



# Fujitsu on: the PRIMERGY M7 Server Series

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## Overview

- Fujitsu's next-generation PRIMERGY M7 servers leverage the new 4th Gen Intel Xeon Scalable processor technology.
- They offer best-in-class performance and energy efficiency on industry-standard CPU technology, providing the simplicity and cost profile needed for IT operations as well as the power to bring affordable AI operations within reach for sustainability transformation programs.
- Fujitsu is putting M7 series servers straight to use at its AI Test Drive facility to help business people prove AI business cases by overcoming the biggest stumbling block data scientists often face — finding the hardware to run a test before committing resources.

## Industry Trends in Brief

- Confronted with intense business disruption, the need for greater ESG engagement, and increasing government regulation to reduce carbon emissions, business is under pressure to bring forward sustainability transformation programs.
- AI plays an important role in sustainability transformation and is no longer unique to high-tech businesses. It already underpins many standard business processes and workloads, such as Enterprise Resource Planning (ERP). But it is compute-intensive and few companies have the infrastructure to handle it. Cloud alternatives exist but are prone to runaway costs that have frightened off many would-be AI trialists. The more data that needs to be trained, the more money organizations need to invest. This can become cost-prohibitive very quickly, and performance can be impacted.
- AI infrastructure needs to be well-connected too, with high-speed, secure access to the cloud and data brokers. Most legacy or existing cloud infrastructures cannot scale effectively to meet AI demands. Upgrading networks to handle the flood of data that's needed between you and the cloud is something that's regularly overlooked.
- And the hundreds of open-source AI tools in libraries like Google's TensorFlow, Microsoft CNTK, and Core ML by Apple are great, but they all need adapting to organizations and use cases. Few companies have the skills in place to do that.
- In terms of technology choices, Graphics Processing Units (GPUs) are no longer the automatic choice for AI use cases. In the early days of AI, engineers quickly realized that GPUs, developed for gaming and other graphics-intensive applications, provided an off-the-shelf solution to the need for ultra-fast processing.
- Since then, CPUs (Central Processing Units) and the software libraries that run on them have evolved to become much more capable of deep learning tasks.

### Fujitsu PRIMERGY M7 servers and the AI Test Drive

- The Fujitsu AI Test Drive is part of the [Fujitsu Digital Transformation Platform](#) (DXP), which brings together in one place all the capabilities of the business process management system, business rules and decision management, analytics/learning, robotic process automation (RPA), and a whole host of other capabilities needed to accelerate transformation for the modern enterprise.
- The AI test drive overcomes the biggest stumbling block data scientists often face — finding the hardware on which to run a test. AI typically requires massive amounts of computer power. However, most organizations don't have the resources to buy their own AI infrastructure, putting them at a disadvantage when running AI projects.
- Fujitsu's AI test drive is free to use. It provides the computing power, as well as the network capacity, opensource tool tweaking, and hand-holding that AI-inquisitive business users need to work out if they have a viable business case. Business people can now try out AI but — before committing resources — find out if it's a viable use case and what (and how much) it's going to take to overcome the barriers.
- Demonstrating the flexibility of the PRIMERGY M7 series, Fujitsu is putting M7 servers straight to use in the AI Test Drive facility. This will include dual socket rack servers like the RX2530 M7 and RX2540 M7, up to the top-of-the-range 8-socket rack server PRIMERGY RX8770 M7. These are CPU-based servers, demonstrating that these more affordable units are now highly effective in AI use cases.
- Fujitsu and its partner Brainpool will also advise if AI is actually the right approach in the first place — it often isn't. In up to 60% of cases, conventional automation (using RPA, for example) offers a better, faster, lower-risk solution to business challenges.

### Fujitsu on the M7 server series

- For less specialized and broader-based environments, tower versions of Fujitsu PRIMERGY deliver efficient business value and are the ideal choice for small and medium businesses and branch operations. The right-sized tower portfolio is silent enough to run in the office, even on a desktop. The new PRIMERGY TX2550 M7 is well-suited to AI and VID-driven workloads as it can be equipped with four full height double width GPU cards.
- PRIMERGY GX servers are workload-optimized, including GPU acceleration, with the reliability and cost-effectiveness of the PRIMERGY line. There is no need for compromise. PRIMERGY GX servers are designed to excel at single/multi-GPU accelerated data-driven use cases, such as AI — especially machine learning, deep learning, data science and analytics, VDI, graphics plus futuristic high-performance computing workloads.
- The Fujitsu Multi-node servers provide high performance and the best energy efficiency on a small footprint. They are ideal for companies that are limited on space but need the power and storage of a high performed server system. The PRIMERGY CX offers flexibility, high capacity, and top-notch performance for rapidly changing IT requirements and can also be used for virtualized workloads.

### Fujitsu quotes on the M7 server series and its use at Fujitsu's AI Test Drive facility

- Christian Leutner, Head of European Platform Business at Fujitsu, says: "The new PRIMERGY M7 server generation delivers the newest technology and best-in-class performance and energy efficiency. At the top end, it brings affordable AI operations within reach for many business cases. But you can also rely on these servers as the backbone of your IT operations and scale them easily as you grow. They're super simple to run, so you won't need a team of techies to keep your IT working as it should. The new M7 series is performance optimized for multi-application workloads to significantly increase the efficiency of IT operations and enable IT to respond faster to business needs of any size."
- Kavitha Prasad, VP and GM of AI at Intel, says: "Fujitsu's AI Test Drive addresses a real bottleneck to unlocking machine learning use cases — finding out whether they are technically and economically viable," said. "Most organizations do not have the available spare skills and infrastructure to run meaningful tests, which makes it much harder to get new projects off the ground. Fujitsu's

AI Test Drive, built on 4<sup>th</sup> Gen Intel Xeon Scalable processors and Intel AI software is an innovative approach that enables business users to simulate their AI use cases from the data center to the factory floor using a single universal AI platform.

Further information

- [The Fujitsu AI Test Drive facility](#)
- [The Fujitsu DX Innovation Platform](#)
- [Fujitsu Server PRIMERGY](#)

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