**With K5 you can**

Do incredible things
with FUJITSU Cloud Service K5®

shaping tomorrow with you

FUJITSU

# Making incredible possible

Digitalization is changing everything.

According to a Fujitsu survey, customers and employees think it's vital for businesses to digitalize. Employees say digital services make it easier to do their jobs. Customers say it removes barriers to good service and improves brand loyalty.

To stand out from competitors and to grow, enterprises need to do incredible things. Those things are possible with digital solutions and more advanced IT strategies.

**FUJITSU Cloud Service K5** is the platform to help you achieve the incredible. With K5, you can:

- **Increase operational efficiency**
- **Get innovations to market faster**
- **Manage hybrid IT more effectively.**

» Fujitsu Cloud Service K5 enables customers to embrace digital transformation, by combining the economics of open source with the robustness of enterprise-class systems and a wealth of platform services. Fujitsu is making a significant investment in this new digital enablement platform and services which ensures that legacy systems can be fully integrated with cloud native applications.«

**Duncan Tait**
Director and Corporate Executive Officer,
Executive Vice President and Head of Europe, Middle East, India & Africa and the Americas at Fujitsu

## Fujitsu strategic cloud platform

Fujitsu uniquely combines open technology and know-how to offer a system that can be deployed for Systems of Engagement and Systems of Record across the organization encouraging the interaction and integration of these services, to provide greater value with joined-up and integrated services.

**SoE = Systems of Engagement
(Big Data, SNS, Mobile etc.)**

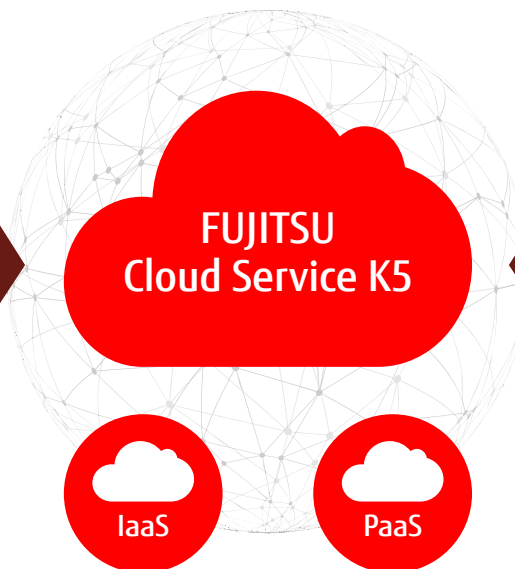Speed / flexibility /
cutting-edge technology)

**Fujitsu's know-how**

Fujitsu's know-how
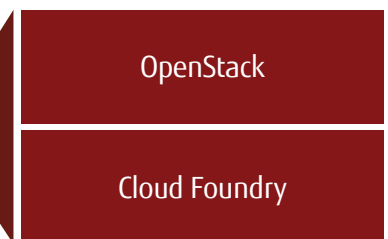development/operation

Using in-house systems
within the company group
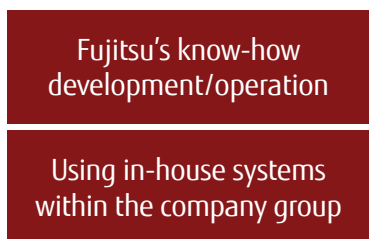
**SOR = Systems of Record
(CRM, ERP, email etc.)**

Quality / productivity / connection
with existing environment

**Open Technology**

OpenStack

Cloud Foundry

**FUJITSU
Cloud Service K5**

IaaS

PaaS

# What is FUJITSU Cloud Service K5?

K5 is unique. It spans the full spectrum of enterprise needs on a single platform. It combines Infrastructure as a Service (IaaS) and Platform as a Service (PaaS) for maximum flexibility.

**K5 lets customers easily deploy solutions across different platforms because it's based on a single architecture. This common architecture for public cloud, virtual private hosted, dedicated cloud and dedicated on-premise deployments makes it quick and easy to test, deploy and change new services.**

Built on an open-source core, K5 is highly scalable, allowing digital transformation across a broad range of technologies. It also comes with the added support of many other innovative services and offers one of the lowest total cost of ownership of all available platforms.
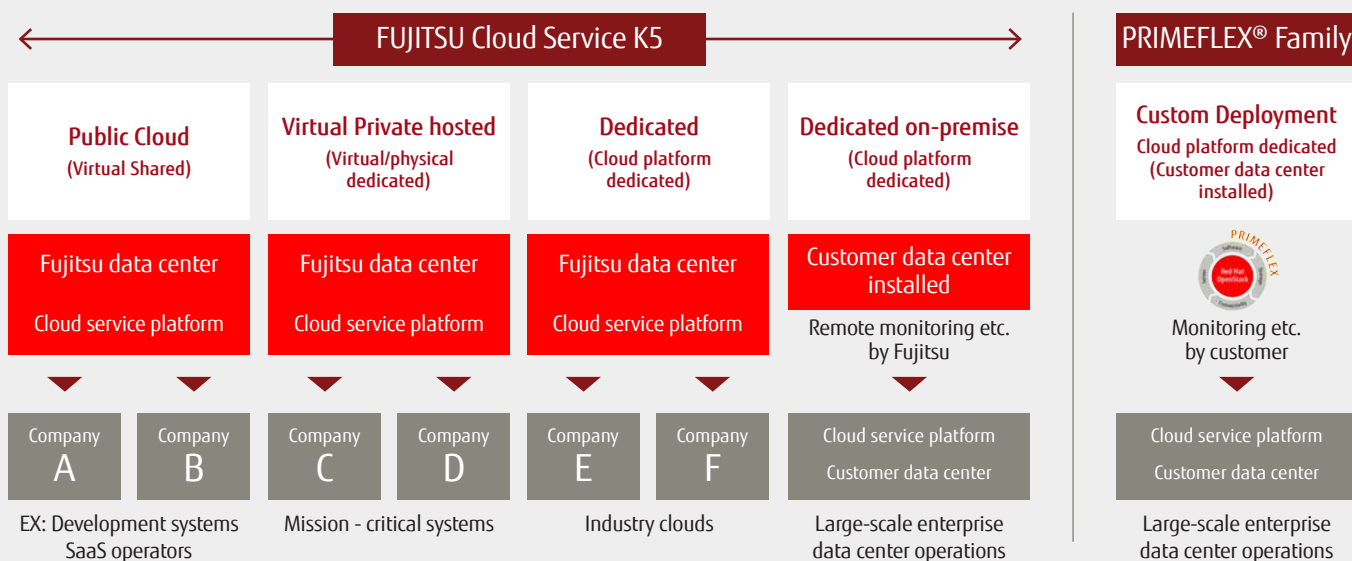
## How does K5 support digital transformation?

K5 combines open source technology with our knowledge and enterprise-grade features to provide high-level scalability and cost efficiency. The complete range of IaaS and PaaS provides support and options for digital transformation, such as:

- Merging existing applications into cloud-based systems
- Giving legacy platforms new digital capabilities
- Deploying a microservices architecture to support re-use and rapid application development
- Developing digital applications for open-source platforms
- Define and Implement new business process based on digital capabilities.

## With K5 IaaS and PaaS services, you can:

- Avoid vendor lock-in because it's an OpenStack®-based platform that includes VMware® and bare metal stacks for specific workloads
- Reduce costs thanks to a common cloud architecture, which makes it easy to move workloads
- Increase productivity with "one-click" activation of cloud services with a range of enterprise features
- Develop applications more easily by using pre-defined services with Cloud Foundry
- Reduce development times as customers migrate their mission-critical applications to cloud with our application framework
- Defining and implementing and re-use existing IT with API integration.

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**100% compatible across all options enabling migration and integration**
OpenStack® management and a choice of platforms:  VMware, Bare Metal, KVM

### FUJITSU Cloud Service K5  →  ← → | PRIMEFLEX® Family

| **Public Cloud** (Virtual Shared) | **Virtual Private hosted** (Virtual/physical dedicated) | **Dedicated** (Cloud platform dedicated) | **Dedicated on-premise** (Cloud platform dedicated) | **Custom Deployment** Cloud platform dedicated (Customer data center installed) |
|---|---|---|---|---|
| Fujitsu data center / Cloud service platform | Fujitsu data center / Cloud service platform | Fujitsu data center / Cloud service platform | Customer data center installed / Remote monitoring etc. by Fujitsu | Monitoring etc. by customer |
| Company A / Company B | Company C / Company D | Company E / Company F | Cloud service platform / Customer data center | Cloud service platform / Customer data center |
| EX: Development systems SaaS operators | Mission - critical systems | Industry clouds | Large-scale enterprise data center operations | Large-scale enterprise data center operations |

# The digital challenge

Enterprises are under pressure to go digital. There is an increased demand for organizations to implement artificially intelligent offerings, create new products and services, transform their operations and reach out to new customers, all to achieve growth and differentiation.

And the benefits of digital are undeniable. It can help you increase efficiency and save money. It opens up opportunities for growth and innovation. It can help you move from reactive IT to proactive IT. It creates new value chains and boosts agility.

However, the digital world brings many challenges as well. How do you keep up? How do you ensure your old and new systems work together? How do you navigate a market crowded with technology vendors offering digital and cloud-based solutions?

## The answer's simple

We deliver a complete solution on a single platform – FUJITSU Cloud Service K5. It'll simplify the complexities of the digital world so you can do incredible things.

# With K5, you can get innovations to market faster

Cut development times and control operating costs with our optimized platform. K5 enables you to modernize, innovate, extend and interoperate. It lets you build and deploy new digital services – your own or others – more quickly and easily than other approaches.

These new services can include everything from systems to help teams collaborate better to the roll out of artificial intelligence (AI) or new applications for the Internet of Things (IoT). In fact, we offer a series of digital services – including data analytics, applications transformation, AI and more – that sit on top of K5.
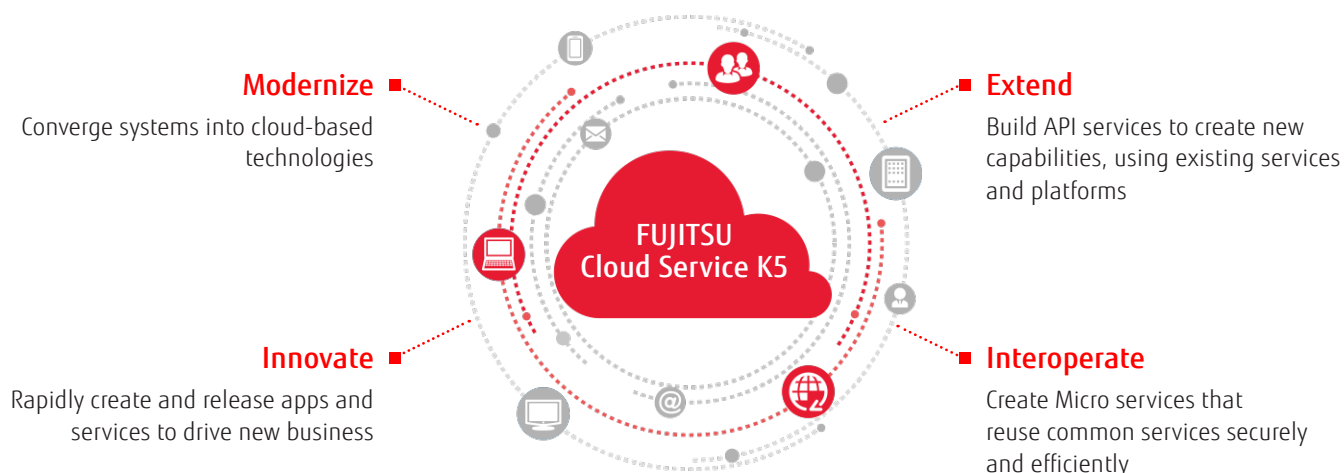
## Act fast

Quickly build, test and deploy new services. With K5, you can seamlessly bring together legacy, cloud-based and mobile systems, rather than develop an entirely new system. You can escape the traditional months-long cycles for development and testing with K5.

Our cloud services help you quickly set up proofs of concept, cost-effectively test new ideas and choose the right platform without having to re-test. The choice of public or private cloud services supports the development and rapid scale out of new digital solutions. It also helps with the migration of traditional IT systems into the cloud.

The flexibility of our OpenStack®-based cloud service provides a common architecture for various deployments from private to public cloud infrastructures. These support bare metal and VMware platforms as well – providing full coverage for all types of IT services.

**K5 addresses the multi-faceted nature of Digital Transformation to give an organization the transformational experience they require**

**Modernize**
Converge systems into cloud-based technologies

**Innovate**
Rapidly create and release apps and services to drive new business

**FUJITSU Cloud Service K5**

**Extend**
Build API services to create new capabilities, using existing services and platforms

**Interoperate**
Create Micro services that reuse common services securely and efficiently

# With K5 you can:

**Deliver new digital initiatives faster**

- Open standards-based services support new cloud-native applications with SaaS applications and API mashups
- Integrated platform supports a range of solutions and services around IoT, Big Data, AI and mobility

**Modernize your core back-end systems and unlock their value**

- Bring mission critical applications and workloads into the cloud
- Manage data securely as you introduce composite applications
- Exploit data in existing systems easily with APIs

# With K5, you can increase operational efficiency

Reduce costs. Respond faster.
Take advantage of pay-as-you-go
IT models. It's all possible when you're
on FUJITSU Cloud Service K5. By moving
from traditional IT platforms into the
cloud, your business can improve
operational efficiency in many ways.
While this drive isn't new, companies
are looking for new ways to reduce
costs. This has led them to look beyond
infrastructure and into agile
development. They're looking to
increase operational efficiency beyond
infrastructure with platform-as-a-
service (PaaS) becoming more
important.

## With K5, you can:

### Speed up development with cloud integration

You can integrate a range of applications into new business
models with K5. K5 PaaS simplifies the integration of applications.
This allows you to go at your own pace with the level of risk you're
comfortable with. And, because of its open-source core, you can rest
assured it'll support your technologies. It's easy to integrate new digital
capabilities with your legacy IT too. You'll benefit from our skills and
experience, as well as a wide range of complementary services.

### Reduce costs with an open platform

K5 is based on OpenStack®, giving you the most cost-efficient base for
successful digital projects. It prevents the risk of vendor lock-in and
gives you unprecedented scaling and the widest range of deployment
options. The open-source architecture means the cost of ownership is
lower than those for proprietary platforms. And our pricing policies
compete with those of leading hyper-scale and dedicated private cloud
service providers.

### Become more agile

You can quickly scale services up or down with K5. With the added
benefits of automation, this frees you up to innovate quickly.
It also helps you go from reactive IT to proactive IT.

### Get the most out of cloud

If you're looking to develop advanced native cloud applications,
you'll find support for microservices and container-based technology
with Cloud Foundry® in K5. This makes it easier to develop new
applications and to connect from those systems to all applications in
the market that support microservice approaches as well as existing,
robust IT.

### Maximize interoperability

K5's open platform maximizes interoperability for your business.
It does this based on OpenStack® – and it provides ample support
for VMware and bare metal. It also delivers the Cloud Foundry® native
cloud development technology.

# With K5, you can manage hybrid IT better

The time has come to embrace hybrid IT. You need to make sure that your legacy IT, public, private and managed cloud services work together. This will ensure your organization can be innovative, agile, efficient and responsive. It also allows you to get the most from your existing IT.

By taking a hybrid approach, you'll be ready to expand into new areas. Mobile, big data, the Internet of Things and artificial intelligence will all play a part as your customers' needs and expectations change.

Hybrid IT makes it easier for enterprises to digitalize and increase efficiency. **FUJITSU Cloud Service K5** makes it easy and cost-effective for companies to achieve these goals at the same time.

Built with the expertise, experience and knowledge we've gained across five continents, K5 gives you a safe, secure model for hybrid IT – and by having the same stack deployed across public, private and hybrid clouds, you can achieve portability of services across different deployment models.

K5 also allows you to implement hybrid IT at your own pace with a level of risk you're comfortable with. You can then innovate efficiently and affordably and focus on the innovations that work best. With K5, you can meet customer expectations in robust IT, fast IT and many other areas.

# Why choose K5?

The K5 solution is secure, proven and backed by more than three decades of data center experience. Our global capabilities in integration, migration, native cloud development, consulting and IT management ensure that K5 and MetaArc® services are reliable, cost-effective and fit for enterprise.

Fujitsu is already transforming its own internal IT estate, exploiting legacy services with new systems for a quick return on investment, as it migrates more than 640 business systems and 13,000-plus servers to K5. At the same time, Fujitsu is giving back, through contributions to OpenStack® that are centered on enterprise-class enhancements.

We helped Nanto Bank Ltd., Japan, improving access to banking and financial services for their customers and provided them with the integrated management of multi-vendor smartphone applications.

Our customer Optex Co. Ltd. supports its customers with sensors in various fields. The broad use of sensors to measure water quality is supported by a cloud infrastructure to process the massive amount of sensor data in real-time.

*"In order to build a new service model of sensor technology, cloud platform was necessary to be developed instantaneously in OPTEX™. We decided to use Fujitsu platform because of their simplicity in construction, operation and maintenance, and speedy feasibility."*

**Toru Kamimura**
Managing Director, Business Strategy BU OPTEX Co. Ltd

## OpenStack®: Inhouse adoption

| All Fujitsu 640 systems | Customer | Customer | SaaS Vendor |
|---|---|---|---|
| In-house use > In-house use | Business systems | Business systems | Business systems |
| Reference Model | Utilization | | |

**FUJITSU Cloud Service K5**

- Migrating all in-house 640 systems to K5
- In excess of 13,000 servers and 640 business systems
- Unrivalled know-how in delivering enterprise grade system

Announcement February, 2015

# Why FUJITSU?

- The world's fifth largest IT service provider

- Extensive experience in building technology solutions and delivering managed services

- Over 5,300 cloud customers with over 10,000 expert cloud employees

- Over 25 cloud data centers across four continents

- Full integration, optimization and management of Fujitsu and third-party cloud services

- Migrating over 13,000 servers to K5 ourselves

- Delivered 50,000 server transformations to OpenStack®

- Complete portfolio, wide breadth and depth of offering

- Supporting some of the world's most critical infrastructure

## You can...
## Contact us

We can help you achieve your digital, operational efficiency and hybrid IT goals with the FUJITSU Cloud Service K5 platform.

To find out more, please contact us at:
www.fujitsu.com/us

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