

Peace of mind. Wherever you work

# IT FUTURE 2013

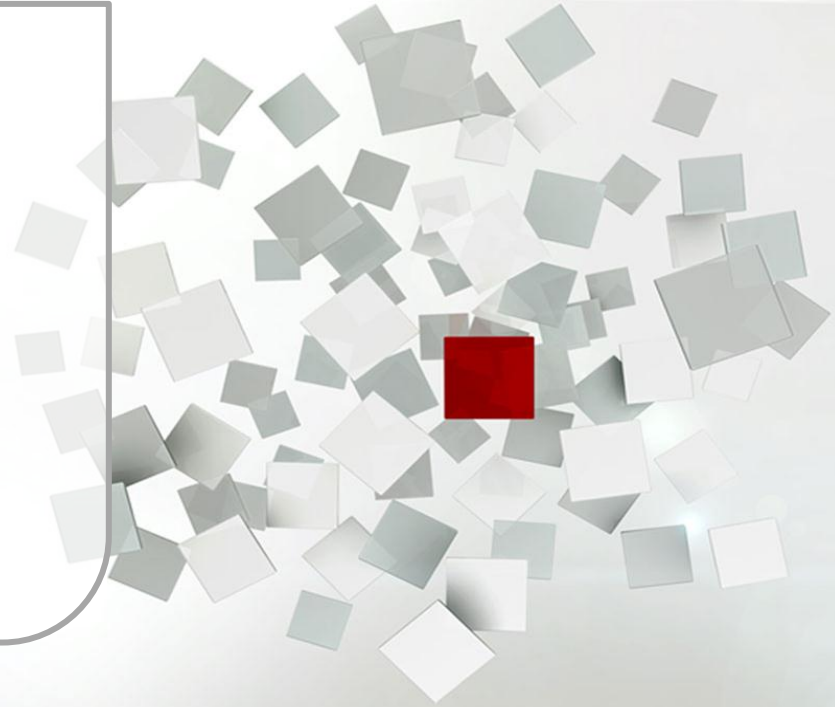
## Getting concrete with your cloud journey

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*Director, Cloud Office & Marketing*

*Fujitsu Nordic*

- What are the challenges?
- Meaning of cloud
- Choosing the right solutions
- Examples



# Business Challenges



- Time to Market - introducing new products or services faster



- Ensuring scalability to accommodate future growth



- Dealing with complexities – of organizations, of processes, of IT



- Reducing business costs



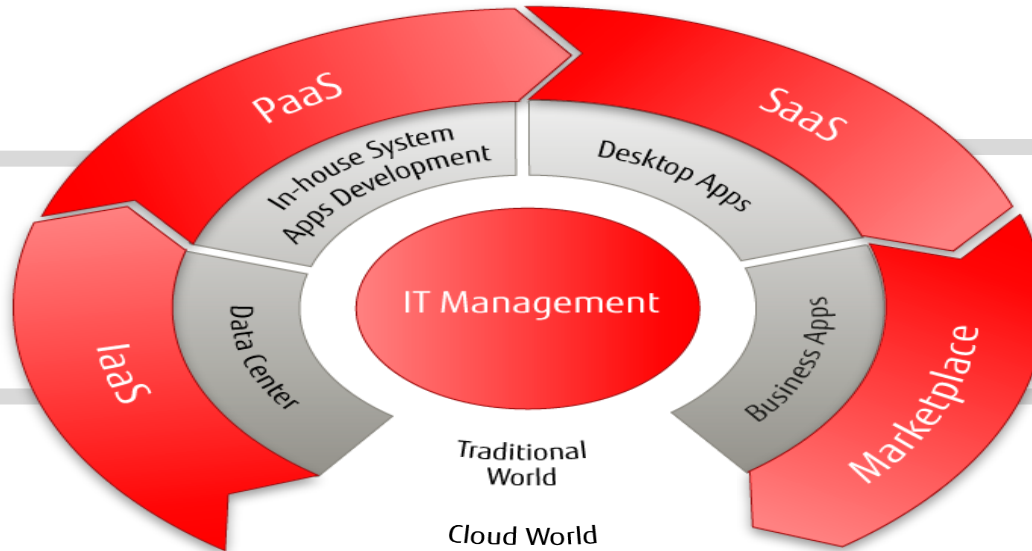
- Security and compliance

# Cloud impacts every aspect of IT

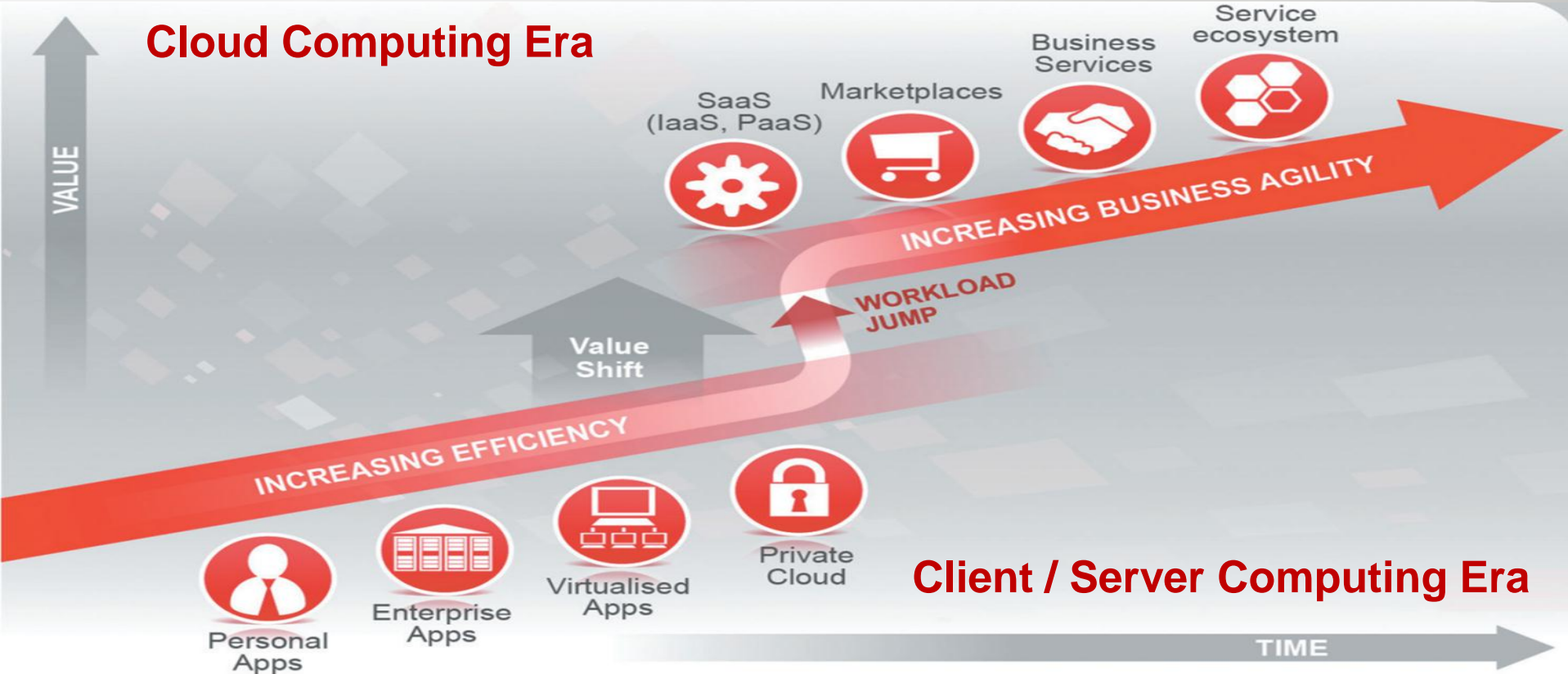


## ■ Cloud changes the relationship between IT and the business

- Removes the need for capex
- Greater flexibility and choice delivered to users
- Faster time to value
- Faster alignment to business needs
- Delivers innovation to the business
- Delivers efficiency throughout the organisation



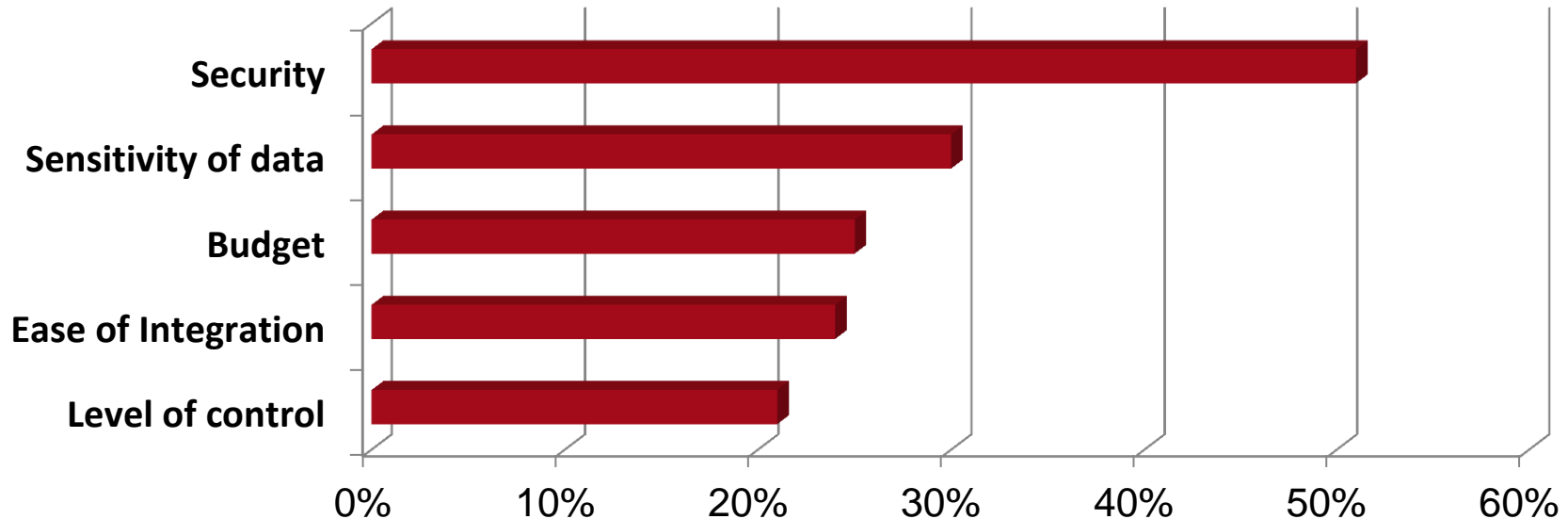
# A journey to cloud and beyond



# What is the market telling us?

**Cost drives clients to adopt cloud.**

**But what determines type of cloud adopted?**

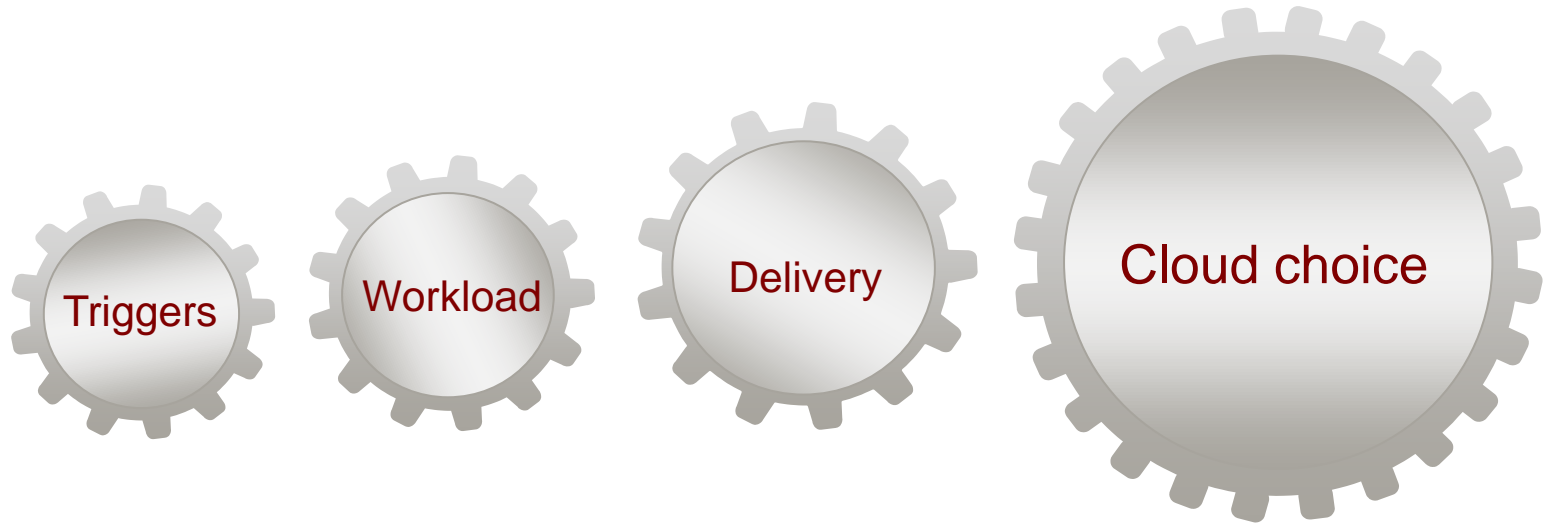


Fujitsu research of 310 CIOs worldwide, September 2012

# Making the shift

Standard solution for individual needs

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





# Identifying your triggers

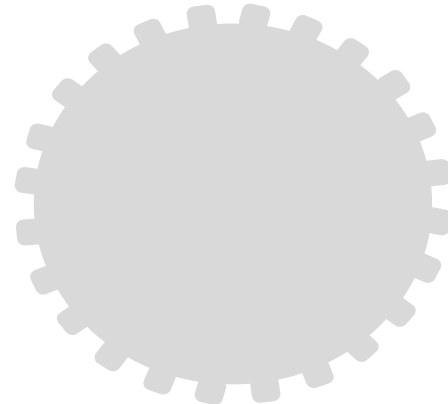
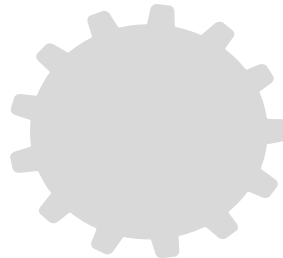
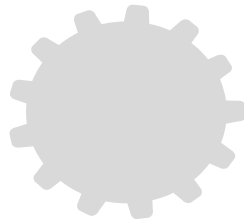
- Triggers are *external and internal changes* which require you to re-evaluate your business and ICT environment

- **Business drivers:**

- reaching new markets and new customers
- delivering business value in new ways
- improving customer intimacy and satisfaction
- competition

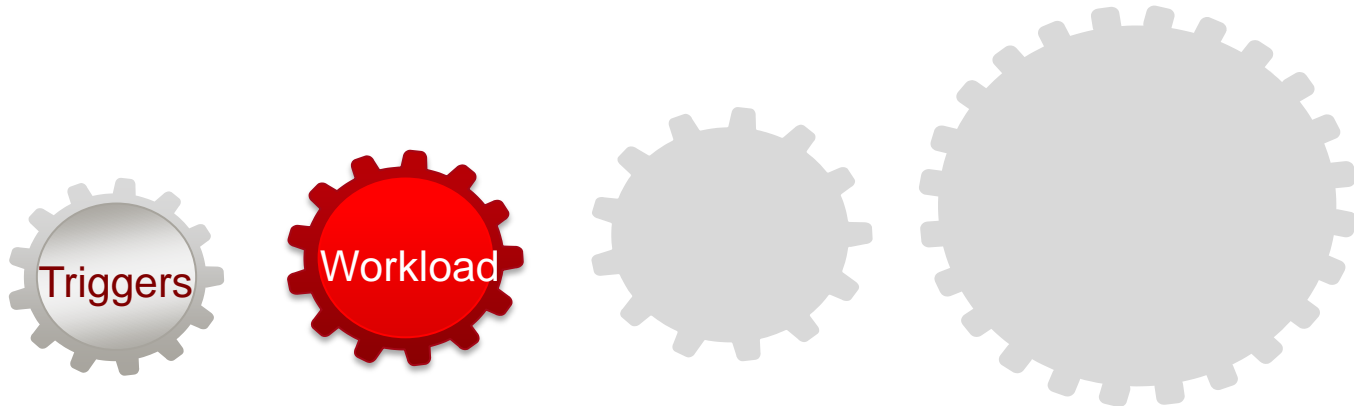
- **IT drivers:**

- EOL decision making
- new service implementation
- extending existing services



# Cataloging your business assets

- Understanding your *business services or processes* and how they need to be delivered and consumed to meet the organizations opportunities and challenges in the future
- Typical examples include: Productivity, enterprise applications, an ICT function, a business service or an identified set of ICT assets



# How do you want it deployed?

- **Private:** Commissioned and owned by an organization
- **Virtual Private:** Combination of shared and private resources and services
- **Public:** Highly scalable common infrastructure, shared by different users
- **Hybrid:** A combination of on-premise and cloud choices

**Deployment** approaches are determined by your requirements for location, security, price, features, technology, availability and service levels

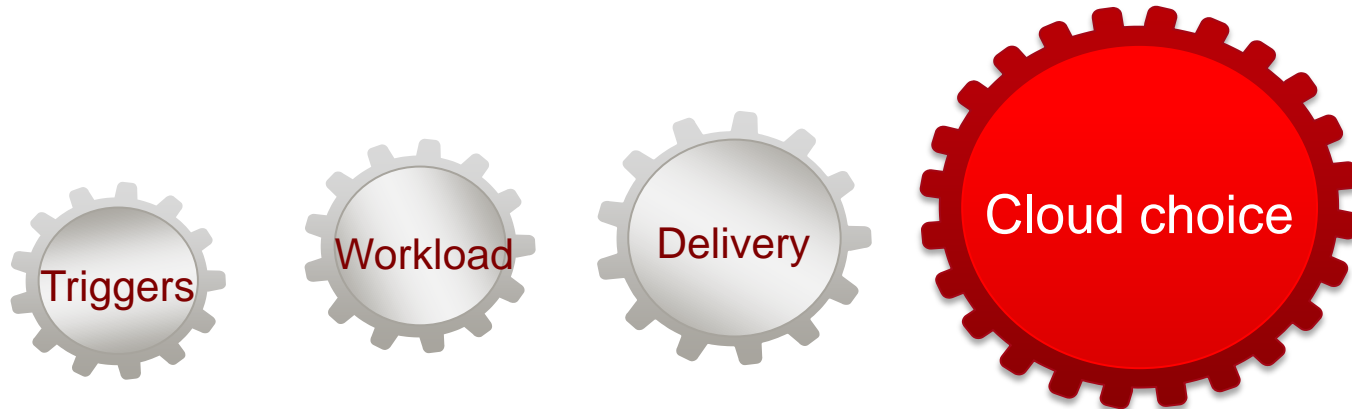


# Match the right cloud to your requirements



- By clearly understanding your requirements you are able to match your needs to an exact cloud/IT service
- Fujitsu has breadth of services and experience to ensure the outcomes match what you seek

One size does not have to fit all



# Modernize, mobilize, manage



Too high cost of workplace environments?

- Maintainability
- Support

Patja Easy

- Standard virtual desktop with all required applications to any device: tablets, thin clients, etc.

Managed Mobile

- Trouble free management of all mobile devices and apps
- Security both user and enterprise point of view

Solution to BYOD

- Security
- Management

Problems with ageing applications?

- Cost
- Skills/resources

Legacy Modernization

- Move your applications to cloud or other modern environment
- Automated tools and methods
- Proven solution with references

# Server platforms

## Build Private Clouds

- Maintainability
- Scalability

## Dynamic Infrastructure Block

- Automated and managed virtualized servers
- Build and run a private cloud with less work and headache

## Use servers from Fujitsu Cloud

- Pay-per-use; hour or day
- Servers located in desired location, Denmark, EU, Globally

## Expensive to maintain test & dev servers

- Only periodic use
- Long setup times

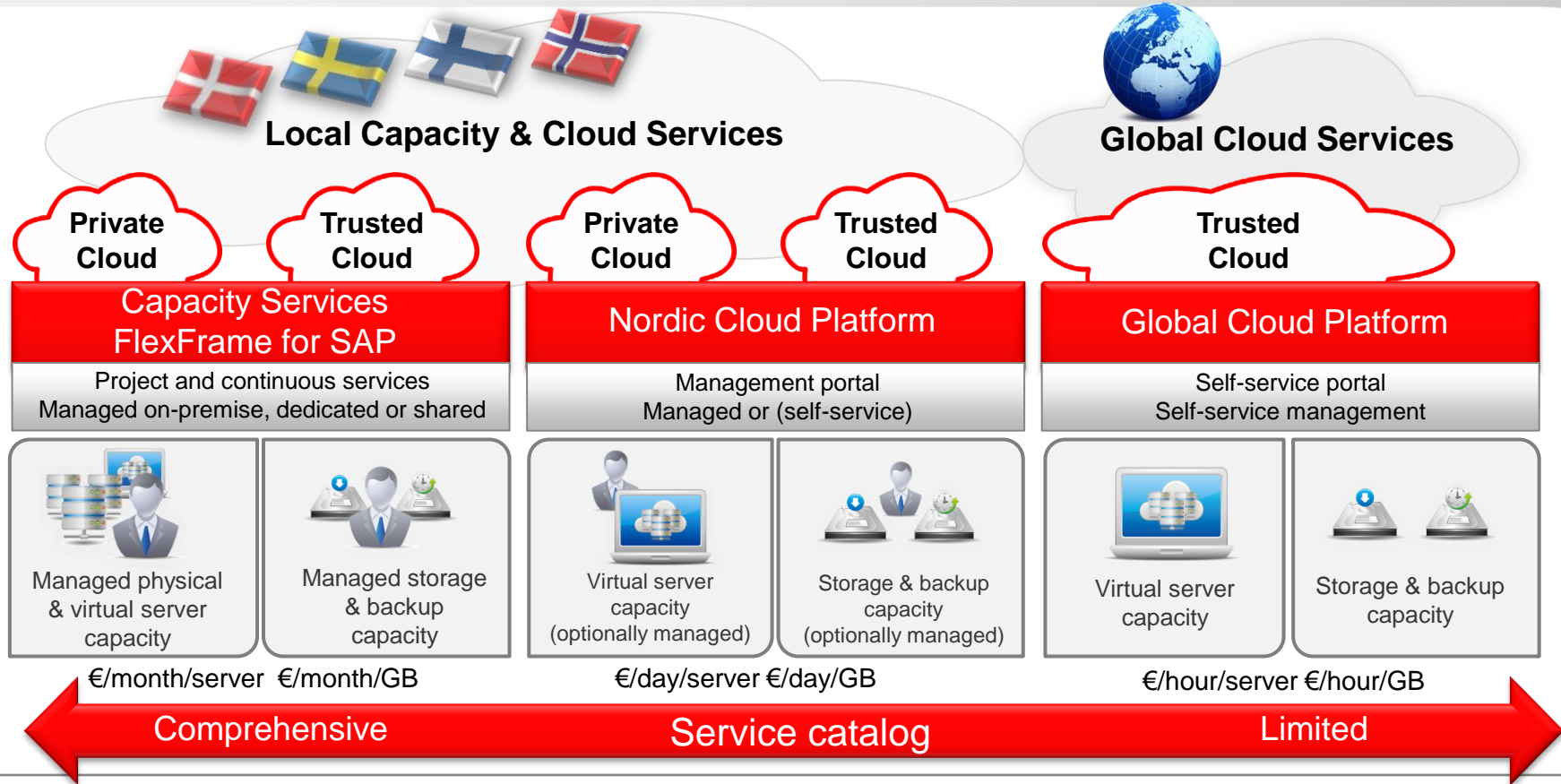
## Take the pain out of ERP

- Scalability
- Availability

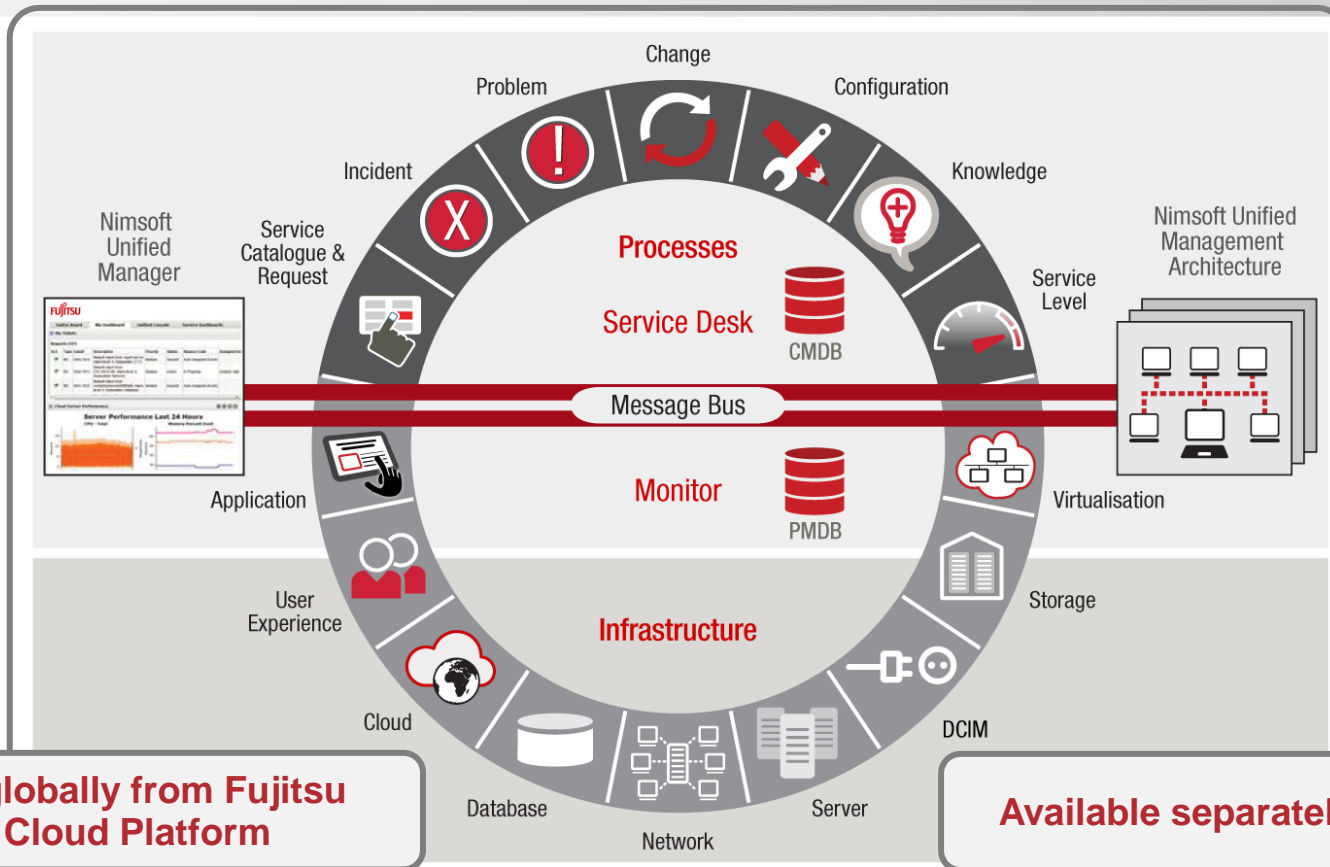
## Flexframe for SAP

- SAP capacity as a Service
- High availability
- Lowers upgrade costs
- Market leading solution

# Variety of solutions available, for all needs



# IT Management as a Service





# Enterprise Solution Store



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- Appstore model applied to internal use
  - An easy way for accessing software & services
  - Authenticated users can browse catalog and select services
  - Control and management of service usage for internal it

# Which way do you go?



More **generic**, more  
flexible to **consume**



Private  
Platform



Local  
Platform



Global  
Platform



Public  
Cloud

More **customised**, more  
flexible to **configure**



# IT's about **services**

*IDC top predictions for the Nordics:*

**Prediction #2:** Service and Process Slowly Replace the Term Cloud as Market Grows



*Concentrate on services and outcomes, not on technical jargon or definitions*

# A complete cloud vision



Fujitsu will have the ability to take **any workload** into the **right Cloud** and provide a **unified Cloud experience** to the user and a **single integrated management platform** for IT



Legacy Workloads



Enterprise Workloads



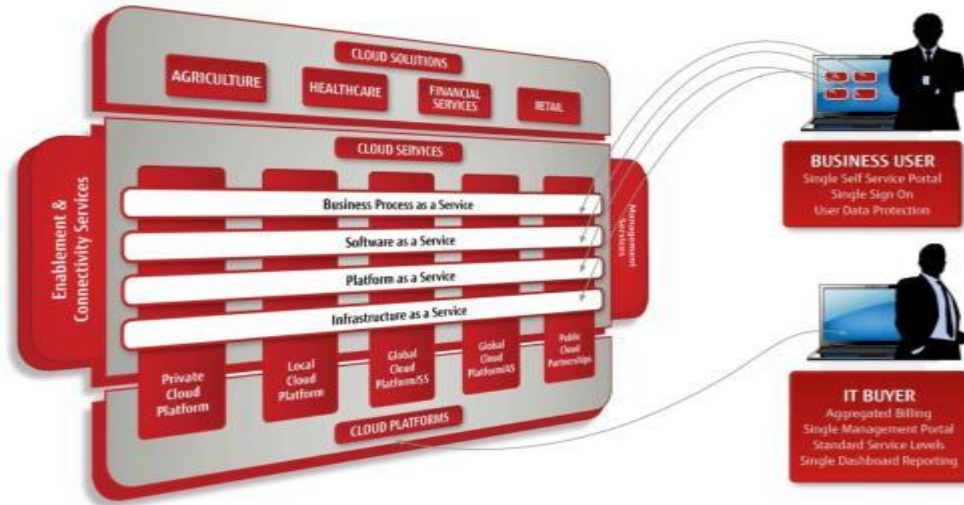
End User Workloads



Distributed Workloads



Private Cloud




Enterprise & Government



Medium Business



New Market IT



**FUJITSU**

shaping tomorrow with you