

# Fujitsu on: Hybrid IT

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## Overview

- Society is rapidly becoming ever more connected. Every aspect of our lives – from work to leisure, family life to health and wellbeing, commerce to sustainable development — depends on digital connectivity of people, things, places, and organizations. That, in turn, depends on digital Infrastructure, built on technologies that are seamlessly connected.
- Technology does not stand still. Those infrastructures have to evolve at the pace of social and technological change in dynamic markets and societies, if they are to remain capable of driving end-to-end transformation across entire IT ecosystems.
- Access to data is one of the principal infrastructure dynamics. Data is a vital resource that organizations need to gather, process and make available for business processes. Unrelenting data growth requires fast, scalable and economically responsible solutions and is what is driving public cloud adoption, which continues to accelerate. However, an element of on-premise IT, to create private clouds, remains a daily necessity for most businesses, resulting in so-called “hybrid” environments.
- Hybrid IT presents businesses with a wide range of alternatives. It is essential to have the guidance of a trusted partner with experience across all environments to select the best options for any given challenge and combine all the necessary infrastructure elements to support business goals and processes.

## Industry Trends in Brief

- **Digital connectivity:** The world is rapidly approaching a time when all things in society will be connected through digital touchpoints and services. In this new connected world, a strong and resilient digital infrastructure foundation will be required for close collaboration - enabled by automated multi-cloud/hybrid IT, multi-cloud services with infrastructure management and orchestration services, and safe, resilient cybersecurity. In addition to bringing things together, new digital infrastructures must be designed to accommodate the latest enabling technologies, such as AI, ML, data analytics, and HPC (high performance computing).
- **Accelerated disruption:** Cloud adoption has been a fundamental part of successful digital transformations for some time, and it continues to accelerate. Organizations seek transformation to become flexible enough to innovate at high pace and disrupt the industries they work in (or fast-follow the disruptors). They also seek protection from the disruption of cyber threats. New technologies and ecosystems are crucial to business survival but can increase the potential attack surface. The new technologies are not riskier provided organizations have the complete overview of the hazards and how to avoid them.
- **Pressure to innovate and streamline quickly:** Businesses of all sizes are deploying a mix of on-premise and traditional infrastructures to achieve their goals. However, organizations must modernize legacy systems and applications to remain relevant and profitable. They are seeking to enhance their platforms more and more with technologies such as HPC (High Performance Computing), 5G and edge computing, IoT and data analytics.
- **Growing complexity of cloud environments:** The demand for hybrid and multi-cloud services grew and increased with the demand for remote working. However, although the benefits of hybrid IT are clear, the inevitable complexity of these infrastructures often holds enterprises back, exacerbated by the increasing range of cloud platforms and technologies available.
- **Security:** The hyperscale cloud service providers include a rich set of security features. However, skills shortages mean many organizations are not aware how to configure cloud security properly. This knowledge gap is today the bigger risk for cloud security. To ensure compliance and business resilience, most customers will require consulting and management of cloud and cloud security.

- **The importance of trust:** Customers, employees and users are more aware of their rights around data protection and expect organizations to take all measures necessary to protect their privacy.

### Fujitsu and this technology

- Fujitsu hybrid IT solutions connect everything customers need — people, data and things — by providing extensive technology and data capabilities, partnerships with the leading hyperscalers, and accredited experts.
- Fujitsu is committed to deliver an 'easy to use anytime' infrastructure service, underpinned by focused cloud management, high-speed networks, and computing power capabilities — built on next-generation cyber security and resilience measures. That includes for the SME sector, which represents about 90% of businesses and more than 50% of employment worldwide.<sup>1</sup>
- Fujitsu's Hybrid IT portfolio helps customers to:
  - **Enhance digital dexterity:** to be free to explore, adapt and adopt best of breed technologies and achieve superior business performance.
  - **Drive powerful insights and value:** to maximize business potential through innovation and optimization.
  - **Build sustainable trust:** to create the future-proof IT ecosystem needed to build and sustain customer trust, driving sustainable innovation – cyber security and resilience, CX
- Only a few systems integrators have the skills and experience to deliver multi-cloud solutions within the context of increasingly complex hybrid IT landscapes. Fujitsu's consultative approach results in the "right cloud for right workload" and concentrates on system integration management utilizing highly complex, cloud-native technology — resilient infrastructure management combined with cyber security, HPC cloud, Data Trust, 5G and Edge computing.
- Fujitsu understands that each customer is at a different stage of digital evolution and has unique needs. Its customer maturity model accommodates varying stages of digital maturity while identifying layers, such as cyber security, required by all customers, or OT security and edge computing, likely to be relevant only to sub-sets. This model is itself always evolving, as technology and customer's needs themselves evolve.
- While the automation tools that now exist to manage a shift to the cloud are fit for purpose, the new horizon is automation of orchestration and management. Fujitsu Cloud Management Services (FCMS) provide the necessary automation tools to effectively manage heterogeneous cloud environments involving key cloud services such as Microsoft Azure, VMware and AWS.
- Fujitsu's leadership in hybrid IT is confirmed by its ranking as a leader by ISG (UK) in Microsoft Azure Managed Services in 2022. Fujitsu is also recognized for a great partner ecosystem that differentiates its offerings and positioning. Expanding partnerships with technology vendors adds scale and deep expertise, enabling Fujitsu to drive digital transformation projects.

### Fujitsu Quotes on the topic – all attributable to Tim Moody, Head of Global Offering Strategy at Fujitsu.

- "Hybrid IT is critical to transforming at the scale that today's businesses need."
- "The pandemic has driven a new era in IT usage, from the evolution of retail and hospitality to innovative ways of working. Hybrid IT leaders have been able to take their existing applications, their existing business processes, and adapt them quickly to give them value and give their customers a new way of engaging with their services rapidly."
- "The challenge with cloud computing is that delivery is outside of corporate customers' typical management environments. Having a consistent way of managing cloud environments, optimizing them and securing them is really critical."
- "Hybrid IT with the use of public cloud drives a more flexible pay-as-you-go model. That's great because, if it's designed correctly, it will reduce your costs. But if it's not managed and optimized on an ongoing basis, your costs will actually rise and eventually become out of control. Enterprises need a very different approach to automating the optimization of those costs."
- "Hybrid IT leaders have been able to take their existing applications and business processes and adapt them quickly to give their customers a new way of engaging with their services rapidly. The pandemic drove those different business imperatives and hybrid IT enabled the really forward-looking organizations to react much more quickly to those market changes."
- "To improve customer experience at the point of contact, hybrid IT leaders are building artificial intelligence into backend systems that help support their customers and the frontline of the customer experience as well."

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<sup>1</sup> Source: [The World Bank](#)

- "Key for Fujitsu, as a partner, is to build in security from the bottom up. As a part of every new hybrid IT capability we develop for our customers, security is a part of the underlying platform - not something that is only applied at the end of the production cycle."
- "To get started with hybrid IT, try out selecting specific services, piloting them and working through the challenges. Doing something is really critical because theory only gets you so far."

### Reference customers

Fujitsu creates strong partnerships with customers. Our [case studies](#) reveal how we help businesses sector wide.

### Relevant Fujitsu Products/ Milestones

- [Fujitsu outlines vision to offer digital infrastructure platform under hybrid IT roadmap for connected, sustainable society](#)
- [Hybrid Cloud Leaders Four Times More Likely to Achieve Rapid Digital Transformation, Fujitsu Research Proves](#)
- [Fujitsu conducts successful large-scale electromagnetic wave simulations for space industry, urban transport use cases with solution for HPC cloud](#)

### Further reading

#### Hybrid IT

- [Fujitsu outlines vision to offer digital infrastructure platform under new hybrid IT roadmap for connected, sustainable society](#)
- [Uvance Hybrid IT video](#)
- [Fujitsu Research about Hybrid Cloud Leaders' strategies](#)
- [The multi-potential of hybrid cloud by Fujitsu Global \(soundcloud.com\)](#)
- [Uvance Hybrid IT campaign page](#)
- [Uvance Hybrid IT Global page](#)
- [Blog: When you align your Hybrid cloud strategy to specific business outcomes you're more likely to succeed](#)
- [Blog: Why reducing risk in the hybrid cloud model is the key to fueling growth](#)
- [Blog: People power: Investing in talent for hybrid cloud success](#)
- [Blog: Invest in the hybrid cloud to master emerging technologies](#)
- [Podcast: The multi-potential of hybrid cloud – Interview to Tim Moody, Fujitsu's Head of Global Offering Strategy](#)
- [Solution Guide: Building digital infrastructure for a connected society](#)
- [Solution Guide: Cyber Security solutions for complex digital infrastructures](#)
- [Fujitsu Technology & Service Vision 2022 : Fujitsu Global](#)

#### Fujitsu Cloud Management Service

- [Fujitsu Cloud Management Service Global page](#)
- [Fujitsu Cloud Management Service \(FCMS\)](#)
- [FCMS Solution Video](#)
- [FCMS Thought leadership paper](#)
- [Blog: Are you born to be agile?](#)
- [Blog: Managing your cloud ecosystem is the key to resilience](#)
- [Blog 3: Compliance: Don't let IT be your Achilles' Heel](#)

#### HPC (High Performance Computing)

- [Fujitsu conducts successful large-scale electromagnetic wave simulations for space industry, urban transport use cases with solution for HPC cloud](#)

#### Cyber Security for Operational Technology

- Flyer [https://www.fujitsu.com/global/imagesgig5/OT\\_Cyber\\_Security\\_Services\\_for\\_Manufacturing\\_V1.0.pdf](https://www.fujitsu.com/global/imagesgig5/OT_Cyber_Security_Services_for_Manufacturing_V1.0.pdf)
- White paper <https://www.fujitsu.com/global/imagesgig5/Industrial-Security-Whitepaper-Digital.pdf>
- Webinar recording "No Smart Factory without Cyber Security" from the IDC European Manufacturing Executive Digital Summit 2021 gives a concise 10-minute introduction <https://www.youtube.com/watch?v=fXHiAwF0Av4>