



Preface

Special Issue on SaaS and SOA

A handwritten signature in black ink, appearing to read 'Takanori Katayama', written in a cursive style.

Takanori Katayama
Corporate Vice President
President,
Product Marketing Unit

We are still in a global recession so severe that it was described, in November 2008, as a once-in-a-century phenomenon. IDC, a leading market intelligence company, has made significant downward revisions to its predictions for information technology (IT) spending by enterprises on servers and storage. However, it increased its compound annual growth rate forecast for the market for software as a service (SaaS) from 18.4% to 24.2% (for 2008–2012). This clearly shows a rise in expectations for the SaaS market.

In IT departments, the total management cost for IT operations is rising these days. It has been getting harder to carry the burden of comprehensively covering IT operations, such as daily IT system maintenance, regular upgrades, modifications for compliance with the Sarbanes-Oxley Act (SOX), systems integration for group companies governance, visualization of business management, and the planning of IT system development and operation. In response to this, the outsourcing of non-core IT operations has accelerated to give a sharper focus on core operations such as strategic IT deployment for business improvement. In addition, we increasingly find the coexistence of different types of IT systems: an existing system operated at a customer's data center (in-house data center type), system hosted by a hosting partner (outsourcing type), and SaaS system provided by a SaaS vendor (SaaS type). In particular, one strong trend is for customers to take advantage of selective outsourcing and/or SaaS for front-office operations as much as possible while they shift to concentrate on the development and operation of their backend core system. Furthermore, considering the long development period and huge upfront investment, some enterprises that still develop established on-premise systems are starting to seriously consider adopting the SaaS system.

“Cloud computing” is a concept that enables the delivery of these

new services. With cutting edge technologies, it also enables big innovations for not only enterprise companies but also people's lives. The scenario has just started and various innovations will be generated through the best use of Cloud computing.

In the light of these trends, Fujitsu aims to develop a "Trusted-Service Platform" that can satisfy the needs of customers by leveraging the expertise it has developed and the collaboration it has with its global partners. This special issue describes the expertise developed by members of the Fujitsu Group, both inside and outside Japan. There are three themes.

1) SaaS business in the global market: Strategic buyout of OKERE

First of all, we introduce two cases outside Japan. In September 2007, Fujitsu acquired OKERE, Inc. a New York based company that was founded by members of a customer relationship management (CRM) implementation project in a leading financial organization in the USA and had recently specialized in consulting, systems integration, and business process outsourcing solutions implementation such as SaaS-based CRM, sales force automation, and services support. It focused mainly on financial and manufacturing industries and was very competitive in implementing SaaS for large enterprises rather than for small and medium-sized ones. By leveraging this acquisition of such a SaaS consulting and systems integration company with its advanced expertise, Fujitsu intended to expand its SaaS business in the North American market faster than its competitors and then roll it out in other markets around the world. In this way, Fujitsu has started to promote the consulting, systems integration, and implementation business of SaaS and has actually deployed these services in the markets of North America, Europe centered on the UK, Australia, Asia, especially Japan, and India.

2) SaaS business in the Japanese market

Fujitsu has advanced the SaaS business by combining the existing services business and service platforms mainly in the Japanese market as part of its infrastructure business. It has expanded its value-added network services business to high-end data exchange services and Internet services. In addition, for customers connected at the other end of the network, it has provided both data center outsourcing services and on-premise services. Here too, it has comprehensive service capabilities in the SaaS business that are necessary for all enterprise IT operations and it plans to advance them further. Moreover, on the basis of experience and expertise in SaaS practice in the USA, Fujitsu is promoting systems integration and consulting services centering on CRM in Japan as well.

3) Trusted Cloud computing: Service-Oriented Platform

The service oriented architecture (SOA) is a basic architecture concept for optimizing total systems through the combination of

existing systems and SaaS systems. Taking SOA as a major area, Fujitsu is enhancing its research, technology development, and product commercialization with a focus on four areas.

i) Integration of user interface for Web access: improvements for universal use

The integration of the user interface and the enhancement of its user-friendly functions are important for the architecture of a Web-based SaaS system. As an example of the challenges facing Fujitsu, we introduce and explain the Interstage Interaction Manager, which is an Ajax-based middleware platform. We also touch upon the technology for LivePoplet that enables a mash-up function without any changes to existing applications.

ii) Improvement of business process

Business process management is the key to optimizing total systems, including SaaS. Fujitsu is working to develop technology that can provide a comprehensive solution for enterprise business processes to cover visualization, documentation, automation, and monitoring/analysis. EVOLUO-ProcessEye enables users to detect and analyze issues by visualizing actual business process automatically through information in a database. The Valuevision Modeling Tool provides functions to make documents based on the unified markup language from the analysis results. Moreover, the business process can be monitored and analyzed by Interstage Business Process Manager/Analytics.

iii) Development of flexible systems

To establish IT systems that are robust against continuous changes in the business environment, Interstage Service Integrator provides a flexible system that combines total IT systems including SaaS. Interstage CetraSite offers another function that engages in services management. Both are designed as tolerant platforms. Details of these two solutions are presented.

iv) Data utilization

Interstage Data Effector can edit data at high speed and Interstage Navigator supports data utilization by the end user as a solution that provides timely utilization of data stored in multiple systems.

In the emerging global market for Cloud computing, Fujitsu together with its global partners intends to provide end-to-end services that completely cover systems integration, SaaS/PaaS/IaaS, and platform products by leveraging its advanced technologies and green data centers, which will be operated with a strong awareness of the importance of the environment. It would be my greatest pleasure if readers of this issue could obtain insights from our technologies and if these ideas could contribute to the improvement of their businesses.