Fujitsu on Hybrid IT
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Overview

- In today's rapidly evolving digital landscape, businesses face the challenge of balancing innovation with the demand for reliability and security. Traditional IT infrastructures often lack the flexibility to quickly adapt to new technological advances and new market demands.
- Fully cloud-based solutions offer scalability and agility but introduce new complexities in management, compliance, and integration with existing systems.
- This has led to the rise of Hybrid IT, which combines on-premises infrastructure with cloud-based services expertise and allows organizations to leverage the best of both worlds. Hybrid IT promises optimized costs, improved agility and enhanced security while maintaining control over critical infrastructure, data and applications.
- With deep expertise in AI, security, and hybrid cloud management, Fujitsu simplifies complexity, enhances agility, and delivers scalable, resilient IT solutions.
- As a trusted partner, Fujitsu plays an essential end-to-end role in guiding businesses through the complexities of Hybrid IT, ensuring focus on business outcomes to achieve sustainable digital transformation.

Industry Trends in Brief

- **Increasing complexity:** The growing adoption of Hybrid IT has led to ever more complex hybrid and multi-cloud environments, as organizations benefit from the flexibility to choose the best environment for various workloads and evolving business needs – and to balance resilience, cost management, best of breed and scalability benefits of cloud with the control and security of on-premises systems. Consequently, organizations are increasingly seeking trusted partners to help reduce this complexity and enable them to focus on their core business activities. Simplifying IT environments through expert partnerships enables organizations to innovate faster and operate more efficiently.
- **Artificial Intelligence, everywhere:** Organizations of all sizes are racing to integrate and leverage AI technologies into mixed IT environments (on-premises and cloud) to drive innovation, optimize operations and enhance security. AI automates routine tasks, improves decision-making and enables advanced data analytics, augmenting decision processes. This trend helps businesses balance performance, cost, and security in their digital transformation efforts.
- **Cloud-native platforms:** Crucial for rapid innovation and scalability, cloud-native platforms allow organizations to build and deploy flexible, resilient applications optimized for the cloud. These platforms accelerate development and improve system management by using microservices, containers, and Kubernetes.
- **Digital sovereignty and compliance:** Digital sovereignty has become a critical concern, with increasing regulations requiring that data be stored and processed within specific national boundaries. Businesses are prioritizing data sovereignty to enhance security, comply with local laws, and protect sensitive information – and to ensure they are capturing data correctly and have only one version of the truth.

- **Security challenges in hybrid environments: Integrating** on-premises and cloud systems introduces new security challenges and requires organizations to develop robust strategies to protect data and maintain business continuity. There is an underlying trend towards mitigating risks by ensuring end-to-end security in hybrid environments – and this involves ensuring that both IT and Operational Technology (OT) systems remain secure.

Fujitsu Uvance Hybrid IT
Fujitsu Uvance Hybrid IT is grouped into **five core portfolio areas**:

1. **Digital Platform Services** include the integrated, secured and optimized management of cloud, edge and traditional IT infrastructure. Offerings include resilience services, FinOps, Observability, and the Fujitsu Cloud Managed Service and access via Fujitsu to the major global cloud platforms, including Microsoft Azure, AWS, VMware, and Oracle.
2. **Fujitsu enables businesses to innovate and modernize with its Hybrid IT Transformation Services.** These services manage the entire cloud transformation journey, from building a business case to implementing and modernizing workloads and optimizing cloud solutions. By leveraging Fujitsu's transformation services, businesses gain faster access to cutting-edge technologies like Kubernetes and Large Language Models for generative AI. This enables enterprises to develop cloud-native applications, streamline processes, and bring products to market faster: An approach that simplifies complex technologies, boosts developer productivity and drives revenue growth and business transformation.
3. **Security services** build trust by introducing compliance and security by design, driving business resilience and continuity, and safeguarding business and reputation. Fujitsu Uvance solutions include Cloud Security, Managed Extended Detection and Response (MxDR), Zero Trust services and Operational Technology (OT) security.
4. **Managed Network Services:** A cloud-native wireless networking service that offers a more scalable and automated solution than legacy wi-fi technologies. This, combined with other features such as simplified network management and real-time analytics, enables the cost-effective operation of reliable and high-performing networks.
5. **Compute-as-a-Service (CaaS)** provides access to cutting-edge technologies, including the HPC cloud, the Fujitsu Digital Annealer and Data e-TRUST. Cutting-edge High-Performance Computing (HPC) resources enable businesses to process large datasets, perform complex simulations and accelerate research and development activities. Fujitsu's Digital Annealer is a unique technology designed to solve complex combinatorial optimization problems much faster than traditional computing methods. This is ideal for logistics optimization, financial portfolio management and drug discovery.

In early 2024, Fujitsu announced Uvance Wayfinders, a plan to significantly strengthen its consulting capabilities. The company is establishing 13 key focus consulting areas, including business and technology consulting, to help solve customers' business challenges and tackle societal issues. Fujitsu is committed to building a team of 10,000 Wayfinder consultants by FY2025. This will be achieved through a new certification scheme, reskilling opportunities, recruitment efforts, and potentially acquiring talent and resources through M&A.

Key customer benefits of Fujitsu Uvance Hybrid IT

- **Sustainable digital transformation:** Fujitsu helps businesses achieve sustainable digital transformation by leveraging cloud technology, ensuring that IT systems are more efficient, agile, and secure. In addition, Fujitsu helps businesses align with Environmental, Social, and Governance (ESG) objectives, ensuring that IT strategies contribute to broader sustainability goals.
- **Cost optimization and complexity reduction:** Fujitsu's services focus on optimizing costs and reducing complexity, allowing businesses to streamline operations and focus on growth and innovation. On average, Fujitsu's services enable customers to reduce operational costs by up to 30%.
- **Access to advanced technologies:** Customers benefit from cutting-edge technologies such as AI, High-Performance Computing (HPC), and cloud-native applications, which enable more informed decision-making and drive innovation.
- **Security and compliance:** Fujitsu enables customers to build trust by introducing compliance and security by design, driving business resilience and continuity, and safeguarding business and reputation by ensuring that customer data and systems are secure and comply with regulations.
- **End-to-end cloud transformation:** Fujitsu manages its customers' entire cloud transformation journey, from advisory services to implementation, ensuring that a secure-by-design philosophy is embedded end-to-end, accelerating the adoption of cloud-native solutions, reducing technology cognitive load and enabling faster time to market.
- **Holistic management of IT and network services:** Customers benefit from access to advanced technologies and integrated IT infrastructure management, including edge computing and networking services, ensuring they can meet future innovation demands.
- **Partnerships with leading technology providers:** Fujitsu's strategic partnerships with major global technology providers like Microsoft, AWS, VMware, Oracle, Cisco, Palo Alto, Ericsson, Fortinet and CrowdStrike provide customers with access to a broad range of best-in-class cloud services and solutions.
- **Expertise in industry-specific solutions:** Fujitsu's deep industry expertise allows it to tailor solutions to specific business needs, address sector-specific challenges, and drive targeted innovation.
- **Consultative approach:** Fujitsu's consultative engagement model ensures customers are provided with personalized solutions based on their unique digital maturity and business requirements.

Fujitsu quotes – Tim Moody, Vice President of Fujitsu Uvance Hybrid IT

- "Fujitsu enables customers in both the public and private sectors to modernize, update, and automate their IT environments with an overall hybrid IT model that accelerates innovation, optimizes value, builds trust and augments data-driven decision-making."
- "Fujitsu Hybrid IT is agile, scalable, and secure. It helps customers realize a global society where people, goods, and things are securely and sustainably connected in a way that solves social problems and creates new value."
- "Fujitsu combines its heritage in developing and delivering the most complex IT environments and systems globally with our investments in key technology areas, such as quantum computing. The result is that we deliver innovative services that seamlessly combine modernized legacy technology with innovative, cutting-edge new technologies."
- "To improve the 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."

- "The key for Fujitsu, as a partner, is to integrate security from the bottom up. Security is part of the underlying platform of every new hybrid IT capability we develop for our customers – not only applied at the end of the production cycle."

- "To get started with hybrid IT, try selecting specific services, piloting them and working through the challenges. Doing something is critical because theory only gets you so far."

Reference customers
- Flagship Hybrid IT customers include the brewery giant Whitbread, His Majesty's Revenue and Customs in the UK and the Japanese construction firm Nishimatsu.
- As a national supplier of sustainable energy, **Meridian Energy** must efficiently manage large amounts of data. This effectively ensures continuity of supply for customers and plays a key role in keeping costs under control through early detection of plant issues. [More information here](#).
- **Toll Group**, a global transportation and logistics company with dual headquarters in Australia and Singapore, wanted to remain competitive, ensure more efficient operations and make more data-driven business decisions. Working with Fujitsu, this led to a move to a modern data platform on the cloud and a focus on reporting. [More information here](#).
- Financial services company **Perpetual** wanted to migrate its infrastructure to the cloud for improved agility and scalability. Fujitsu helped it streamline the process by rapidly completing the migration over a tight timeframe with minimal business disruption. [More information here](#).
- Tri Petch Isuzu, a significant player in the automotive industry in Thailand, aimed to enhance its operational efficiency, customer services, and overall business performance. Fujitsu's solution involved migrating all Mirai systems to the Microsoft Azure cloud platform, including delivering consulting, planning, implementation, and migration services. [More information here](#).
- Skogforsk is transforming the way Sweden manages its forests. The Swedish Forestry Research Institute is leveraging Fujitsu's expertise to enhance operator safety and increase efficiency by using autonomous vehicles connected via a private 5G network to enable sustainable forestry for the next 100 years. [More information here](#).
- [Further case studies outline how Fujitsu helps businesses, sector-wide.](#)

Further reading
Blogs

- [From complexity to clarity: Find out how IT director John is navigating common cloud transformation challenges](#)
- [Unlocking tomorrow's cloud: a deep dive into Fujitsu Uvance Hybrid IT services](#)
- [Riding the cloud wave: navigating the benefits and avoiding the pitfalls](#)
- [Facing growing security challenges in a rapidly expanding business](#)
- [Finding the right partner to navigate you through the modern cyber threat landscape](#)
- [From hype to helpful assistant: Being realistic about what GenAI can do for your business operations](#)

Videos

- Fujitsu Hybrid IT – realizing the full potential of cloud video: https://youtu.be/_zN_QCiBbd0

- Ready to start your cloud journey? Cloud transformation and adoption: https://youtu.be/SZFVPsWZf10
- Keeping your organization safe with Fujitsu's Managed Detection & Response: https://www.youtube.com/watch?v=x2Nlp-96GYY
- Chart a course across the unknown with Fujitsu's consultancy - Uvance Wayfinders: https://youtu.be/IJSWYWrTgY8

Solution guides

- Navigating cloud complexity to maximize business value: https://www.fujitsu.com/global/imagesgig5/Fujitsu cloud solution.pdf
- Managed Detection & Response: Accelerating security response and mitigating business risks with Fujitsu: https://www.fujitsu.com/global/imagesgig5/RS85743_Fujitsu-MDR-Solution-Guide.pdf
- Cyber Security for Operational Technology Protect your critical production networks and assets: 8755-OT-Security-Brochure-v0.2 (fujitsu.com)