

Highlights in 2010

Towards a Human-Centric Intelligent Society... Highly Reliable Cloud Computing Services for the World

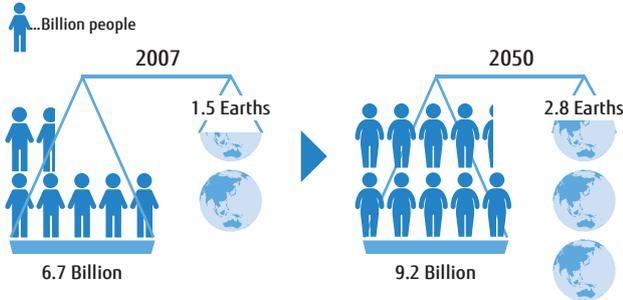
Fujitsu, in deploying globally a secure cloud computing platform that achieves the world's highest reliability level (99.99% uptime), is concentrating on providing trusted cloud services that will minimize the consumption of resources and contribute to the formation of a sustainable society.



Using ICT Effectively to Achieve a Sustainable Society

Large population increases, primarily among developing nations, are anticipated to take the world's population from today's 6.9 billion to 9.2 billion by 2050. The rate at which global resources are being consumed is increasing even faster than populations, and it is claimed that if all people were to enjoy the same standard of living as those in the developed nations, it would require 2.8 planet Earths.

Predicted increases in world population and resource consumption



Fujitsu believes that achieving sustainable development of international society under these circumstances will call for completely new concepts. Here, the key to finding solutions will be the effective use of ICT in virtual digital society.

The world's Internet connections topped two billion in 2010, and over 100 trillion e-mail messages were sent. Today's virtual society, free of physical restraints, is becoming the common platform for the peoples of the world.

We see the evolution of ICT, employed to maximum advantage while minimizing the consumption of resources, as a source of new value that can help the peoples of the world to achieve a sustainable society.

A "Global-Scale Brain," Unfettered and Equal Access to a Business Engine for Everyone

To minimize energy consumption while working with our customers, local communities and the people of the world to

make a sustainable society possible, we are strengthening the systems installed in our data centers and the network access to the cloud services they provide.

The tremendous diversity and huge volume of data and information stored in the cloud platform can be linked and utilized to resolve society's problems and give birth to new knowledge.

We estimate that using this platform offers far greater energy efficiencies than can be achieved by processing the same volume of information with existing (physical) servers. This "global-scale brain," which can be used by everyone, constitutes an unimpeded and equally accessible business engine. Such are Fujitsu's cloud services.

Global Deployment of Trusted Cloud Services

In providing cloud services used by many people, reliability is the highest priority. Data centers must also achieve further reductions in their energy requirements.

At Fujitsu, based upon the systems and products developed in our existing business, we have used computing technologies such as data-stream processing and distributed parallel processing in a tightly integrated vertical model to provide a trusted cloud service, one that our customers can use with confidence. Of our data centers deployed at over 100 locations worldwide, those in Japan, Australia, Singapore, the United Kingdom, Germany and the United States employ the latest on-demand virtual system services among other leading-edge technologies so as to achieve not only the world's top level of reliability (99.99% uptime) but also energy consumption efficiencies that are already five times higher than before and will be ten times higher by FY 2012.

At Fujitsu, we are working with our customers in various fields to help build a sustainable society on this "trusted cloud" base.

A Word from Fujitsu

We are discharging our corporate responsibility for society's infrastructure through the Trusted Cloud Service.

As the amount of energy consumed by each individual continues to increase, in conjunction with the world becoming "flat", means that the world's energy resources are becoming seriously depleted. Fujitsu sees its task as addressing this problem by keeping energy consumption to the minimum while marshalling the resources of ICT to devise means of sustaining growth. For us, Trusted Cloud Services not only provide society with an infrastructure that has the needed safety and security, but also discharges our dual social responsibility of using less energy and sustaining growth. For example, ICT can provide active awareness

of the movements of people or things and cloud services can provide support for appropriate actions. In this way, wasteful consumption of electricity and the waste caused by those unfamiliar with proper operation can be avoided, and our actions can be optimized sustainably. Fewer energy resources will be consumed in building a better society. This is Fujitsu's purpose in providing Trusted Cloud Services.



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