single-vendor stacks anymore. Bundles of technology are available that combine the market-leading hardware, middleware and networking capabilities.

Bundling also extends to the combination of external SAN or NAS storage with servers to provide integrated solutions for companies looking for remote or virtualised solutions.

Complete packages, or 'datacentre-in-a-box' solutions, are increasingly used for branch sites. Instead of limited server connections or expensive single site deployments at local offices, server customers are demanding simpler IT solutions.

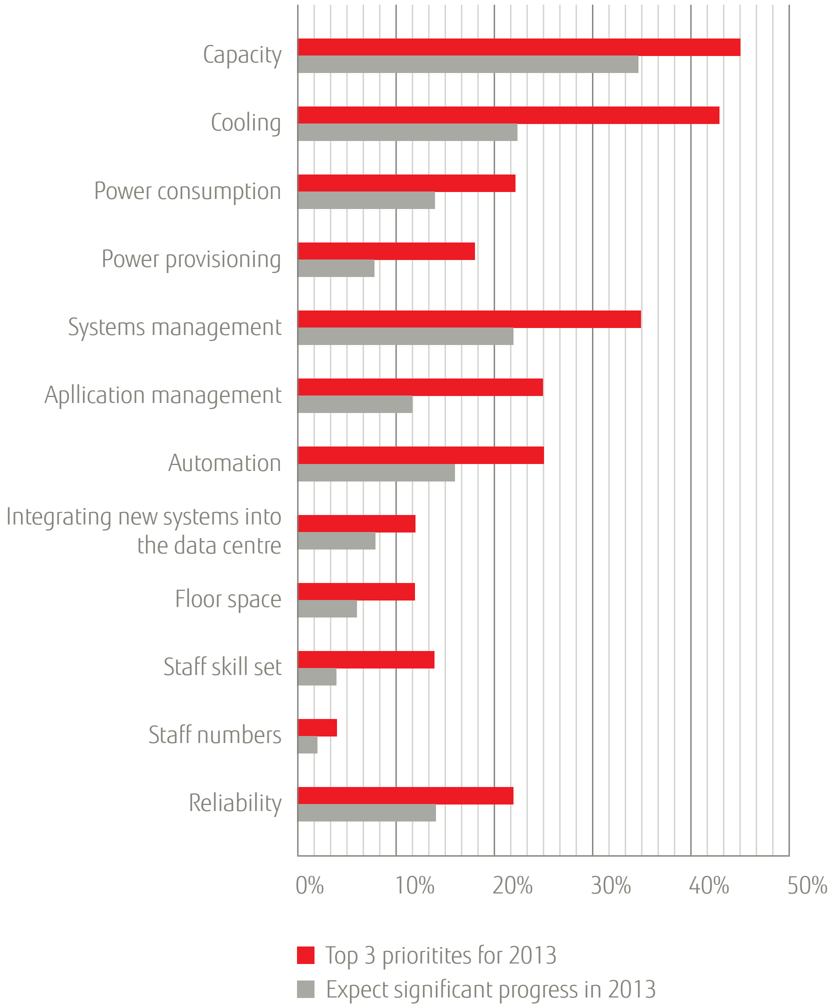
The emergence of these trends places the onus squarely on the CIO to find the server technology that is up to the job.

PRIMERGY

The only credible choice

Key challenges

In selecting server technologies that will serve the organisation now and into the future, the IDC research highlights several major CIO concerns.



Source: IDC European Infrastructure Survey, 2013 (N=51)

Firstly, capacity. Apprehension about the long-term availability of datacentre capacity is the number one issue. According to the research, however, CIOs expect significant progress in this area – particularly as datacentres put more effort into capacity planning.

Secondly, there is increased cooling. Few CIOs expect progress to be made in this area so it is fast becoming a key differentiator for server technologies.

Third on the list is power consumption. A long-standing issue for organisations with high server requirements, the ongoing costs of maintaining systems has a huge impact on IT budgets. CIOs do not expect significant progress in this area either.

Finally, there is the staff skill set required to manage servers. Perhaps most worryingly of all, less than 5% of CIOs expect any significant progress in this area. Meaning they are resigned to committing larger sums to IT management resources as ease of system management and deployment remains out of reach.

But before CIOs give up the search, they need to know there is a way to get the capacity and performance they expect plus lower energy and IT support costs.

PRIMERGY

The only credible choice

Widening the search

If customers look beyond their current providers they will see a much wider pool of server talent to choose from.

Fujitsu is well positioned to collectively address each of the key concerns of CIOs that have been identified in the IDC research.

The Fujitsu PRIMERGY portfolio is extensive, covering towers, blades, rack servers and density-optimised servers to meet existing and future capacity demands. Our x86 servers have been rated by IDC as representative of the upper end of the market based on quality and performance.

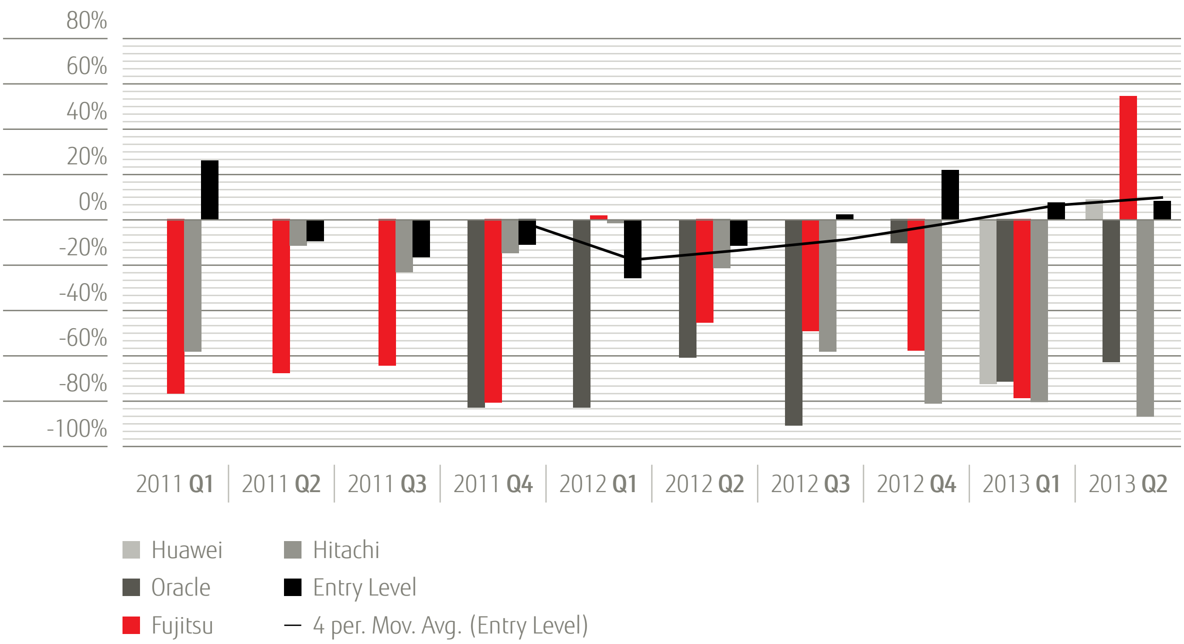
In SPECpower benchmarking, our servers demonstrate 96% energy efficiency, with significant reductions in the cooling required to maintain large datacentre deployments.

Fujitsu's unique ServerView® Suite offers IT managers all the functions required for a fail-safe, flexible and automated 24hr server operation. By introducing easier controls the burden on IT resources is reduced, while intelligent system management software helps to increase productivity.

What is more, the Fujitsu server business is growing, bucking the trend in the rest of the market and demonstrating an ongoing commitment to providing the right servers for the job. As the entry-level storage market returns to growth, Fujitsu is leading the field.

UK Entry-level storage class YY growth

Market returning to growth - Fujitsu leading the trend



Built for Business.
Ready for the Future.
Fujitsu PRIMERGY servers are powered by Intel® Xeon® Processors.

FUJITSU

shaping tomorrow with you

PRIMERGY

The only credible choice

Brand names and discounted pricing are no longer the reasons why customers are selecting one server provider over another. CIOs are also looking for other credentials besides capacity.

With little progress expected on cooling, power consumption and ease of management, these should be the new selection criteria. Server providers that can offer all of these elements together become the leading candidates.

Comparisons prove that Fujitsu is fast becoming the only credible choice.

For the complete PRIMERGY server portfolio, visit **www.fujitsu.com/uk/products/**

Contact us:

Andrew McDade
Enterprise Product Marketing Manager
+44 (0)7867 822880
andrew.mcdade@uk.fujitsu.com

Martin Finch
Enterprise Product Marketing Manager
+44 (0)7867 824686
martin.finch@uk.fujitsu.com

For more information about Fujitsu IT products, services and solutions for businesses contact:
AskFujitsu on **+44 (0) 843 354 7998.**

Built for Business.
Ready for the Future.
Fujitsu PRIMERGY servers are powered by Intel® Xeon® Processors.

shaping tomorrow with you