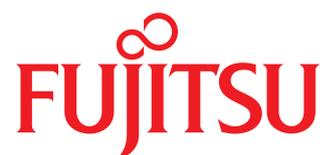




Fujitsu Cloud
You envision. We deliver.

shaping tomorrow with you



Fujitsu Cloud

You envision. We deliver.

Cloud computing is already driving new levels of flexibility and cost saving for organizations of all sizes across all industry sectors.

If you are looking to adopt cloud, you will find yourself presented with an array of potential solutions from IT providers large and small. To achieve the true benefits of cloud, you need to draw all the options together to create a complete picture.

Fujitsu is already helping organizations deliver these benefits, through the most complete range of cloud-based services.

Our complete picture of cloud is based on the unique combination of:

- The ability to deliver a full range of cloud-based consultancy and solutions today
- Extensive and proven IT experience
- A collaborative approach, ensuring we help you deliver the specific outcomes you need from your cloud program

Discover Fujitsu's complete picture of cloud.



What is Cloud?

It's the subject of much hype, but what does cloud computing actually mean? And, more importantly, what opportunities and benefits does the new model offer businesses?

In pure business terms, cloud is essentially a flexible, scalable, pay-per-use model for the way IT services are delivered and consumed, typically through short-term contracts.

With this pay-per-use model, organizations can move IT costs from capital expenditure to operating expenditure, thereby flexing IT capability to mirror changing business demands, and achieving greater cost transparency.



There are different levels where that model can be applied – and the desired benefits attained:

- **Infrastructure-as-a-Service (IaaS)** - Virtual machine services accessed over the network, providing compute and/or storage capabilities
- **Platform-as-a-Service (PaaS)** - Platform software services (such as web, application, database servers, enterprise service buses and other middleware, with associated security mechanisms) on which web service-based applications can be built
- **Software-as-a-Service (SaaS)** - Applications provided as a service from the cloud, with end-user licences procured or “released” in line with changing demand
- **Data-as-a-Service (DaaS)** - Data or information delivered from the cloud either as raw data sets or consumed through an analytics interface
- **Business Process-as-a-Service (BPaaS)** - Cloud-delivered business services that are aligned to business processes and associated measurable business outcomes

Where is the Cloud?

There are different types of cloud. A **private cloud** service can be accessed only by an organization’s employees and is usually owned and run by the organization, although it could also be internally provided by a third-party supplier or externally provided by a third-party supplier as an IT outsourcing (ITO) service.

A **community cloud** is a private cloud for shared use by multiple organizations and can be accessed by your employees and the trusted employees of other organizations.

A **shared public cloud** can be accessed by anyone, some examples being Amazon’s Elastic Compute Cloud (EC2) or Google’s App Engine.

One final possibility for organizations to consider in the longer term is the adoption of several different cloud delivery models. This is generally known as a **hybrid cloud** – most commonly a blend of private cloud and public cloud.

Uncovering all the Benefits of Cloud

Fujitsu believes it's essential to have a perspective on the reality of implementing cloud in your business – the complete picture of all the benefits, balanced against the challenges you might encounter along the way.

Cloud benefits can be clearly articulated: increased agility, cost savings, greater flexibility, security and consistent delivery. But CIOs and business leaders must also take other aspects of cloud computing into consideration before the development process begins, such as security and the integration of cloud services with existing IT.

There are essentially two types of business benefits that result from operating in the cloud: Financial benefits and Responsiveness benefits.

Financial benefits

Cloud brings benefits across a broad range of fiscal areas:

- **Reduced costs** Costs are lower using cloud services compared to bespoke build and maintenance systems
- **Reduced total cost of ownership** Only the capacity required is paid for, with faster resource availability
- **Reduced capital expenditure** IT is purchased as operational rather than capital expenditure
- **Costs aligned to business demand** Cash flow is improved by spending only when services are required

Responsiveness benefits

Cloud ensures the organization is more responsive to business requirements through:

- **Instant on** Computing resources and systems are available immediately when needed by the business functions
- **Universal access** Cloud ensures applications and data are available any time, any place, anywhere
- **Agile provisioning** Cloud provides the ability to react to changing business requirements through the rapid delivery of appropriate IT operational resources

What Cloud means to Fujitsu

Fujitsu has developed customer-centric solutions which enable you to use cloud computing in your enterprise in ways that are easy and secure. It is a very flexible concept that helps organizations of any size meet the challenges posed by their IT more effectively.

Fujitsu Cloud Services include standardized IT services which you can use within a very short space of time without having to deal with complex hardware and software. And for enterprises that would like to implement their own cloud infrastructure, Fujitsu offers pre-integrated and tested infrastructures for faster implementation and earlier savings with minimum cost outlay.

Fujitsu Cloud Services in ASEAN

Every organization will have its own specific cloud journey. Specific objectives – and the readiness of current applications, infrastructure and processes – dictate a tailored individual approach.

Whether you are looking to deploy a cloud approach to achieve specific tactical objectives, or as part of a longer term vision, Fujitsu works with you to develop your cloud strategy and to plot a roadmap for your cloud adoption.

Fujitsu is then able to deploy a comprehensive and proven range of cloud-based services to deliver the specific benefits you need to drive.

Today in ASEAN, we have the following services to help you.

- Fujitsu Cloud Professional Services
- Fujitsu SAP IaaS
- Fujitsu Global Cloud Platform



Fujitsu Cloud Professional Services

Fujitsu Cloud Professional Services help you to explore and determine the business value that cloud can offer. Recognizing that organizations are at very different stages of moving towards cloud, Fujitsu actively helps you to create and navigate individual roadmaps to cloud adoption. We will help you explore and understand the changes and opportunities cloud brings; assess different cloud options be it private, public or hybrid clouds and make informed decisions; and develop a clear roadmap for harnessing cloud to drive significant business value.

We can help you answer questions such as: How does cloud impact my business and what are its potential benefits? What can and should go into the cloud, and when? Which cloud model is best suited to the applications I run? Is my business ready for cloud? What next steps should I be taking now?

Our cloud experts will provide an analysis of your needs, and through our collaborative teamwork approach, help you to create the right strategy to move your business forward.

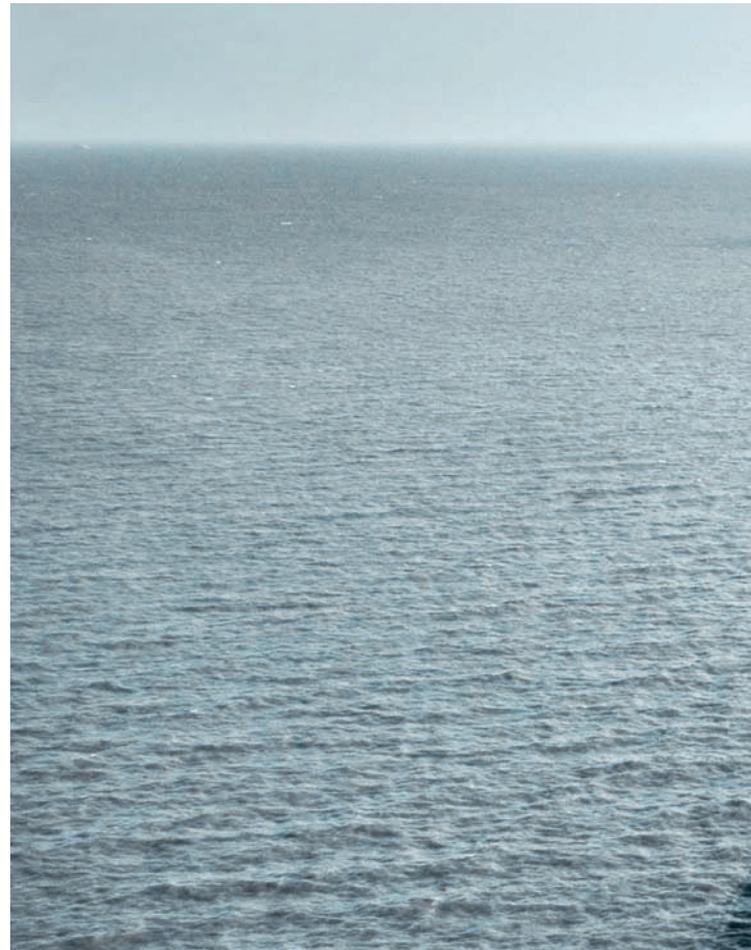
It is very likely that hybrid models, comprised of a Private Cloud in your data center connected to the Trusted Cloud in the Fujitsu data center, will be typical and widespread in the future. If some IT services are provided internally while others are delivered externally from the cloud, the bridge between both is of critical importance. Fujitsu can provide this bridge with pre-tested and proven solutions.

Fujitsu SAP IaaS

SAP users typically spend as much as 70% of their IT budget, in addition to time and resources on maintaining their SAP IT infrastructure as fault-free access to the networked systems and information are critical for business success.

Fujitsu, a global SAP partner, offers a unique IaaS to SAP users by delivering the availability of the SAP applications while driving cost reduction. Fujitsu SAP IaaS is a fully managed and maintained infrastructure that is provisioned for SAP and SAP related applications on an on-demand and pay-as-you-use basis. Fujitsu takes on the responsibility for the provisioning of all required resources for the customer's needs and ensure the availability of those applications. Therefore, you can benefit from having an on-demand infrastructure service for your SAP system which enhances cost efficiencies, and yet minimizes risks.

Also included is a comprehensive suite of SAP infrastructure managed services that ensures that the daily operations traditionally required as part of the administration and running of the SAP landscapes are provided. The range of services include ensuring SAP infrastructure operations, support and maintenance of the SAP system basis and databases as well as the preventive services, such as backup, restore or disaster recovery.



Fujitsu Global Cloud Platform

The Fujitsu Global Cloud Platform is a fully configurable, on-demand IT infrastructure hosted in data centers in Singapore, Australia, Japan, Germany, the UK and the USA.

Backed by globally standardized levels of services, the Fujitsu Global Cloud Platform delivers bundled virtualized IT infrastructure, such as servers and storage functionalities. These resources can be employed on-demand in accordance with a customer's needs, and ensure a high level of reliability to support the deployment of companies' mission-critical systems.

By using Fujitsu's service, you need not build and maintain your own IT infrastructures in circumstances when such an infrastructure is needed only temporarily, or for business systems with wide fluctuations in capacity requirements. You can utilize a cloud-based IT system by simply accessing Fujitsu's data centers when necessary, helping to significantly reduce IT system costs.



With a globally uniform platform for setting up complete virtual data center environments, customers can configure tiered network zones, with individual load balancing and firewall configurations. Through a self-service portal which includes pre-defined and custom system templates small organizations can perform like big players, and also allow large organizations to be as nimble as start-ups.

The Fujitsu Difference

At Fujitsu, we have been shaping the future for over 75 years, and today we are one of the three largest ICT companies in the world, employing over 170,000 experts globally.

Collaboration is in our DNA, so we will work closely with you to realize the potential of cloud for your organization and deliver the benefits. Our experience ensures your cloud journey is successful and predictable.

- Fujitsu continues to invest heavily in cloud-based development on a global scale. This investment is already running at over US\$1.2 billion and is set to increase.
- We have the most complete end-to-end cloud portfolio in the marketplace – one that is constantly evolving to meet new requirements.
- We can demonstrate cost savings of up to 40% on both IT infrastructure and applications deployment through our Infrastructure-as-a-Service.
- Fujitsu is rated as a Tier 1 provider of Software-as-a-Service (SaaS) by Gartner - we have completed more SaaS projects than any other global Systems Integrator and have rolled out the world's biggest Service-now.com project.
- We have a strong cloud professional services team which is helping CIOs and business leaders to assess different cloud options, develop roadmaps and achieve the benefits of cloud.
- We partner with the world's technology leaders, for example we are one of only four Microsoft Azure partners.

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