Exploring deeper in the data jungle
Byline article

Timo Lampe, Senior Product Marketing Manager at Fujitsu, on why the monetization of data continues to be the most significant business story of the past decade

Although the waterfall of data that continues to wash over business users can feel like a never-ending deluge, it is also a huge opportunity. Monetization of data has been the most significant business story of the last decade, and that trend is unlikely to stop. Recent papers from analysts Gartner, for example, put data monetization at the forefront of priorities in manufacturing and insurance, to name just two sectors.

As data storage technology and options increase, finding the optimal way through the jungle of choices is harder and harder. Last year, Fujitsu responded with a new route map to help customers pick their way through the "Data Jungle", with different trees representing various data center technologies and equipment. We recently interviewed Timo Lampe, Senior Product Marketing Manager at Fujitsu, to find out more on latest additions to the route map and how they are helping customers.

Timo, last time we spoke, Fujitsu's data jungle roadmap covered the storage challenges posed by the waterfall of data. Why did you start there?

Timo Lampe: The story is about data, so it makes sense to start with the underlying technology which stores this data. We began with storage because that's the most urgent need facing many - probably most - businesses today. Nobody needs to be reminded about data growth – it seems to be limitless. But budgets certainly aren't infinite, and IT management needs to be constantly at the top of its game to keep up, as storage demand continues to outstrip budget growth.

We call it data-driven transformation, and it helps you choose the best data storage technologies to achieve specific business outcomes. These can include traditional RAID (all-flash, NVMe flash, and hybrid storage), Software-Defined Storage (SDS), Hyper-Converged Infrastructure (HCI) or Data Protection solutions like backup and archive. It's only once you have the core data-centric storage in place that you can begin to look to gain additional value from your data.

How have you expanded the roadmap since then?

Storing data, of course, is not the complete solution. A successful digital transformation journey depends on how well organizations can collect, process, store and manage data, and integrate it into their enterprise operations.

To reflect this, we have now introduced both new trees and entirely new landscapes to our Data Jungle roadmap. The jungle, with its different vegetation, trees and climate, is the guiding light. The more you understand this, the easier the journey will be to find the right path through the technology jungle and find the IT architecture that best suits your needs.

What are the server options in the jungle roadmap?

Of course, servers are also essential, because you need to store, process and analyze data to be able to derive important insights and value. That is why we have integrated the latest server technology into the jungle – and refer to these as additional "trees" in our analogy.
No single vendor will have the complete story here, which means co-creation within an ecosystem of trusted partners is the intelligent approach. Fujitsu's role is to act as a trusted advisor, proposing the right co-creation approach to transform our customers into data-driven enterprises.

To do that, we've incorporated five "trees" representing compute capabilities into our jungle roadmap:

- **Cacao trees**: Like cacao trees, there are two types of Fujitsu x86 servers – the industry-standard PRIMERGY servers and the mission-critical PRIMEQUEST systems. Just as the cacao plant blooms all year round, x86 servers provide long-term, high

levels of efficiency and performance you can rely on to take your business to the next level.

- Jaca trees: The jackfruit tree is a giant that can absorb a lot of nutrients and water. Fujitsu's Digital Annealer has similar properties of scale and absorption, offering performance that is generations ahead - an alternative to quantum computing technology - paving the way for much faster, more efficient solving of today's business problems.

- Sweet Cherry trees: These grow remarkably quickly and can be cultivated very widely. Fujitsu's hyper-converged infrastructure solutions are similar. Part of the PRIMEFLEX Integrated Systems portfolio, these systems cover two key usage scenarios – for virtualization/cloud and SAP deployments. They enable faster time-to-market by eliminating complex processes around system design, procurement, test and configuration.

- Avocado trees: Fujitsu supercomputers are an excellent match for the avocado superfood. Fujitsu's PRIMEHPC series is equipped with the same CPUs as the supercomputer Fugaku. These systems are used mainly to perform high-accuracy simulations in the medical field, for disaster prevention and mitigation, and to boost innovation in manufacturing.

- Mango trees: Mangoes grow huge and can bear fruit for more than 300 years – like mainframe computers known for their durability and processing capacity. That's why a high percentage of mobile phone apps, credit card payments, and ticket reservations interact with a mainframe.

You also mentioned management and integration of data as specific challenges facing businesses today. How are you addressing this?

In an ideal digital world, everything would connect and interact with each other smoothly. In the jungle, flying from one tree to another is possible thanks to lianas - long-stemmed vines that reach out to the canopy of trees. They are the connecting element in this environment – the best vehicle for animals and jungle residents.

FUJITSU Software Infrastructure Manager (ISM) is the liana of the data jungle – the one connecting element that every data center needs. It builds bridges and enables organizations to centralize all operations and monitor entire IT infrastructure environments in a unified platform.

To accommodate continuous data growth, companies keep adding more and more compute, storage and networking devices to their existing infrastructure, resulting in some operations running on legacy systems and some on the latest devices. They are managed using vendor-specific, component-specific, or third-party management software, leading to siloed physical and virtual resource management.

With Fujitsu ISM, we deliver a solid, holistic approach for simplifying data center management. It provides an integrated view and centralized control over heterogeneous environments – like the web of lianas in the data jungle, which connect every element.

How can customers get on to this roadmap?

Creating access to the right technologies for the business is like an irrigation system. Take rice production, for example. Once the irrigation infrastructure is in place, it continues to deliver water where needed, over many years.

Fujitsu uSCALE pay-per-use is like the rice terrace of the data jungle. Delivered as a service, uSCALE allows customers to focus on their business outcomes (like rice production), without worrying about the underlying IT Infrastructure (the irrigation system). Once the IT infrastructure is set up, customers can simply focus on their day-to-day jobs and pay only for what they consume every month.

So, that's where you are today. Do you envisage expanding this model in the future?

Evolution is always essential, and we have catered for that across each of the core areas we've covered here – storage, servers, management and pay-per-use consumption. Some exciting developments are to come: We plan to integrate our integrated systems offerings, for example, and we have plans for deeper integration of data and analytics for customers in vertical industries. Keep an eye on the Fujitsu Data Jungle website to explore more evolutionary possibilities.

Timo Lampe - Senior Product Marketing Manager at Fujitsu

Timo Lampe works in the global data center product marketing team at Fujitsu, where he is responsible for the PRIMERGY x86 server portfolio. He has worked for more than 20 years in the ICT industry, and is based in Düsseldorf, Germany.