

Fujitsu Danmark  
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## Fujitsu Makes Cloud Adoption Easier with PRIMEFLEX for Microsoft Azure Stack

### News facts:

- Extends the benefits of Azure to on-premises data centers, supports migration of workloads
- High-performance, scalable and pre-tested infrastructure for the fast deployment of Azure-consistent services and hybrid applications, backed by flexible licensing and one-stop-services
- PRIMEFLEX for Microsoft Azure Stack underlines the new global systems integrator partnership agreement between Fujitsu and Microsoft

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**Fujitsu Forum Munich, November 8, 2018** – Fujitsu today announces new options for organizations to harmonize workloads between the cloud and on-premises. The new PRIMEFLEX for Microsoft Azure Stack provides a unique solution for enterprises that want to take full advantage of the public cloud but need to keep some mission-critical IT under their own roof due to data sovereignty, compliance or connectivity requirements.

The Fujitsu Integrated System PRIMEFLEX for Microsoft Azure Stack unlocks the agility, cost control and fast-paced innovation of cloud computing even when selected workloads remain on-premises. The provision of Azure-consistent services and features across both cloud and on-premises enables the creation of advanced hybrid solutions that balance both on-premises and cloud in seamless harmony.

In a major step towards harmonizing cloud and on-premises workloads, the newest addition to the Fujitsu [PRIMEFLEX integrated systems line-up](#) offers cloud-like economics for on-premises systems, with flexible licensing options including consumption-based and capacity-based models. The introduction of PRIMEFLEX for Microsoft Azure Stack also underlines the new [global systems integrator partnership agreement between Fujitsu and Microsoft](#), which enables organizations to seamlessly take the next step in their digital transformation, providing the ability to shift mission critical workloads to a cloud-based delivery model.

In addition to fast deployment and standard 24/7 support, PRIMEFLEX for Microsoft Azure Stack is backed by Fujitsu's consistent one-stop services to provide hybrid IT estates that have become reality for many enterprises today. As a result, organizations can run infrastructures with maximum agility and efficiency and speed up the development of new applications. Optionally, infrastructure operations can be outsourced to Fujitsu via a managed services or hosting agreement.

### **PRIMEFLEX for Microsoft Azure Stack brings the cloud back home**

The solution is fully tested and delivered on a high-performance and energy-efficient PRIMERGY server platform for Microsoft Hyper-V cluster environments, and delivers powerful virtualization performance and economical, energy-efficient operation. Fujitsu Software Infrastructure Manager (ISM) simplifies the management of the infrastructure, providing the functionality needed for fail-safe, flexible and automated operation.

PRIMEFLEX for Microsoft Azure Stack combines on-premises private cloud with state-of-the-art consumption-based licensing models, allowing harmonized consumption of services. Features include monthly usage-based billing options, allowing Azure services to be integrated into existing license agreements. Fujitsu can also help customers design licensing solutions in line with budget requirements. Optional backup for on-premises data is available, using an integrated Fujitsu ETERNUS CS appliance, and Azure can be integrated with other cloud solutions into one consistent, multi-cloud environment via the Fujitsu Enterprise Service Catalog Manager (ESCM).

Olivier Delachapelle, Head of Data Center Category Management at Fujitsu EMEA, says: "Digital transformation is leading to increasingly complex hybrid IT infrastructures, as IT teams try to deliver against the flexibility, security and performance requirements of new applications. We developed PRIMEFLEX for Microsoft Azure Stack to ensure consistency and fluidity between workloads operating on-premises and in the cloud on Azure. This is perfect for organizations that are taking their first steps into the cloud – as well as those that want cloud-like benefits in terms of control, performance, agility and availability – but need to keep selected workloads on-premises due to legislative or latency issues."

Natalia Mackevicius, general manager, Azure Stack, Microsoft Corp., comments: "The introduction of Fujitsu PRIMEFLEX for Microsoft Azure Stack helps underline Azure as the preferred choice for enterprises needing hybrid IT solutions. We're pleased to work with Fujitsu to enable new hybrid cloud scenarios and applications for our joint customers."

#### Notes to editors

<sup>1</sup>bwin.party Services GmbH, part of GVC Holdings PLC (LSE: GVC), the leading e-gaming operator in both B2C and B2B markets group

#### Online resources

- Find out more about PRIMEFLEX for Microsoft Azure Stack: <http://www.fujitsu.com/global/products/computing/integrated-systems/azurestack.html>
- Read the Fujitsu blog: <http://blog.ts.fujitsu.com>
- Follow Fujitsu on Twitter: [http://www.twitter.com/Fujitsu\\_Global](http://www.twitter.com/Fujitsu_Global)
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- For regular news updates, bookmark the Fujitsu newsroom: <http://ts.fujitsu.com/ps2/nr/index.aspx>

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#### About Fujitsu

Fujitsu is the leading Japanese information and communication technology (ICT) company, offering a full range of technology products, solutions, and services. Approximately 140,000 Fujitsu people support customers in more than 100 countries. We use our experience and the power of ICT to shape the future of society with our customers. Fujitsu Limited (TSE: 6702) reported consolidated revenues of 4.1 trillion yen (US \$39 billion) for the fiscal year ended March 31, 2018. For more information, please see <http://www.fujitsu.com>.

#### About Fujitsu EMEA

Fujitsu promotes a Human Centric Intelligent Society, in which innovation is driven by the integration of people, information and infrastructure. In the Europe, Middle East, India and Africa region (EMEA), our 27,000-strong workforce is committed to Digital Co-creation, blending business expertise with digital technology and creating new value with ecosystem partners and customers. We enable our customers to digitally transform with connected technology services, focused on Artificial Intelligence, the Internet of Things, and Cloud - all underpinned by Security. For more information, please visit <http://www.fujitsu.com/fts/about/>

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