

Fujitsu
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New Fujitsu PRIMEFLEX Integrated Systems Accelerate the Era of the Business-Centric Data Center

News facts:

- A more than 20-strong family of PRIMEFLEX workload-specific solutions
- Access to an entire support eco-system with a comprehensive range of financing and operational services
- Brand new solution, PRIMEFLEX for Hadoop, provides easy access to harnessing big data

Munich, November 27, 2014 – The dawn of a new era of the business-centric data center is heralded by the introduction today of PRIMEFLEX, the new brand for Fujitsu integrated systems. With PRIMEFLEX, Fujitsu is empowering organizations to accelerate their business expansion, eliminate complexity and reduce risk by enabling the faster deployment of more powerful data center technologies.

Integrated systems comprised of server, storage and connectivity, coupled with software and management layers, pre-integrated and pre-tested for specific workloads, are gaining market share thanks to their recognized ability to create new value for businesses. Faster time to market and worry-free lifecycle management for integrated systems are cutting operational cost and complexity, by eliminating the need for customers to manage their own ad-hoc and laborious system integration projects.

Fujitsu is introducing the PRIMEFLEX brand for its family of integrated systems, a comprehensive line-up of more than 20 business-centric solutions, to cover the entire scope of needs in the data center. PRIMEFLEX systems, which encompass solutions from Fujitsu partners such as Microsoft, VMware and SAP, are all packaged and tested by Fujitsu. Customers can also choose Fujitsu Lifecycle Management for managing system updates and ongoing stack compatibility, as well as Fujitsu SolutionContract to tackle unplanned system downtime.

New PRIMEFLEX line-up among the industry's broadest

PRIMEFLEX represents one of the industry's broadest offerings of powerful data center solutions, including both 'ready to run' pre-integrated systems that can be rapidly brought into production and so-called Reference Architectures, which offer more customizable pre-validated and pre-tested design blueprints.

The line-up, which encompasses more than 20 different solutions, includes Fujitsu PRIMEFLEX for SAP HANA, which optimizes high-performance real-time database solutions and PRIMEFLEX for VMware EVO: RAIL, one of the industry's first hyper-converged infrastructures optimized for VMware. PRIMEFLEX systems also power many services within the Fujitsu Cloud.

A new addition to the PRIMEFLEX family is a powerful and scalable platform that provides business users with a more cost-effective way of creating actionable analytics from big data. Fujitsu PRIMEFLEX for Hadoop analyses large volumes of data to extract and make accessible meaningful business-relevant information, combining the convenience of pre-configured and pre-tested hardware and the economic advantages of open source software plus system support and lifecycle management.

For worry-free operation of all integrated systems, Fujitsu offers comprehensive system integration services capabilities, turnkey data center services including hosting, managed data center and cloud Infrastructure-as-a-Service. Pay-as-you-go financing options are also available.

Supporting Quote

Ayman Abouseif, Vice President Product Marketing, Fujitsu Global Marketing

“Customers choose integrated systems to cut project time and eliminate uncertainty – because this approach is quicker and significantly less risky than trying to integrate components on your own. Fujitsu is adding an instantly-recognizable name, PRIMEFLEX, to frame an already comprehensive line-up of integrated systems. The PRIMEFLEX family runs from virtualization to cloud, from ERP to in-memory, from Microsoft to SAP and from Big Data to High Performance Computing (HPC), and we’ll be adding more in early 2015.”

Pricing and availability

FUJITSU Integrated System PRIMEFLEX pricing varies by configuration, services and geographic region. Solutions are mostly offered on a global basis although not all systems and solutions are available in all regions.

Online resources

- Read the Fujitsu blog: <http://blog.ts.fujitsu.com>
- Follow Fujitsu on Twitter: http://www.twitter.com/Fujitsu_Global
- Follow us on LinkedIn: <http://www.linkedin.com/company/fujitsu>
- Find Fujitsu on Facebook: <http://www.facebook.com/FujitsuICT>
- Fujitsu pictures and media server: <http://mediaportal.ts.fujitsu.com/pages/portal.php>
- 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 162,000 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 4.8 trillion yen (US\$46 billion) for the fiscal year ended March 31, 2014. For more information, please see <http://www.fujitsu.com>.

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