

## Business Solution Store

# Fujitsu's trusted environment for Independent Software Vendors to enable new cloud revenues through new markets

Fujitsu's Business Solution Store (BSS) transforms traditional on-premise software applications to a cloud based Software as a Service (SaaS) offering that customers can consume through an innovative 'app store' marketplace. Independent Software Vendors (ISVs) who integrate and market their software through BSS get access to a new sales channel – supported by Fujitsu – and in doing so embrace the SaaS model which is set to represent a market of more than £1billion in the UK. End customers use the marketplace to find best-of-breed services that meet their business needs and subscribe to these on a utility basis. Fujitsu's BSS manages the complexity of subscription, provisioning and billing processes and provides comprehensive reporting facilities so that all participants have an accurate and timely view on the services that are being consumed.

### Benefits for your Business

Cloud is a disruptive influence on the Applications market and opens up opportunities for ISVs to displace incumbents, reach global markets and drive growth. Cloud offers tangible, proven, benefits to customers including easy adoption, reduced time to value, lower costs of delivery and a pay-as-you-go operating model. As customer's demand for cloud based services increases,

ISVs need to respond to the customer's needs or risk losing market share.

Business Solution Store from Fujitsu delivers a range of business benefits to help ISVs make the transition to a cloud business model:



#### Increase Revenues & Profitability

Increase revenues by opening new sales channels. Increase profitability by driving efficiencies in a cloud model and reducing the cost of developing and supporting multiple versions of applications and infrastructure.



#### Time to Market

Achieve a viable Cloud presence in days or weeks rather than months (depending on application and business model). Additional market offerings can be configured and launched in minutes.



#### Enable New Channels

Fujitsu's BSS enables software vendors to leverage multiple sales channels, such as online marketplaces, value added resellers, system integrators and direct sales to maximize reach and revenues. This enables ISVs to reach a global customer base and customers to find trusted services that meet the needs of their business.



#### Acquire & Retain

Leverage flexible price modelling, subscription management and billing – along with insight - to drive "right pricing", sales agility, loyalty and customer retention.



### Partnership

At Fujitsu we believe that there is more to finding the right partner than choosing the right technical solution. We believe is important to partner with someone that shares common business goals. Fujitsu has different engagement models to support and promote the software vendor's journey into the cloud and a revenue share model means that Fujitsu will only be successful if the software vendors are successful.



### Trusted Platform

Enablement and hosting via Fujitsu's global, trusted cloud services provides operational certainty and a guarantee that data stays where it is meant to be.

## Business Solution Store Features

### Service Definition

Business Solution Store provides a Supplier Portal for the software vendors to set up and manage their services. Services are defined in 3 stages:

- **Technical Service** - The software application intended to be offered as SaaS is linked with BSS software through the Technical Product Definition. Software vendors use a set of metadata to register their application in BSS, including the license conditions for using the application. The service can be set up in multiple languages.
- **Marketable Service** - In the Marketable Service Definition, software vendors specify how they want to market their cloud applications to various customer segments. This includes the definition of product packages and feature configurations.
- **Price Model** - The software vendor can then set up a price model for the service and define what is going to be charged. This can include fine-grain billing based on specific application events. There is also the option to set up customer specific price models.

Software vendors have the flexibility to create many product packages/price/feature configurations for the same technical application and bundle those into Marketable Services, which represent the actual offering to the end customer. Through the supplier portal, software vendors can modify prices, feature configurations or product bundling instantly without touching application code; changes are immediately visible to end customers online.

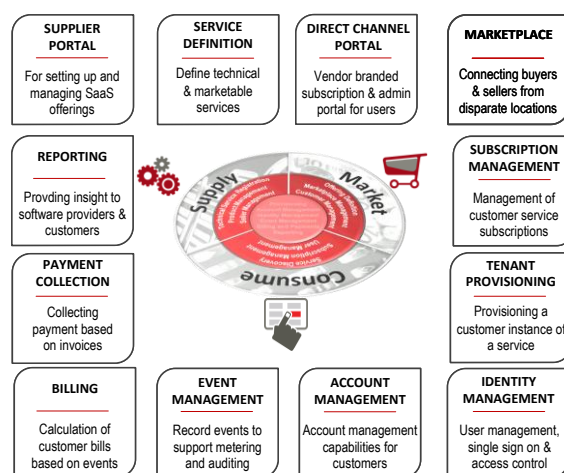


Figure 1 – Business Solutions Store Features

### Channel to Market

Business Solution Store enables the software vendor to choose whether to market their services through the standard Fujitsu Marketplace or through a Vendor specific portal that can be tailored to the vendors own branding requirements.

### Subscription Management

Business Solution Store manages the entire subscription lifecycle on behalf of software vendors; from end customers' sign-up and user registration, through to upgrades, usage and cancellation. Besides the automated self-service subscription management, BSS allow ISVs to individually manage customer set ups. Customer-specific prices can be entered through BSS' graphical web user interface. The automated subscription upgrade mechanism guarantees that subscriptions are never out of sync with new application

releases. End customers have the option to begin with a test version, free of charge, upgrading later to a paid version that might come in different editions. The upgrade across different Cloud application editions is managed by BSS.

### Tenant Provisioning

When customers subscribe to a vendors service, Business Solution Store initiates the provisioning of a new tenant within the vendors application. Subject to the specifics of the vendor's application, the provisioning of a new tenant can be fully automated. BSS then manages the multi-tenancy of the cloud applications (i.e. the virtual separation of the customers cloud application data stores).

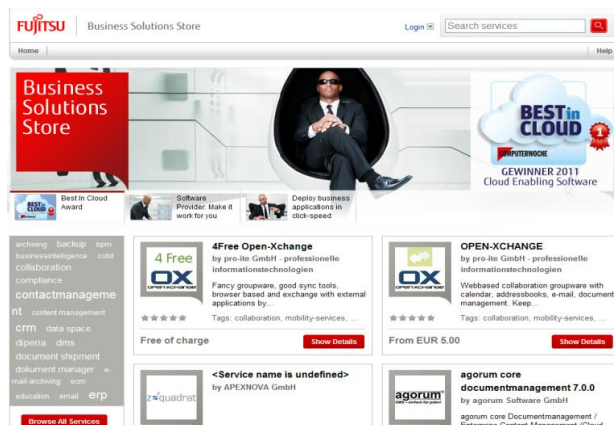


Figure 2 – Business Solutions Store home page

### Billing and Payment

Business Solution Store supports all commonly used monetization models including:

- Monthly billing, flat rate or per user fees
- Event-based billing, such as, transaction-based or consumption-based (e.g. storage space consumed, number of records stored, etc.)

BSS tracks the usage of the software throughout the billing period and calculates the usage-based billing details, including any event based pricing. Business Solution Store then offers software vendors different ways to collect payments from their customers:

- Invoices – Business Solution Store will generate the billing details in a format that can be uploaded into the software vendors invoicing system

- Card Payments – Business Solution Store offers the option to use an integrated Payment Service Provider through which card payments can be collected.

BSS also offer various payment reports allowing software vendors and their end customers to retrieve real time information about their payment history, current open charges, request for duplicated invoices, etc. Additionally, BSS payment services provide fraud management capabilities such as card validation, black listing, bank account validation and other fraud prevention tools.

### Reporting

BSS provides comprehensive reporting for both software vendors and customer organisations. Software vendors are able to monitor key performance indicators of their Cloud application such as number of users, usage information, promotion tracking, and revenues. There are also a range of self service reports for customer organisations so that they can monitor their usage and query invoices.

### FEATURE SUMMARY

Fujitsu's Business Solution Store provides the following features:

- A new Channel to Market - Fujitsu or ISV branded
- Easy and rapid launch of services
- Full lifetime management of customer subscriptions
- Tenant provisioning
- Tailored price plans for ISV's software and customised offers to specific markets or customers
- Choice of payment collection methods
- Comprehensive reporting for Software Vendors
- Self service reporting for end customers
- 24x7 service desk for support of BSS
- Hosted in Tier III rated , "Gold" certified datacentre

## Getting Onboard

Getting onboard Fujitsu's Business Solution Store can be achieved in six straight forward steps. These steps take the ISV from being interested in SaaS to having their SaaS offering live on BSS.



- **Check SaaS Suitability** – a short call to confirm the suitability of the software vendor's application
- **Demo Workshop** – a webinar or face to face meeting to take the software vendor through the key features of BSS
- **Evaluation Contract** – an agreement between Fujitsu and the software vendor that grants the software vendor access to BSS to integrate their product and perform a proof of concept
- **Integration Workshop** – a half days session to take the software vendor through the technical details of integrating their application into BSS
- **Perform Integration** – the software vendor integrates their product with BSS
- **Commercial Contract** – an agreement between Fujitsu and the software vendor that grants the software vendor full production rights to market their services through BSS

"As a leading Optimisation-as-a-Service vendor, we were looking for a partner we could really trust to help launch our cloud offering into new markets. We were attracted by Fujitsu's reputation for reliability, uptime and security, but most important to us is that Fujitsu really understands how to collaborate with early stage high-tech companies and we admire their experience of getting innovative ISVs exposed to valuable opportunities. We completely trust Fujitsu with all of the infrastructure and merchandising processes, which means we can concentrate on our value-add with the end-customer."

Daniel Hulme, CEO, Satalia

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