Spotlight: Cloud Applications and Data Services





shaping tomorrow with you

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Let's co-create your Multi-Cloud application journey

The move to multi-cloud requires critical thinking and collaborative working. We believe in working with our customers to understand their needs, and then applying the right technologies to achieve the outcomes they desire.



In a world where applications are critical to how an organization functions, and serves its employees and customers, it's important to step back, take stock, and think things through properly.

That can be difficult. Disruption is always around the corner. A competitor always seems to be going faster than you. Technology is constantly changing. Industry forecasters are forever reimagining the future. The needs of your people are evolving. Everything seems to be shifting under your feet.

But there's a well-known African proverb that sums up our approach: 'If you want to go fast, go alone. If you want to go further, go together.' Working with a partner always pays dividends. Why? Because it helps you think through what needs to be changed, and what should stay the same.

Your applications represent significant investments in both the present and the future. You know the world will change – technology will evolve, new opportunities arise – but if you're going too fast, and alone, then it's harder to gain the perspective you need to make the right decisions.

That's what our 'Spotlight on Cloud Application and Data Services' is all about. It's been designed to help you think through the wide range of technologies, options and possibilities that you need to eal with, both in the short and long-term.

We've brought our best minds together to provide you with short overviews of the critical issues you need to think about as you seek to transform your applications to meet the demands of 21st century society.

From Multi-Cloud Transformation to Cloud Native Development, DevOps Automation to Legacy Modernization via APIs and Data Driven Processes, all are subjects that will impact your organization in one way or another.

Our approach is a human one. That's why we put the emphasis on 'thinking' – and we apply that thinking to real-world issues and objectives. It's not the technology that counts, it's what it allows people to accomplish. As the famous Dutch computer scientist, Edsger Dijkstra, once put it: "The question of whether machines can think is about as relevant as the question of whether submarines can swim."

In their relationship to people, applications have another, increasingly important part to play. The skillsets that drive innovation in applications and system design are in short supply. That's why large organizations prefer to partner with specialists like Fujitsu. And in doing so, they can have a direct and positive effect on their own staff.

In the following articles there are numerous examples of how moving from aging legacy

systems to multi-cloud apps will attract and retain next generation talent, eager to work with new development models and programming languages.

The bottom line is: how can your applications serve your business aims? Not the other way around. So, these articles will help you think about the current state of your environment, and what future environment you need to build. It must be robust and modern. It should be as futureproof as possible. It must provide optimization to your processes and help you establish new ways of working. Your data must become an asset that generates insights and actions that can make a decisive difference to your market standing.

How do you do all that and keep your business running? It's a challenge, there's no doubt about that. There are pitfalls as well as benefits. Working with a partner that has seen them all can be vital.

You can read the following pages in any order. Every article is self-contained and we hope they help you apply your thinking in more focused, and informed, ways.

Enjoy.

Ron Commandeur Portfolio Lead Cloud Applications and Data Services



Fujitsu Multi-Cloud

Play nice: how to make sure all your cloud-based services get along

Only a relatively short time ago there was a model for enterprise IT that was pretty much standard: one vendor providing a single platform; usually via an on-premise or virtual environment, on which businesses developed and deployed their services.

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Then, along came the cloud and a host of providers making their own tools and services readily available from public platforms to create a new, hybrid IT model.

Very quickly, providers started to issue an evergrowing number of productivity tools for faster deployment of existing applications, or SaaS services that made it easier for companies to begin using cloud based applications.

However, choice, can bring its own challenges, as we've seen in other markets where different products from different providers sometimes throw up problems of compatibility. In this instance, that challenge is to integrate applications running on different cloud vendor platforms, offered through different channels and with different assurances and SLAs, so they work seamlessly with one another, and with often fragile on-premise (legacy platforms.

Most enterprises, of course, are risk-averse by nature and largely stick with the products offered by their 'parent' provider platform; you'll know yourself it's usually easier to get applications from the same provider to work together than it is to integrate products from different providers.

However, as cloud services aren't simply about operational efficiency and lower cost anymore – they're about finding the right platform to compete and deliver – the trend is now more and more towards 'mixing-and-matching' within a hybrid cloud environment in pursuit of better business performance for the enterprise and better service for the customer.

That's where complications can arise; it only takes one or two services sourced from a different provider to introduce issues with common ID authentication, an increase in the cost of data storage, transmission and other problems that can quickly cancel out the efficiencies offered by a supposedly 'better' product.

If you're managing an eco-system of applications on several platforms, from several different providers, you may have come across such problems already. And it's to overcome them, and to integrate applications more effectively, that we developed a number of services that run across and facilitate multicloud environments.

At Fujitsu, we know how to manage large scale, complex integration, because we have the engineering experience, years of partnership with application vendors, and cross-vertical view across the IT sector.

We know how to do it in a way that smooths away conflict between cloud-native and traditional applications. And we know how to optimise the most complex on-premise, pure cloud and hybrid systems, from both an IT and business perspective.

So with our knowledge and experience to help, you can be confident all your cloud-based services will work together. **Jason Daniels** Chief Technology Officer, Law and Order





Cloud native As the cloud has grown in both reach and importance over the years, enterprises development: have been urged variously to 'migrate to the cloud', then to subscribe to services that 'live in the cloud' and now, in what i

Born into success. How the next generation of apps will change the way you work



have been urged variously to 'migrate to that 'live in the cloud' and now, in what is surely a sign of its coming of age, to adopt applications that are 'born in the cloud.'

'Born in the cloud', or Cloud Native Development', is a method of building and managing responsive, scalable and robust applications in a public, private or hybrid cloud environment. This approach is quickly gaining traction with businesses keen to benefit from its flexibility, speed and low set-up and running costs.

What makes it so different to traditional application development? Simple. It all happens entirely in the cloud, as a marriage between application development and infrastructure as code.

That makes cloud native applications incredibly resilient (because they don't rely on a single, critical hard drive or server), and incredibly ubiquitous. In other words, they can be accessed anywhere, by anyone with the right privileges, on any operating system or device.

Although they can live in public, private or hybrid cloud environments, most developers use publicly available, hyperscale large cloud platforms to build and run their cloud native applications. That makes sense, both because of the cost savings that come from not having to invest in and maintain a private cloud platform, and because of the security issues involved in processing the huge amounts of data they draw on. Security by design is integral in cloud native applications, which makes them among the safest of ways to store, manage and handle your data.

It also explains why cloud native development has been embraced so enthusiastically by start-ups and challenger brands as the most efficient way to innovate, incubate and bring their services to market in weeks, rather than months or years.

It has to be said, however, that cloud native development can be a challenge. Traditional, process-heavy organisations that still lean on monolith applications may find it hard to make the necessary adjustments to take its agile, iterative and 'fail fast' methodology on board.

If they are determined to become more competitive, if their market share is under threat or if they need to get services to market quickly to protect their profits, then the move from heritage to microservices architecture via cloud native development is essential

For one of our UK customers, reliant on outdated legacy systems and technology, any change to operating systems or online customer services required updates to huge amounts of source code that could take months to deliver.

By turning to Fujitsu, they were able to iterate updates in two-week sprints, implement omni-channel customer contact strategies, accelerate delivery of new customer services and adopt microservices architecture to easily upgrade specific features of their applications.

This helped the customer to gain a competitive advantage in a crowded commercial sector and improve their customers' user experience.

Of course, a successful outcome isn't just about managing the change to 'Born in the Cloud' applications. It's just as important to support those applications properly so they can continue delivering value.

The support requirements for cloud native applications are very different to those needed for heritage applications. Different monitoring methods, different tools, different skills that draw much more on coding expertise than User Interface design.



So where does that leave businesses keen to explore cloud native development, but who struggle to access the required skills given the massive shortage of cloud native developers and infrastructure coders?

One way is to do what the beforementioned UK customer did and tap into Fujitsu's cloud native development capabilities. Fujitsu provides a complete end-to-end service to help you build and implement these 'next generation' applications that are fast becoming the norm for agile business.

Our huge experience in heritage application development, security and hosting - translated readily into a pure code environment - makes us the ideal guide on your journey to cloud native adoption.

In such a rapidly evolving part of the industry, and one that's vital to your applications transformation agenda, an experienced partner that can develop, deploy, automate and scale your cloud native apps is the best company you can keep.

When you're ready for your applications to be reborn, we're ready to help.



DevOps review:

Why it's still all about the application

The pace of change in IT gets faster with each year that passes. Only a short time ago, DevOps represented a brave new world of collaboration and co-creation that saw the previously siloed disciplines of Development and IT Systems Management and operations reaching out to join forces for faster, more efficient, more agile delivery of applications

Today, there are very few organisations that aren't at least some of the way along on their DevOps journey. What was once a mould-breaking, disruptive idea is now mainstream IT development practice. Like the mobile phone, we wonder how on earth we managed before it came along.

Certainly that's the impression we get at Fujitsu. From introducing customers to the concept of DevOps and helping them with their first tentative steps, we now find ourselves acting much more as partners in optimising and accelerating their existing DevOps function.

That can mean guiding them to all-in adoption of cloud native applications. Or it can mean moving at a slower pace that

fits their maturity, development timescales, resources and comfort zone.

Whatever form it takes, though, our DevOps services are focused on one simple end result: getting applications delivered quickly, securely, cost effectively and with zero errors.

Of those four objectives – speed, security, cost, and error free implementation – perhaps the most critical are the first two. After all there's little point in developing an application with impregnable security if the market has moved on by the time it's ready.

Vice-versa, there's nothing to be gained by rushing an application to market if it's going to be knocked down by the first cyber-attack that targets it.

So the DevOps sweet spot lies in a combination of both: rapid development of apps that respond to emerging customer needs, with absolutely no compromise on security – yours, or your customers'.

The speed side of that equation we deliver using the agile methods on which the original DevOps model is based. The security we deliver through a combination of automation in the delivery of apps to thousands, sometimes millions of devices; our partnerships with gold standard security providers; and a strict adherence to DevSecOps (Secure DevOps) methods.

Automation for more effective applications.

So how does automation result in a more secure application?

To understand that, let's look at the old, manual practice of getting an application onto a PC or other device.

Applications were supplied on CD from which they were loaded onto a PC hard drive. The manual installation process was often complex, requiring users to download a series of files and directories in a particular order. At any point in the process, clicking the wrong file or directory could send you right back to the beginning, crash your PC or cause the application to load incorrectly or incompletely.

Sometimes, that meant there were gaps in the application code. Occasionally those







gaps were where the security measures should have been. The result was a hole in the application cyber-security fence through which hackers could enter the PC and steal any amount of data, or plant viruses.

Nowadays, of course, our applications load and update themselves automatically, and security standards are consequently much higher.

That's because the automated processes that install them over the internet on thousands, or even hundreds of thousands of devices follow a set of pre-coded instructions. They never miss a step, get the order wrong or otherwise fail to do what they're told. They do it night and day, millions of times over, with absolute precision.

If those apps are hosted in the cloud, they can be installed and updated by refreshing the code that makes them work, almost instantly. End users don't have to know about it or, unless it's a security sensitive issue, even give their permission. As far as they're concerned, their applications simply update themselves as and when they need to.

There's another big benefit to automating the delivery element of DevOps, too: it frees up your people to concentrate on higher value tasks that require real, human intelligence and intuition.

They could be coming up with new features to make apps more useful for your customers, or new user experiences that make them want to come back and use it again. Both are essential in building customer relationships through your digital channels and crucial for customer recruitment, retention and growth.

Partners in security

DevOps is all about collaboration and shared objectives between partners. Fujitsu collaborate with one of the world leaders in cloud environments for applications hosting, Microsoft Azure DevOps (MAD).

MAD provides the seamless automation processes to place applications in the cloud with all the efficiency and security benefits outlined above; it also helps maintain security standards in another way.

Every time Fujitsu works with Azure to build a new application, Microsoft's security engines examine it closely and give feedback on how it can be improved. This doesn't just happen at the development phase; once an application has been launched, MAD continues to scrutinize its security performance against emerging threats and provides recommendations for enhancing security levels.

The intelligence it uses to do this is so advanced that MAD is one of the few services to offer effective protection against so called 'Zero Day' attacks - those carried out by viruses that are so new, little or nothing is known about how they work or the specific threats they bring. Even if a virus or a hacker does succeed in targeting an application hosted on Azure Cloud, its multi-site infrastructure means it can instantly be relocated to servers in a different country or even a different continent. Yet another advantage of building and hosting applications entirely in the cloud.

Introducing DevSecOps

The third important factor in secure applications delivery through DevOps is the discipline of Secure DevOps processes, or DevSecOps.

DevSecOps is the practice of incorporating the very highest standards of security during development, and maintaining them through the many iterations that today's applications undergo.

One of its key principles is 'immutable building' – the process of recreating an application from the ground up with each iteration.

Before cloud-hosted products appeared, applications lived on the hard drive of the PC running them. When they needed updating, or new security was required, 'patches' were issued on CD and, later, over the internet.

Crucially, these patches were quick fixes to address a fault or replace an outdated part of the application code, rather than wholly new versions of the same application. Over time, a combination of multiple patches and aging hardware made applications slow and unstable and the security systems that once guarded them, would lose their ability to protect such a 'patchwork' environment.

The result was a widespread lack of security that cyber criminals would quickly exploit. As recently as 2017, the WannaCry ransomware attack targeted over 200,000 computers around the world, many of which hadn't implemented Windows operating system patches or were using Windows systems that were past their end of life.

Today, immutable building for cloud hosted applications eliminates that uncertainty.

Effectively, every new iteration of an application is now an entirely new piece of code, self-contained and created for the specific purpose of delivering these features in this version of that application.

As a result, security is bespoke, seamless and complete.

If a gap in security or a flaw becomes obvious when the application is delivered out to users, immutable building helps there as well. The new application can be quickly withdrawn and replaced with the previous version while developers get to work on a fresh iteration to fix the problem.

DevOps automation in action

For one client, a major international bank, Fujitsu

drew on all the key principles and processes of DevOps to deliver a new application to users of its online and mobile banking services.

The product was a survey tool that was pushed to around 90,000 customers and would be used by them to offer feedback on new online banking products and services.

The survey app itself was developed using the classic agile processes: a specially assembled squad of people with skills in infrastructure coding, cloud, database management, applications, security and business; short, one or two week development sprints; frequent customer feedback; and rapidly bringing the finished product to market.

Once built, automated delivery processes ensured the survey app was swiftly and safely installed on thousands of customer devices. It incorporated smart forms for effortless comment and financial services standard security to protect both customers and the bank from attack.

The delivery and installation was flawless, thanks to Fujitsu's automated processes and gave the bank a cost effective, measurable system for gathering customer feedback.

By analysing that feedback, developers are able to enrich future iterations of its online banking services to improve the customer experience and build stronger, longer lasting customer relationships.

Fujitsu. Guiding you through the new DevOps landscape.

The world of DevOps, as we've seen, is changing fast. Leading edge automation, applications infrastructure, built and maintained exclusively in the cloud, and near bullet-proof security are all now part of a process that began as a cultural rethink of traditional 'waterfall' development practices.

The skills needed to deliver those services are still difficult to come by in-house. Which is why customers such as international banks and large corporations still look for specialist help from outside to continue their DevOps journey.

Whatever stage you've reached in your transformation to a fully-formed DevOps culture, Fujitsu can help you develop and embed the necessary skills in your organisation, delivering benefits on every level.

Allowing you to be more responsive, agile and customer-focused; your staff, can move away from the mundane tasks that automation accomplishes much more efficiently, into higher functioning roles that stretch their skillset; and your customers can enjoy a richer experience and relationship with you through your suite of digital services.



Legacy modernisation

Tackling the outdated applications time bomb

Geoff Peters Global Application Modernisation



If a transport company operated a fleet of buses from the 1970s, there would be concerns about reliability and safety. If a power company insisted on using outdated and inefficient generating equipment, questions would be asked.

But when it comes to the IT that is critical to the continuation of a business, more enterprises than not are running legacy applications on mainframe systems that are 30 or even 40 years out of date.

That's a problem for a number of reasons.

Such applications are fragile, prone to failure and open to attack. The languages they are written in are outmoded and unsupported. They are slow, monolithic and inefficient compared to the modern, agile alternatives their competitors and challengers are adopting.

Plus those who understand and work with these languages are retiring - and the next generation of developers don't know them or want to work with them - you can understand why many businesses are facing a perfect IT storm.

To stay competitive and continue offering their customers market leading services, they can do one of three things:

- Redevelop their legacy applications from the ground up, using today's developer tools – time consuming and expensive.
- Find replacements that most closely fit their enterprise objectives among the many widely available cloud or SaaS products - almost always an exercise in compromise.
- **3.** Modernise the applications they are already familiar with and make them fit for purpose in an environment other than the mainframe they were designed for by far the most efficient option.

Fujitsu Legacy Modernisation services help businesses modernise their applications by taking the most useful parts of their old IT applications and updating them to work in today's digital environments.

Specialist tools allow us to read the thousands of lines of code written in outdated languages such as COBOL, or one of the hundreds of others that permeate most enterprise IT and translate them automatically into modern code.

Once this has been done, updated applications can be run in the cloud, on-premise or in a hybrid mixture of both. Any updates and add-ons can be carried out quickly and easily without the weeks or months of re-engineering required in a mainframe environment. Because of the iterative nature of today's technology, they will never date and will always meet the highest security standards. Because of the interoperability that is intrinsic to modern applications, they will integrate easily with other technology in the IT environment.

More important than all of that, of course, are the improved business outcomes and cost savings they bring about.

Bringing banking services into the 21st century

One company that called on Fujitsu Legacy Modernisation services managed to save 80% of their IT running costs, simply by moving away from old-fashioned mainframe hosting and onto a modern Windows environment.

SDC develop and operate core banking software, supplying their services to over 130 Nordic banks. Known as Corebank, this software was built and run on mainframe technology that has remained essentially unchanged since the 1970s.

When they lost out on a large piece of business because the tendering bank didn't want to work in such an aging environment, SDC looked to Fujitsu for help. (Aware that such an aging environment could become a factor in customers not wanting to work with them, SDC looked to Fulitsu for help.)

We evaluated their legacy software and presented them with a plan for progressing it onto .NET – a managed execution environment for Windows.

The change of environment from mainframe alone secured an immediate saving of 80% in run costs. SDC saw efficiencies in other areas too, such as the ability to process contactless transactions within Corebank, something that hadn't been possible before.

When the widespread adoption of mobile banking in the Nordic countries saw monthly transactions soar from 100,000 to 450,000 per month, they saved again. This time by avoiding the high MIPs charges that would previously have been incurred as a result of increasing mainframe processing capacity. (On Windows .NET and other cloud platforms, capacity can be scaled as required with little or no extra charge.)

Of course, what was right for SDC probably wouldn't be right for your business. Every enterprise is different and every progression from outdated hosting and language will follow a different path, with different results

If you're facing the challenge of modernising your legacy applications, the first thing we'll do is carry out an assessment to help us understand your IT ecosystem. What applications are you working with at the moment? Can they be modernised? If they can, is it right for your business to do so?

If a straight replacement rather than a modernisation will be the better choice to move you on in your applications transformation journey, we'll tell you. Our first responsibility is to make sure you're following the right path, at the right time for your business.

If you do choose to partner with Fujitsu, you'll benefit from our huge experience in the field and a number of new technologies that simply aren't available to others, including advanced automation for code conversion and quicker, friction-free progression of your applications to the cloud.

Then, when that conversion is complete, the new source code will belong to you, to run however and wherever you want.

As we have built up relationships with a wide range of partners across the world, our ability to work in almost any language, however old it is and in whatever region, is unparalleled. Few providers come close to a partner eco-system that's this complete and diverse.

And of course, when your modernisation is complete, you will have made one of the most significant steps in the process of transforming your businesses into a cloud-first organisation, allowing you to attract, nurture and retain the tech talent that will help you navigate the next 30 or 40 years of success.



APIs and integration Connecting with business success

Darren Meldrum Application Transformation Delivery Lead



Predicting the future is an uncertain science in any industry. And nowhere more so than applications technology, where innovations and new models have the potential to disrupt things at any time.

For example, who could have predicted in 2005, when the number of active APIs on the world wide web was in single figures, that today, these little pieces of code for sharing data between systems would be driving the entire digital economy? *

An API (Application Programming Interface) is a way for one device, network or application to communicate with another and access data from it. This could be customer account details, maps, music, bus times, recipes... whatever the API has been designed to ask for and share.

APIs are used by every kind of business to make life easier for their customers. Additional APIs are used in their internal IT systems, helping automate processes, troubleshoot problems and generally keep things running smoothly. Little of what goes on in the digital world today would be possible without them.

Why have APIs had such a revolutionary impact?

They bring speed and agility to IT systems that allow you to react to new developments in your market more quickly. When IT systems were built from scratch for a specific purpose, any changes meant going back to the drawing board and redesigning them all over again. Months, or even years of work.

Now, IT systems are built as a series of smaller 'modules', increasingly in a cloud environment. APIs let all those modules talk to one another, effectively creating one big 'super-system'. But if one module needs to be adapted or repurposed, it can quickly and easily be updated without affecting the rest of the system.

At a time when systems are routinely reiterated once a week or even daily, that kind of speed and responsiveness is essential for businesses to remain competitive and grow.

APIs are so important that once built, they can be used in any number of new ways. An API, after all, is a portal through which information is passed. Where things get really interesting is when people use them to connect a system – or whole systems – that have never talked to one another before, driving new innovative business solutions

A database of car drivers with a list of people needing a lift home. A mobile map application with a live feed on road traffic levels. Suddenly, entirely new sectors and services are being created and monetized in ways no-one could have imagined before. Small wonder this latest stage of digital development has been dubbed the 'API economy.'

APIs offer the ability to scale an IT system quickly and accurately thanks to their easy connectivity.

This is particularly useful for services that experience infrequent but large surges in demand, such as disaster management agencies; when twenty times more people than usual are seeking information after a storm or flood, API's can help cope with it. When that demand drops, they can easily be withdrawn to scale things back to normal.

APIs in action: Postal service

When a UK postal company turned to Fujitsu to help modernise its monolithic IT systems, it was APIs that made it possible.

Rather than redesign the system from scratch, Fujitsu specialists looked at the functions that were already available and used APIs to make them accessible in new ways.

One outcome was the availability of many more of their services at retailer tills, than through the traditional concession counter. Convenient for customers as they only have to queue up and pay once. Better value for them as it lowered the cost of delivering services. More profitable for the retailers because their customers were more likely to make impulse purchases in their shop.

Other routes being explored by them include automatic parcel postage terminals that customers can use to weigh packages, print labels and post parcels safely and securely without having to visit a Post Office counter.

This is just the start of their journey to become a digitally transformed business. Many other potential new applications and customer services are under development, all made possible by the potential offered by APIs.

Integrating APIs: Points to consider

Like any tech that enables faster, more efficient processes, APIs can't simply be 'plugged in' and left to get on with the job. There are still some challenges that any business considering integrating them into their IT systems needs to address.

Careful thought is needed over exactly how APIs will be used and what tasks you will be asking them to perform. Because they are relatively easy to build and operate, some businesses make the mistake of integrating many more APIs than they actually need, so managing and monitoring them effectively becomes a problem in itself. Give careful thought to your business needs and outcomes to identify exactly where and how APIs can best help you achieve them. That way, you avoid overlap or duplication of API services.

APIs must be closely managed in terms of their operation, access and security. Some are private, purely for internal systems use. Some are public or semi-public, giving customers access to limited parts of a large system network. Others are open to partners and third-party developers.

Making sure the right levels of access and security for each API are in place is critical to avoid security breaches, system hacks and data theft. More so now than ever, with the crippling costs of fines levied under GDPR.

And of course, you need access to the right API skillsets. Not just in terms of technical knowledge, but also the ability to interpret business process flows and map API requirements against them.

But such skills are rare. How do we know that? Because many businesses approach us in search of them.

The Fujitsu API experience

By working with Fujitsu API specialists, you can make the most of our advanced API integration resources to accelerate your progress through one of the most important stages of your digital transformation journey. Among the critical skills our teams bring to the process is the ability to integrate legacy applications to the wider system environment.

Rarely is an API system designed on a clean sheet of paper; most often, customers approach us with a mix of standalone legacy applications and newer programs hosted on-premise, or in cloud-based servers.

Using our experience and advanced API developer tools, we're able to unlock those legacy applications and connect them to the rest of the IT system so they can share information and carry out processes as part of a wider network.

That can mean connecting across completely separate environments, and it's here that our Multi-Cloud service adds value and functionality. Multi-Cloud allows us to combine applications and get them working together between SaaS platforms, Azure, AWS or any other hyperscale cloud environment.

That's something other providers, while offering perfectly effective API enabled systems within their own environments, aren't always able to do.

And of course, as you'd expect from a world leader in computing systems development and hosting, all our API solutions are SOC2 security compliant and ISO certified.



Talk to us about how we can help you.

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