ADK◄

> "We chose Fujitsu due to its track record in building a data center-IaaS linked environment. We expect that it will offer strategic and operational reform proposals in addition to continuing to help us implement improvements."

Masato Ota
Director, IT Business Promotion Division
Corporate Headquarters
Asatsu-DK Inc.

Building a hybrid environment between mission-critical servers and cloud within a data center.

At a glance
Country: Japan
Industry: Advertising
Founded: 1956
Employees: 3,430(2014, Consolidated)
1,869 (2014, non-consolidated)
Website: www.adk.jp/

Challenge
- Relocate mission-critical servers and other servers that have been managed in-house to a data center

- Transfer some of the main systems to the cloud environment

- Transform the operations management system through standardization and streamlining

Solution
Relocate information systems managed in the head office building to the Fujitsu Data Center as part of an ICT infrastructure innovation.

Benefit
- Enhancement of the operations management system and more substantial Business Continuity Planning

- Smooth transfer to the secure cloud environment

- Freedom from troublesome management operations and a focus on core operations with high added value

- Operations management system is supervised by a service manager and designed for continued improvement

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Customer

Asatsu-DK Inc. is the third largest company in Japan's advertising industry. The company relocated its information systems managed in its head office building to the Fujitsu Data Center as part of an ICT infrastructure innovation. The company also transferred some of its main systems to the cloud (IaaS) environment built in the data center. While developing a renewed operational structure under the supervision of Fujitsu service manager, the company is continuously committed to the improvement of the operation.

Products and services

- Data center outsourcing service
- FUJITSU Cloud IaaS Private Hosted LCP

Challenge

In 2012, the company launched the renovation of its ICT infrastructure and operational structure. It was the plan to relocate the head office to Roppongi Hills in June 2014 that triggered this renovation.

Until then, the company's main information systems were installed and managed in the server room at the head office building. Although the company had long been considering transferring the systems to an external data center for an enhanced operations management system and strengthened Business Continuity Planning (BCP), it was forced to abandon the plan due to the cost of transfer and installation.

The planned relocation of the head office was a good opportunity to change policy and save costs instead of creating a wide server space. The company decided to migrate the communication platform and other systems to the cloud environment and relocate mainly the mission-critical servers to an external data center by using blade servers to save space and taking advantage of relocation of the head office.

Solution

It was December 2012 when the project for creating a new ICT infrastructure was launched. The company started the selection of its partner in the following month (January 2013) and, after a great deal of consideration, chose Fujitsu. Yasumi Koide, Team Leader of the IT Service Promotion Team, who served as the project leader, comments on decisive factors for the selection as follows:

"It was not merely the reliability and functionality of the data center, such as seismic isolation, security, and on premise connection, or cloud service details, but also Fujitsu's proposals for total improvement of the operation that we ultimately focused on."

Asatsu-DK has continued to commit to the streamlining and standardization of the operation aimed at boosting efficiency and cutting costs. The project was intended not only to achieve operational improvements but also make further progress in operational reform. Creation of the new ICT infrastructure then started in May, 2013. After formulating an operation implementation plan, completing the design, and other tasks, the relocation and transfer started in October of the same year and were completed at the same time when the head office was relocated to the Toranomon Hills building.

"While relocating the systems this time, we replaced some servers with new ones. Even still we were able to implement the plan almost as scheduled. The process went so smoothly that some internal users wondered if they really had been relocated," says Hiroshi Kawai, a member of the company IT Service Promotion Team, who played the central role in the practical implementation of the project.

Benefit

One outcome of the new ICT infrastructure was enhancement of the operational structure. Thanks to the 24 x 365 monitoring service provided by Fujitsu, the company can now quickly respond to failures even at night time hours. Relocating the ICT infrastructure to the Fujitsu Data Center, the highest class data center in Japan, has also strengthened the BCP.

The cloud environment in which ICT resources can be used in a timely manner allows the company to swiftly complete installation of file servers to its group companies and so is already showing results. Launch of a system, which ordinarily takes about three months, including the time required for procuring servers, can now be completed in three days at the earliest by using 'FUJITSU Cloud IaaS Private Hosted LCP'.

Masato Ota, Director of the IT Business Promotion Division, Corporate Headquarters talks about future developments and challenges: "Although we are facing some hurdles that we should clear such as evaluating service levels, I believe cloud will also be an important option when we redevelop mission-critical systems in the future. In the meantime, since the use of cloud with business systems and solutions provided to customers is also increasing, we will need to address the challenge of how to coordinate cloud usage with other internal users. In addition, to using cloud in a strategic manner, I think it will be essential for us to demonstrate its effects and cost benefits to management by clearly visualizing them. Looking forward, we can expect Fujitsu to make strategic proposals from a higher perspective, in addition to those for improved operations and management."

Fujitsu will support Asatsu-DK in implementing its ICT strategy by enhancing data center outsourcing and cloud services and continuing to commit to operational improvements.

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