FUJITSU

Optimizing the cloud lifecycle

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How Fujitsu Cloud Managed Service and Springboard™ can accelerate and simplify your enterprise transformation
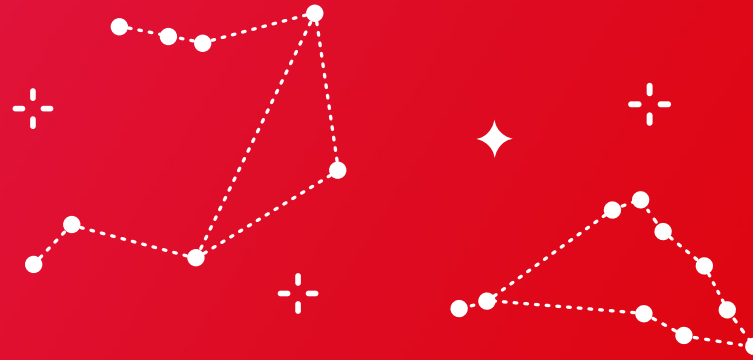
Contents

1 Vision for cloud transformation

When you picture a well-functioning, modern digital enterprise, what comes to mind? Let's start with a few characteristics...

- Customers are enticed by new, compelling services which are easy-to-use, are highly personalized and provide great user experience.

- The facilitation of easy-to-use digital platforms with the elasticity and scalability to handle unusual or seasonal market demands while only paying for what they use.

- New services, initiatives and workplace tools can be pursued almost as quickly as they can be ideated, using a rapid 'as-a-service'-based consumption model.

- Data can be safely and securely accessed by whoever needs it with access granted only for authorized individuals and groups. Even if they're working remotely or in a temporary location.

- Those responsible for data, such as financial information and customer data, can rest easy knowing that the organization is secure and compliant by design.

- Many emerging technologies, such as AI, Machine Learning, blockchain, and advanced data analytics, are now being offered as cloud services that can be accessed on a pay-per-use basis. This allows users to scale their usage of these technologies as they become more widely adopted and integrated into common practices.

These characteristics were once considered advanced organizational functions. But now, given the pervasive influence of cloud technology, they are becoming the standard expectations of internal users and customers alike. Organizations that are unable to deliver on these expectations are eventually…left behind.

As you consider your own organization's cloud adoption journey, ask whether it's facilitating the future you want for your business and your people. If not, then what measures are necessary to change and adapt in order to fulfil the promises of cloud adoption? It's normal to feel like progress has slowed – especially when your journey started with high expectations that haven't been met.

You may find that the barriers and bottlenecks that feel unique to your organization are actually pretty common. Read on to discover how you can take your cloud transformation beyond initial deployment to build a reliable, secure and scalable foundation for your business.

The cost of failure

On a global scale, digital transformation spending is expected to grow exponentially, likely reaching
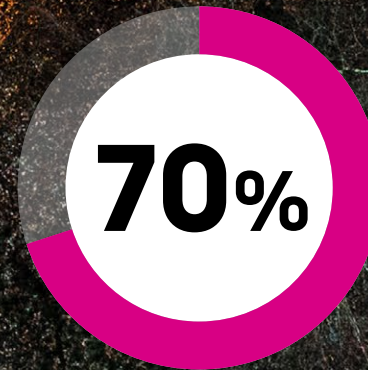
$2.16 trillion by 2023.[1]

However, even though the expenditure is set to rise, so too is wasted capital.

Enterprises on average will waste

$4.12 million[2]

per organization on failed, delayed or scaled-back initiatives relating to digital transformations.

This leads to a situation where

70%

of digital transformations fall short of their objectives, often with profound consequences. [3]

1 https://www.statista.com/statistics/870924/worldwide-digital-transformation-market-size/
2 https://venturebeat.com/business/report-orgs-wasted-4-12m-on-failed-digital-transformation-projects/
3 chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://web-assets.bcg.com/c7/20/907821344bbb8ade98cbe10fc2b8/bcg-flipping-the-odds-of-digital-transformation-success-oct-2020.pdf

2 The challenges beyond initial deployment

There's no doubt that speed is essential. The rewards of satisfying users and gaining competitive advantage are there for those businesses able to embrace hybrid cloud as a means of achieving application modernization and harnessing the full utility of enterprise data.

The process of cloud transformation begins with a migration strategy, which involves several key steps:

- Assess your current IT environment to determine which workloads and applications are good candidates for migration to the cloud.

- Determine which cloud platform or platforms are the best fit for your needs, taking into account factors such as costs, scalability, and compatibility with your existing systems.

- Once you have a clear understanding of your goals and requirements, begin planning the actual migration process. This may involve moving your data and applications to the cloud in stages, testing and optimizing them in the new environment, and making any necessary changes to your existing processes and infrastructure.

- Consider how to securely manage and access your data and applications in the cloud, and how to ensure a seamless experience for users accessing them.
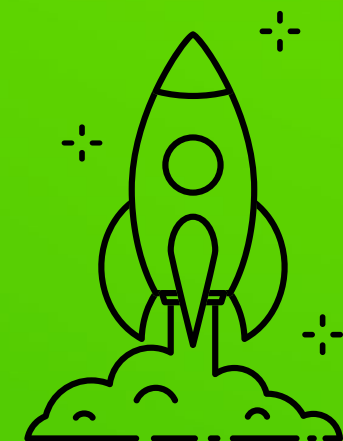
With a strategic framework in place, you can begin addressing the operational aspects of cloud transformation. This includes enabling the consistent and secure use of cloud resources at a pace that meets the needs of both your users and your business.

As you progress through this process, it's important to keep the bigger picture in mind. Proper planning and design can significantly reduce the risk of unfavorable outcomes by ensuring compliance, security, and good data hygiene from the outset. To effectively manage, automate, and orchestrate cloud operations, it is essential to have the right tools, such as building cloud landing zones for transformed applications. These tools are critical to the long-term sustainability of cloud usage.

Negotiating cloud tradeoffs

Every decision an organization makes around cloud migration involves tradeoffs.
Should control be held centrally or distributed across the network? How much
application latency is acceptable? Who can access data stored on cloud servers?
What risk of downtime can we tolerate and, in such an event, how fast can we recover?

Each of these considerations involves compromises that may be deemed
acceptable in small degrees and can be factored into the organization's risk
framework. When it comes to managing critical data and assets, however, the
potential tradeoffs cannot be tolerated – especially if it risks exposing sensitive
data such as IP or customer information. Sacrificing the integrity, accessibility
and security of such data in pursuit of speed is unthinkable and therefore, as a
decision maker, it's important that you get the balance right.

Identifying the four key challenges

To maximize the value of your cloud investment, there are four key challenges to be addressed.
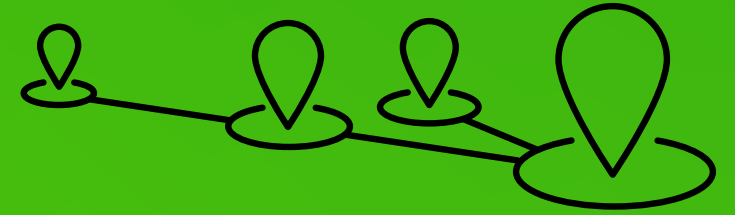
One — Keeping your options open

Business conditions and priorities can change quickly. These conditions require businesses to be able to scale up or down as required while incorporating emerging technologies that may be easier or more cost-effective when sourced via the cloud with pay-per-use models.

It's important that your cloud infrastructure provides this high level of agility necessary to also react quickly to changing customer behaviors and requirements. Here, businesses are required to meet customer expectations through new services and an improved customer experience.

Improving your agility means being able to take advantage of the resource capabilities and innovation potential the cloud offers. This allows your teams to gain the resource necessary to support new workloads and to develop, test and launch new applications at pace.

Two   ## Staying on the right side of regulation

When utilizing cloud services, compliance requirements must be considered from the very start regardless of the amount of data being processed or stored.

One benefit of the cloud is how it enables data and information to be transferred seamlessly and instantaneously. While a key business advantage, this can cause issues when controls are loosened beyond acceptable limits. Non-compliance around data management can lead to fines, a loss of customer trust and reputation as well as the loss of confidence in the vendors who are incapable of securing personal data.

In turn, this leads to a situation where organizations will suffer from shrinking business, reputational damage and regulatory penalties which threaten to counteract the benefits cloud transformation offers in the first place.

Three — Bouncing back from unexpected events

Sometimes, things go wrong. Services go offline. Supply chain links get broken. Unforeseen global issues beyond your influence impact services on a local level.

As an enterprise, it's best practice to be prepared for the worst possible circumstances. Being resilient means that your cloud-native systems are able to react to failure and return to a fully functional state as quickly as possible.

Four — Reducing the risk of bill shock

Cost is a crucial determining factor in the success of any transformation to the cloud program. All the anticipated gains of moving to the cloud can quickly disappear if the reality becomes too expensive to manage over the long run. For anyone managing a cloud budget, there is an equilibrium to be found between gaining access to cloud resources as and when they're required and avoiding paying for resource that ends up underutilized.

Find the resource to manage

Balancing these four challenges is an ongoing concern for many organizations. The crux of the issue is many enterprises don't have access internally to the necessary people, resources and expertise to comprehensively address these challenges and ensure consistent cloud management.

One part of the solution is freeing existing employees from the mundanity of day-to-day cloud management to instead focus their attention on more advanced tasks. As the struggle for IT talent rages on, being able to strip away the 'boring' jobs and refocus their skills on more high-value and profitable tasks can greatly improve employee utilization, satisfaction and retention.

The second part is adopting an outsourcing-based model that provides access to hard-to-find skills that supplement your internal resources. This approach helps to relieve the internal resource burden associated with multi-cloud management, bringing assurance that business operations, compliance, and security are handled with confidence.
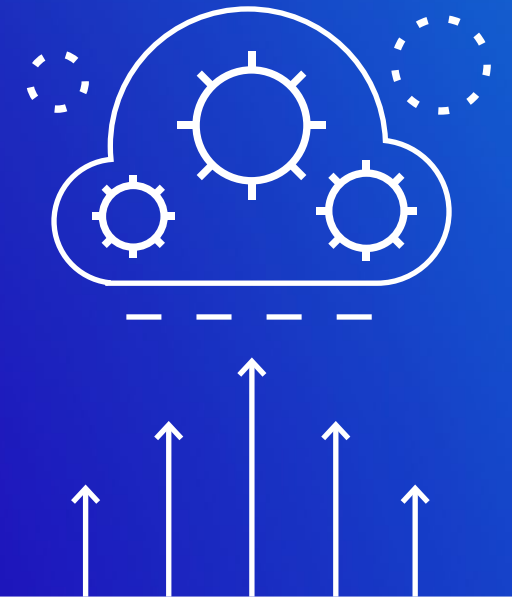
3 Introducing Fujitsu Cloud Managed Service

Putting your cloud management in trusted hands.

To help alleviate the complexity of managing multiple cloud environments, tools and technologies – and getting them to all work together – Fujitsu Cloud Managed Service covers the end-to-end journey from strategy through to the operational requirements of your cloud.

Our approach reduces the complexity of managing your cloud environment and helps provide a superior level of service for your various stakeholders.

We provide end-to-end management of your cloud environment, leveraging cloud native capabilities, best practices, and high levels of automation to deliver a more seamless cloud experience. The service encompasses the leading hyperscale platforms, giving the flexibility enterprises need to complement on-premises capabilities with an array of options in the cloud.

Fujitsu Cloud Managed Service brings together all ingredients for successful cloud computing along the complete value chain, stretching across development, deployment, management, innovation and continuous improvement.

Our first step is to assess your current environment and offer consultation over best approaches to transform infrastructure and utilize cloud services. We then define and deploy high performing cloud platforms with Fujitsu Springboard™, an integrated element of Fujitsu Cloud Managed Service. Springboard™ is a library of Infrastructure as Code (IaC), modules, scripts, blueprints, templates combined with extensive consulting and build capabilities for cloud Landing Zones.

Simplifying cloud management with our comprehensive approach and services provides orchestration of public and private cloud environments and implements the automation capabilities necessary to help minimize both operational efforts and costs. This creates a cloud and multi-cloud infrastructure that is both agile and highly reliable, providing the support you need to deliver the expected returns on cloud investments you envisioned when first migrating to the cloud.
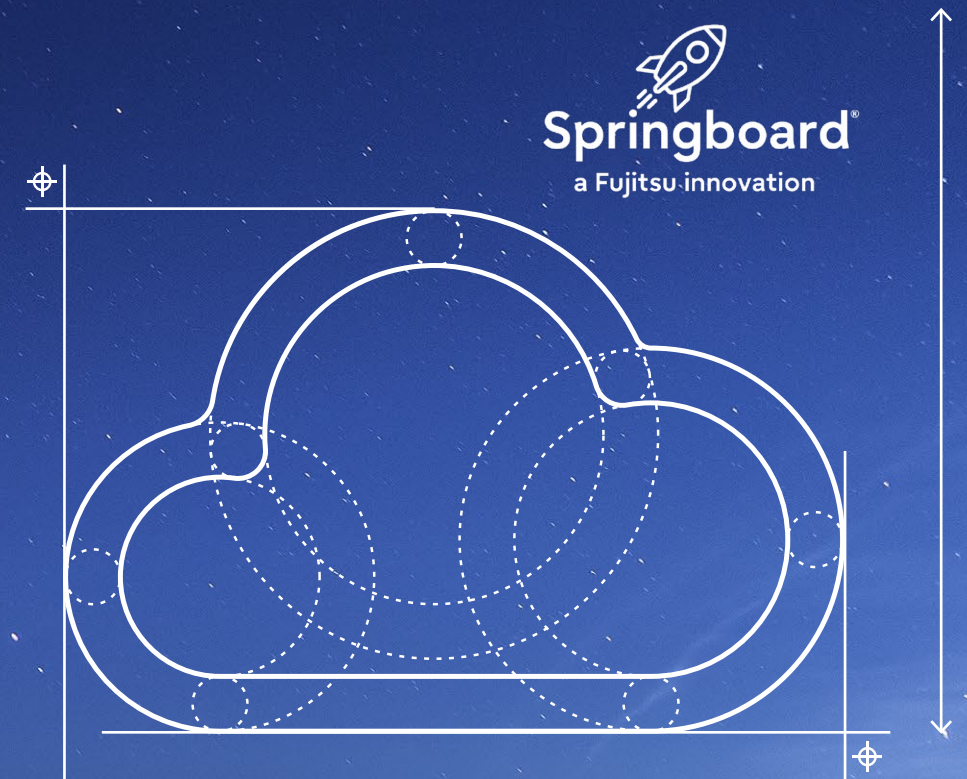
Accelerate your journey to the cloud with Springboard™

Building a high-performance cloud platform places a great deal of demand on internal IT teams.

Fujitsu's Springboard™ helps fast-track this journey to the cloud

It supports you to define and deploy high performing cloud platforms in a much shorter timeframe. Working alongside internal teams, Fujitsu can co-create a secure, enterprise-grade cloud foundation tailored to specific business needs. This accelerates your journey towards an agile cloud platform in Microsoft Azure, AWS and VMware, turning a process that would typically take several months into just a few weeks.

With Springboard™, Fujitsu can rapidly create proven, repeatable, scalable and secure Landing Zones that are completely in line with all best practices of Cloud Adoption frameworks.

Combining Fujitsu-developed Infrastructure as Code assets and leading cloud professional services know-how, Springboard™ is delivered using Agile and DevOps. This allows businesses to migrate, build, and innovate at pace. The outcome: a ready-to-deploy automation definition code of cloud Landing Zones which are specifically customized to key needs and requirements.

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Four pillars of comprehensive cloud management

4

Fujitsu's approach to supporting comprehensive management of enterprise cloud platforms and hybrid IT estates is built on four pillars that each directly address the key challenges organizations are facing.

Pillar 1

Build resilience

Create a flexible and highly scalable digital infrastructure to achieve sustainable transformation and growth.

Pillar 2

Optimize costs

An efficient and agile infrastructure allows you to cut the cost of day-to-day management and drive out both technical debt and stranded costs.
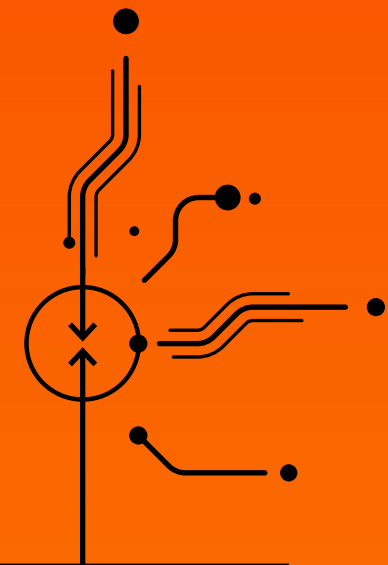
Pillar 3

Empower agility

Simplify management and open pathways for rapid (and secure) resource deployment to achieve maximum agility.

Pillar 4

Ensure compliance

The ability to effectively manage compliance and reduce risk is key in an ever-changing world.

Build resilience

Create a flexible and highly scalable digital infrastructure to achieve sustainable transformation and growth.

Pillar 1

Having to personally handle the many facets of cloud management, including tackling daily tasks such as updates and patches, is important. But cyber security incidents and outages stem from unexpected situations. Organizations need to make sure that the daily management routines leave some headroom available to tackle these unexpected issues or problems.

Our focus is on helping you build resilience from the ground up. This involves making sure your systems are always available and running smoothly, using industry-standard templates to ensure resiliency is built in from the start. By combining this with regular health checks and governance measures that help reduce risks and prevent errors, as well as strong cloud security, we can help make resilience a core part of your operations.

Operational resilience across hybrid IT ecosystems enables you to achieve the critical objectives of adapting to new and changing market and customer demands, helping your workforce to function in ways that match their needs, and that of society, and protecting data against rapidly escalating cyber threats.

Our holistic and cloud-agnostic approach helps to protect identities and data from potential threats, mitigating risks while enabling you to capitalize on the benefits of the cloud. We ensure that your cloud services are always available for users and that your data is both current and easily accessible, supported by regular backups. If the worst happens, our disaster recovery services will get you up-and running again quickly.

Optimize cost

An efficient and agile infrastructure allows you to cut the cost of day-to-day management and drive out both technical debt and stranded costs.

By leveraging the power of automation, your organization can take a smarter approach to cloud cost management by having clear governance in place from the very beginning. Effective cost management covers how cloud resources are utilized, enabling you to better match cloud expenditure against the needs of the business. It also involves the ability to control capacity based on changing demand through seamless auto-scaling.

Fujitsu's approach enables you to cut the cost of day-to-day management of governance as well as patch and event management. This helps you to optimize your cloud spend from the start of your deployment, rapidly provision new services at the right cost and provide clear governance to ensure your cloud infrastructure is always being used effectively.

Empower agility

Simplify management and open pathways for rapid (and secure) resource deployment to achieve maximum agility.
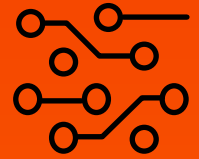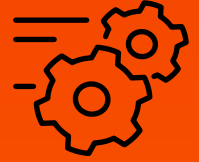
Pillar 3

As a managed services provider, our focus is to ensure that all elements of your cloud infrastructure are working together, with the use of cloud orchestration tools to proactively identify and resolve issues quickly. By taking care of your cloud infrastructure's end-to-end management and optimization, your staff are free to focus on creating and deploying new applications and solutions quicker.

Our blueprint template management and self-service provisioning capabilities enable you to rapidly deploy and provision new services, based on established best practices. Through our availability management services we ensure that your systems are always available when you need them, so you can work and innovate at speed. We also help you to leverage the power of automation to free your people from just running services and focus more time on enabling innovations through DevOps.

Ensure compliance

The ability to effectively manage compliance and reduce risks is key in an ever-changing world.

Cloud governance involves the continual management of cloud resources to ensure that they are used efficiently, securely, and in compliance with your organization's policies and industry regulation. This requires a clearly defined set of policies and procedures, as well as implementing tools and technologies to automate and optimize factors such as encryption, identity and access management, usage and costs.

By automating critical aspects such as patching and upgrades and building compliance into processes right from the start, you can align your cloud environment with your strategic goals, without jeopardizing your business. This helps to allay concerns around possible cyber threats, based on the robust frameworks, and reduce the noise of regulation overload.

We use robust processes to protect assets and data so you can operate with confidence. Our blueprint template management services ensure you're always compliant with all levels of regulation as you focus on your objectives. We also apply the right controls to your cloud management to prevent leakage and manage access.

5 How Fujitsu services and frameworks help provide the building blocks for lasting success

Comprehensive cloud management to get results you need.

While most organizations utilize the cloud in some capacity, few are able to implement comprehensive, consistent and well-governed frameworks.

Fujitsu Cloud Managed Service, underpinned by Springboard™, can streamline the process of defining, deploying and managing a high performing cloud environment.

This reduces time-to-market for your services, increases the quality of your cloud configurations and therefore boosts returns.

Our approach supports a more fluid and integrated workflow, alongside industry best practices and best-in-class managed services.

How Fujitsu accelerated Whitbread's journey to the cloud

With 820 hotels in the UK featuring over 80,000 rooms, Whitbread is the owner of Premier Inn, the UK's biggest hotel brand with 140 locations.

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WHITBREAD

Whitbread wanted to increase the company's capacity to innovate, moving from its traditional data centers to a more flexible cloud platform. The overarching objectives behind this change was to reduce costs, increase agility, deliver new services faster and contribute to sustainability goals.

However, firstly, they needed to find the right partner to help support the move to this new environment safely and quickly. Whitbread selected Fujitsu due to an existing strategic IT partnership which already provided data center hosting, network and end user computing services combined with Fujitsu's cloud expertise.

The pressing challenge was to migrate existing applications seamlessly to the new Microsoft Azure environment without disrupting existing business processes. Careful planning and close collaboration were therefore critical to the success of this ambitious project.

Fujitsu deployed the Cloud Managed Service, including Fujitsu Springboard™ for Azure: an accelerated approach to cloud adoption, management and governance, to enable Whitbread to better navigate the complexity that comes with the cloud.

By incorporating automation, as well as integrating with Microsoft's Azure Migration and Modernization Program, the Fujitsu approach made the transition seamless. Fujitsu also controlled risk by breaking the project down into smaller increments with strictly defined guardrails.

Whitbread has now successfully transitioned to a robust IT platform with transparent governance, visibility of operations, cost control and a faster time to market. New outlets can be integrated faster, and innovations introduced more rapidly. At the same time, using Infrastructure as Code (IaC) to provision and manage resources enables standardization and agility, significantly improving the visibility of expenditure and monitoring of business systems.

Ultimately, this means Whitbread can provide a better experience for guests through improved customer service. Fujitsu and Whitbread are now at the start of their digital transformation journey, working together to deliver growth and sustainability via innovation.

" Working as one team across Fujitsu, Whitbread and Microsoft has given us a cloud platform that enables migration to a modern and more sustainable environment. "

Simon Maddock, Head of Infrastructure, Whitbread

Partnering with the best to ensure lasting cloud success

Hybrid cloud is the foundation that empowers your employees to deliver innovative products and services as well as great customer experiences. It's also the key to protecting your data, assets, and ideas in a compliant way. Building success in the cloud through a more holistic approach involves constant assessment, refinement and flexibility.

With Fujitsu's knowledge and long-standing industry expertise – specifically Springboard™ and Fujitsu Cloud Managed Service - you receive support from a comprehensive set of services. This makes it easier for teams and departments to concentrate on core business goals that drive growth.

Every journey to the cloud is unique, as are individual business strategy and goals. By leveraging Fujitsu's managed services, you can harness the power of the hybrid cloud to fulfill your targets, as well as see a greater return on initial investments. With this cloud strategy in place, you are better positioned to make decisions around future-proofing your cloud approach by defining and deploying high performing cloud applications and installing robust management processes that all contribute to your enduring success.

What's your #1 cloud challenge?

Let's talk about how transformation services can work for your business.

Contact us

> If you'd like to discuss your request in more detail right away, please email askfujitsu@fujitsu.com and we'll put you in touch with one of our experts.

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