

Fujitsu North America Technology Forum 2014

# FUJITSU Cloud: Delivering Innovation in a Complex World

**Cameron McNaught**

Executive Vice President, Solutions  
International Business  
Fujitsu Limited

**22<sup>nd</sup> January 2014**

# 2013 – a time of uncertainty

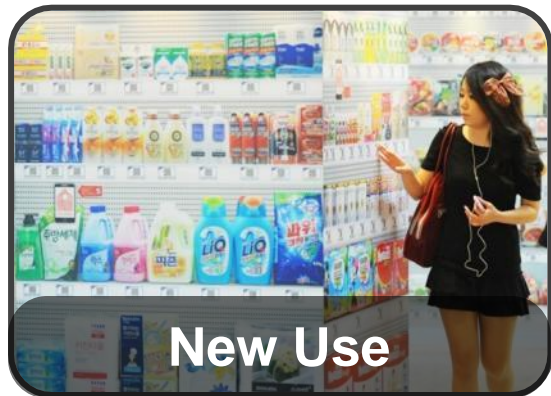


Priorities – Mobile? Cloud? Social?  
Big Data? BYOD? Shadow IT? Security  
threats?



Disruptive technologies, inconsistent strategies

# New technologies create new capability



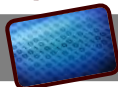
Mobile



Social



Big Data



Internet of Things



Cloud



Consumer



Mobile



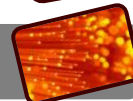
Social



Big Data



Internet of Things



Cloud



Social

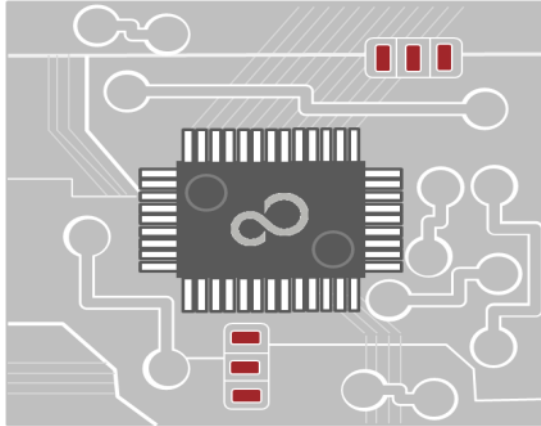




# Three Waves of IT Delivery

## First Wave

Mainframe Era c. 1960-1990



Tailor Made Systems

**Specialised** and **High Cost**

Core Transaction Support & Automation

## Second Wave

Client Server Era c. 1990-2015



Packaged IT

**Standardised** and **Low Cost**

Process Re-engineering & Efficiency

## Third Wave

Cloud Business Era c. 2015-



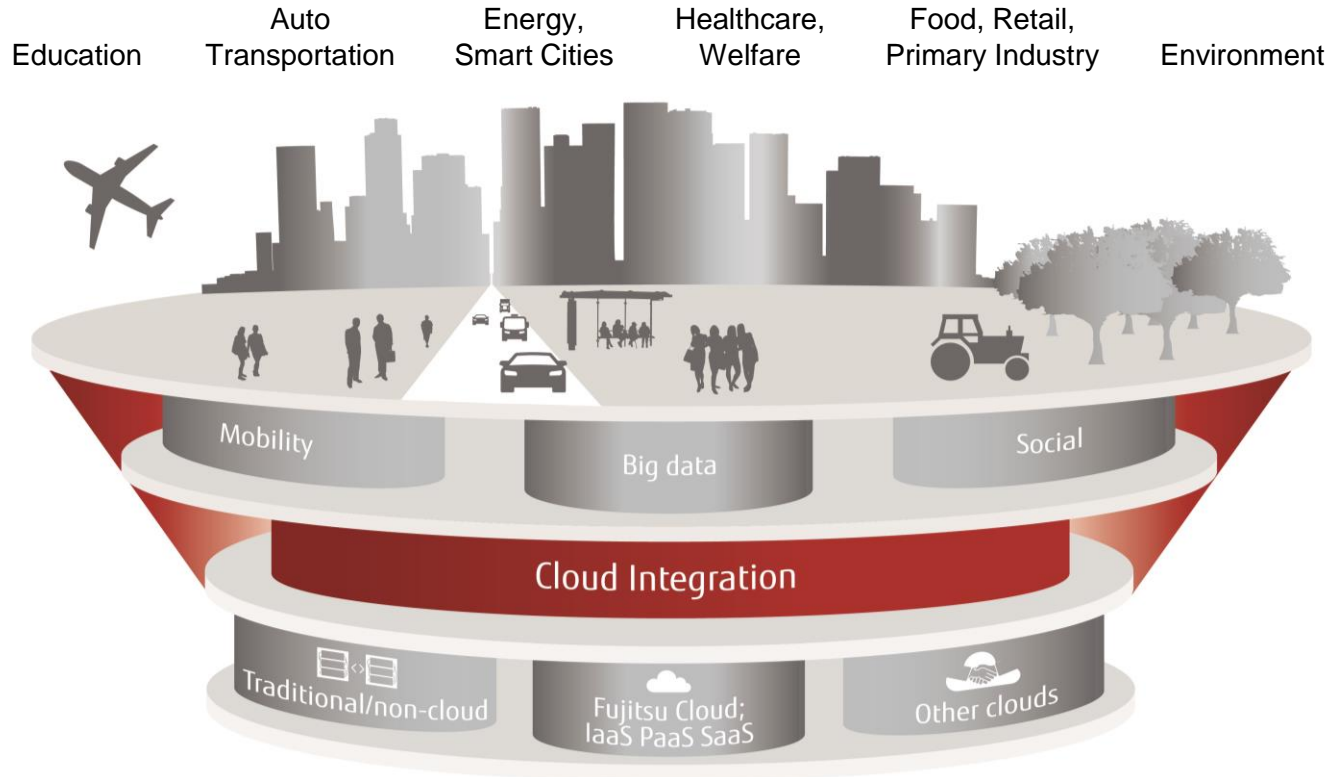
Digital Supply Chains

**Specialised** and **Low Cost**

Business Specialization & Disaggregation

Increasing Business Value from Information Technology

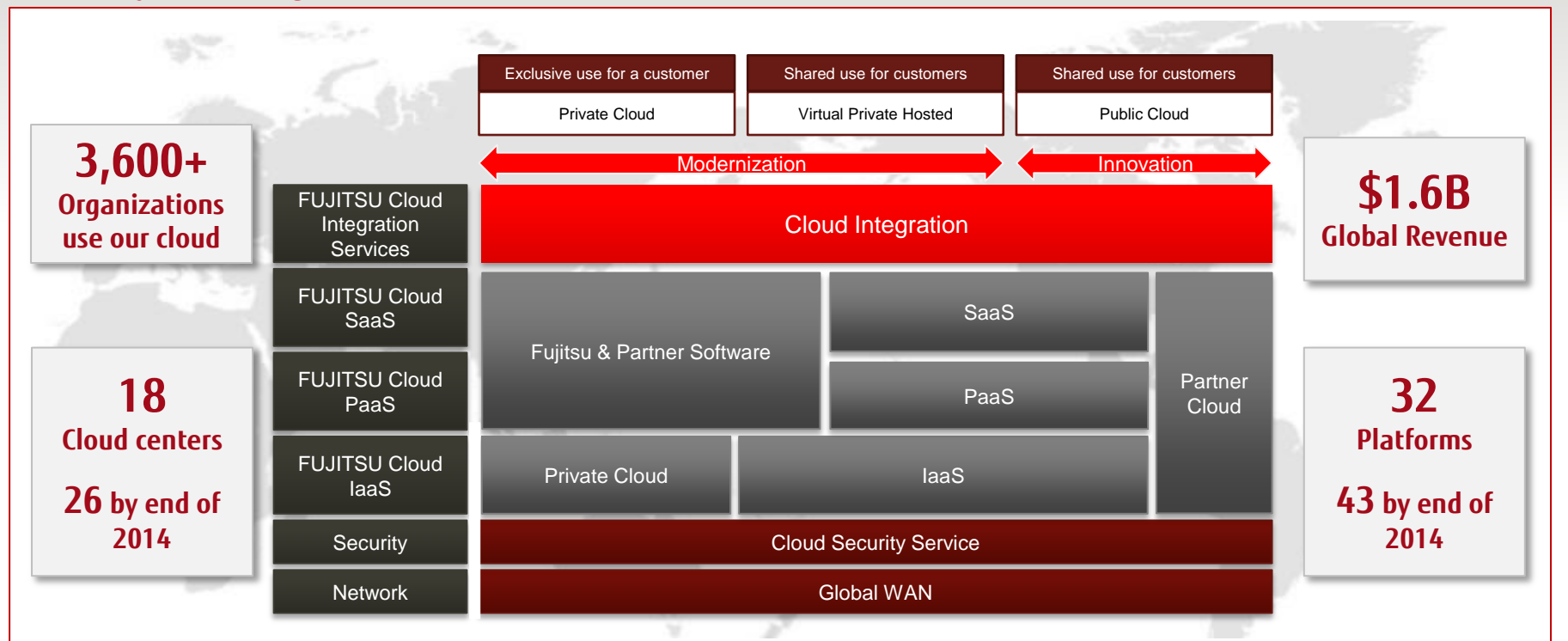
# Fujitsu Cloud – Underpinning Innovation



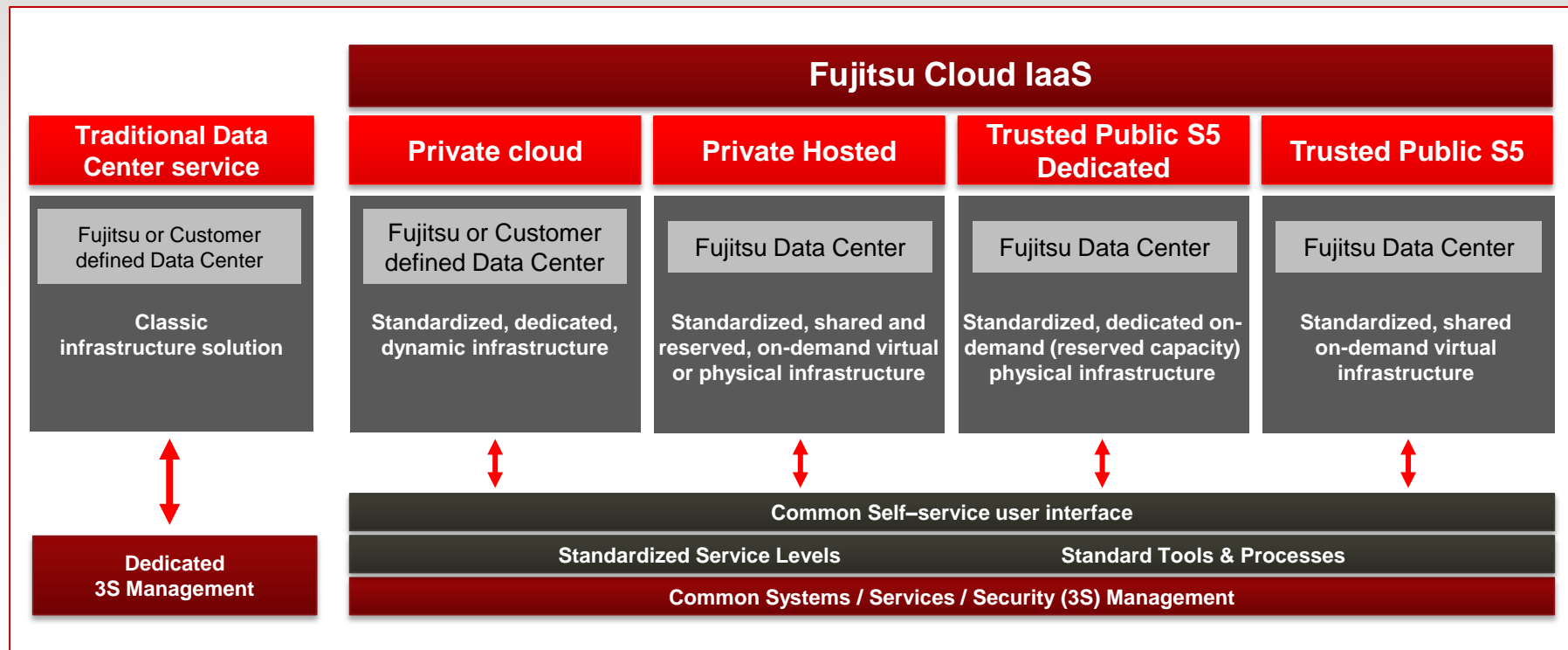
# FUJITSU Cloud Initiative



## Industry's strongest and broadest Cloud portfolio

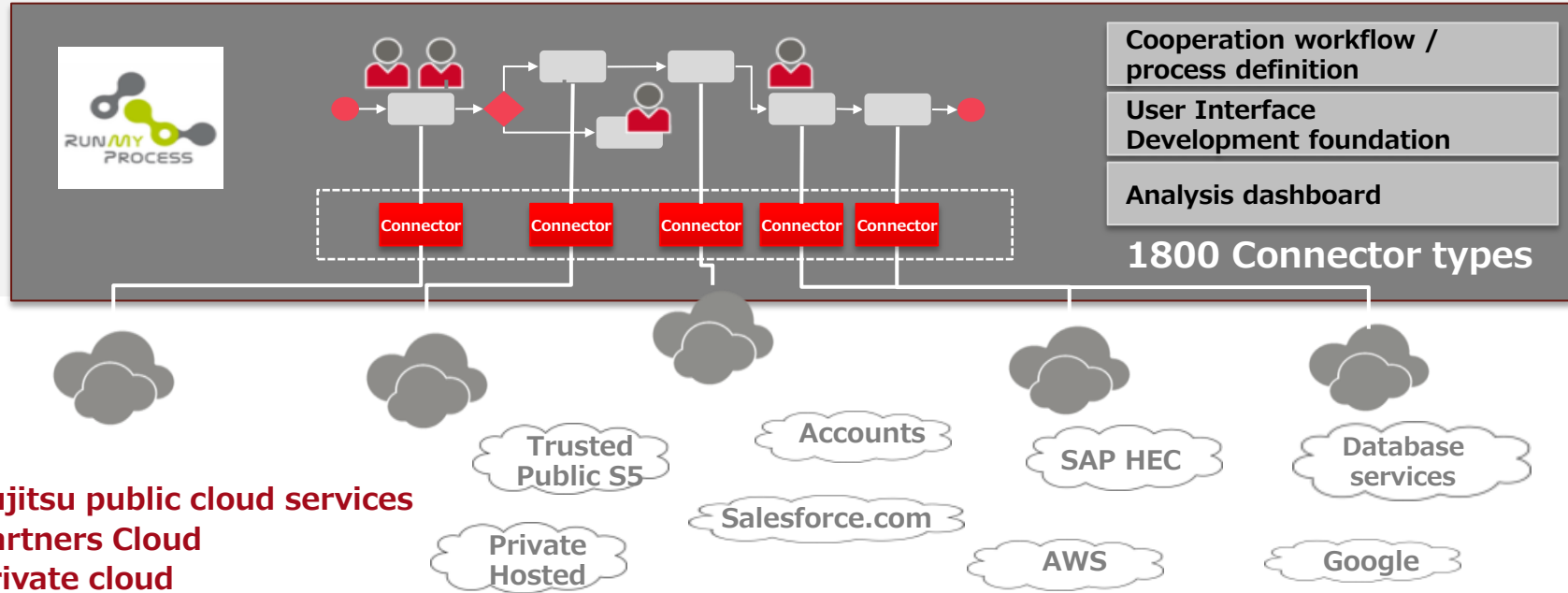


## Offering the right options



Build new business system quickly and easily

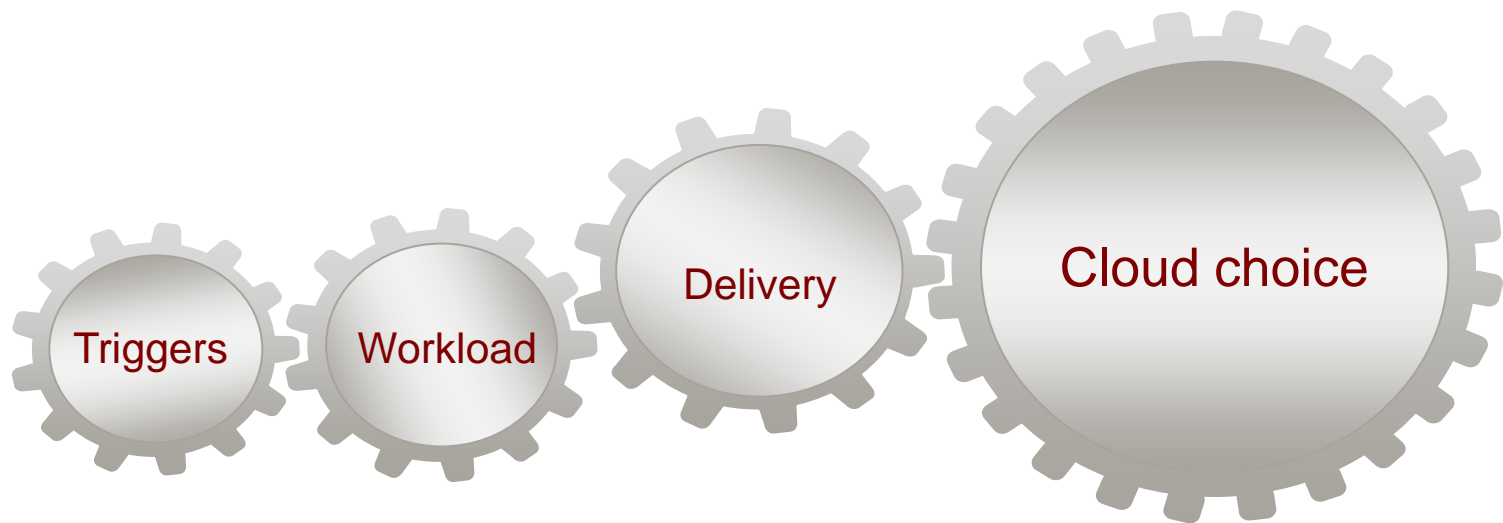
## RunMyProcess





# Making the Right Cloud Choice

Cloud choice should be based on triggers, ICT workloads  
and how cloud needs to be delivered



# FUJITSU Cloud Integration Platform

Enable rapid innovation through the adoption and integration of diverse cloud services without losing control, increasing overheads or compromising the quality of service



## Cloud integration proposition

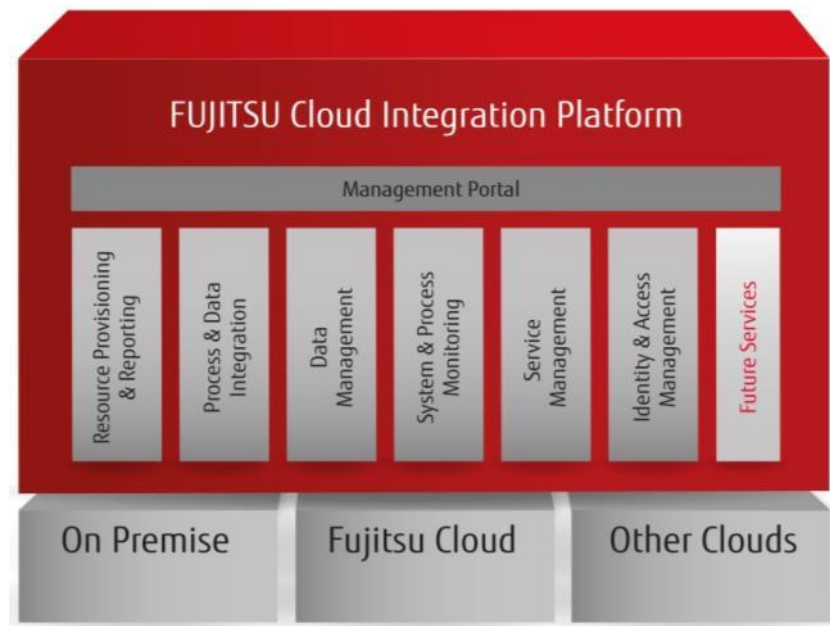
For Business Units:  
***BYO Cloud***

For Board:  
***Governance and control***

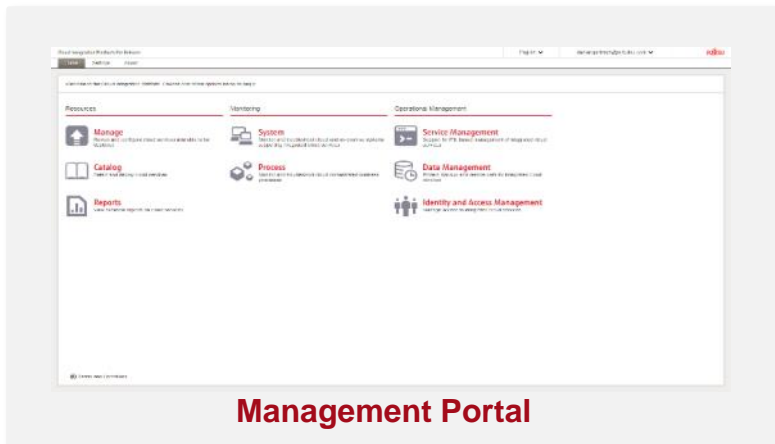
For IT Department:  
***End to End Service Management***

# Managing and Integrating Cloud Services

- Providing key components for:
  - Cloud Management
  - Cloud Integration
  - Cloud Aggregation
- Covering some, or all, of:
  - Fujitsu Cloud services
  - Cloud services from other providers
  - Non-cloud systems
- Platform delivered on- or off-premise
- Available to be managed in-house or as a managed service



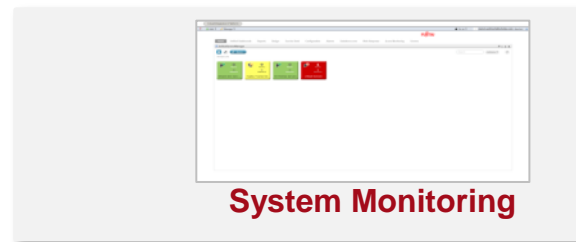
# FUJITSU Cloud Integration Platform



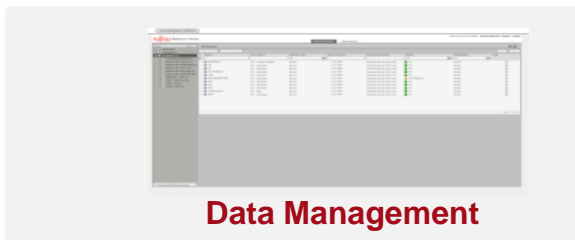
**Management Portal**



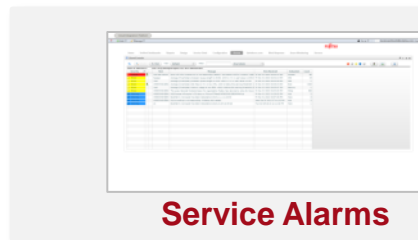
**Catalog**



**System Monitoring**



**Data Management**



**Service Alarms**



**Tickets**



# Cloud Integration Platform Approach

## Benefits of Cloud Integration Platform ...

Faster innovation in  
business units through  
'Bring Your Own Cloud'



Better governance and  
control of cloud without  
increased complexity



A strategic role for IT as  
the 'cloud enabler'



Consistent service  
delivered across cloud  
and non-cloud services



Monitor and manage in a  
simple way through a  
"single pane of glass"



Choice of deployment  
methods to meet specific  
needs

**... delivered  
for all key  
stakeholders**



shaping tomorrow with you

**Cameron McNaught**

Email: [cameron.mcnaught@us.fujitsu.com](mailto:cameron.mcnaught@us.fujitsu.com)

Twitter: [mcnaughtcj](https://twitter.com/mcnaughtcj)

Web: [fujitsu.com](http://fujitsu.com)

# THANK YOU