

Closer to your  
customers,  
closer to the  
future

Choose Fujitsu's ISV  
Programme for your route  
to cloud-enabled business

**FUJITSU**

shaping tomorrow with you



Cloud computing figures in every ISV's plans, but every ISV has unique cloud goals. Fujitsu has designed an ISV Programme that provides a tailored way forward that's right for you and your business. Join us, and our Business Solutions Store will be your gateway to greater opportunities, larger markets and new revenue streams.

Cloud is all about agility, flexibility and security – and ISVs need these same qualities when planning and executing their cloud strategies. Whether you're testing a new approach to the market, looking for a full-service hosting partner or transferring a mature proposition to a utility revenue model, Fujitsu has the power you need.

We offer complete, robust, secure and reliable cloud services. We offer these services globally. Our platform is built on our long heritage of providing outsourced solutions, managed services and systems integration. It also exploits the Fujitsu family's huge investment in R&D, methodologies and thought leadership.

### Agile

With Fujitsu you can activate your cloud presence in a matter of days. You can choose when and how to move from a licence to a SaaS business model, basing your transition on your goals and opportunities rather than technical constraints. You also gain access to new international markets because our cloud is truly global – with no need to redesign your solutions.

### Flexible

Choose how you want to charge for your services and evolve your pricing model. We give you flexible subscription management and billing so you can be more responsive to your customers' diverse and changing demands.

### Secure

Fujitsu's cloud platform is global, secure and reliable. Like all our products and services, it's been rigorously engineered for excellence. Cloud computing is fundamental to our growth strategy and we are making significant long-term investments throughout the business. You'll be using the same Fujitsu cloud services that are trusted by corporations around the world, underlining your credibility and providing additional reassurance for your customers.

## Choose your engagement level

We've designed three options for ISVs to exploit our cloud platform:

**Powered by Fujitsu:** We stay in the background and allow you to connect directly with your customers from our cloud platform.

**Promoted by Fujitsu:** We stand alongside you and jointly support your activity on our cloud platform.

**Partnered with Fujitsu:** We act as the lead company in selling your cloud-based offering into specific vertical markets (e.g. retail, banking, local government) through our own channels to our UK and Ireland customer base – and globally where appropriate.

Whichever engagement level you choose, you'll enjoy the same consistently high quality and expert assistance from our dedicated cloud platform team.

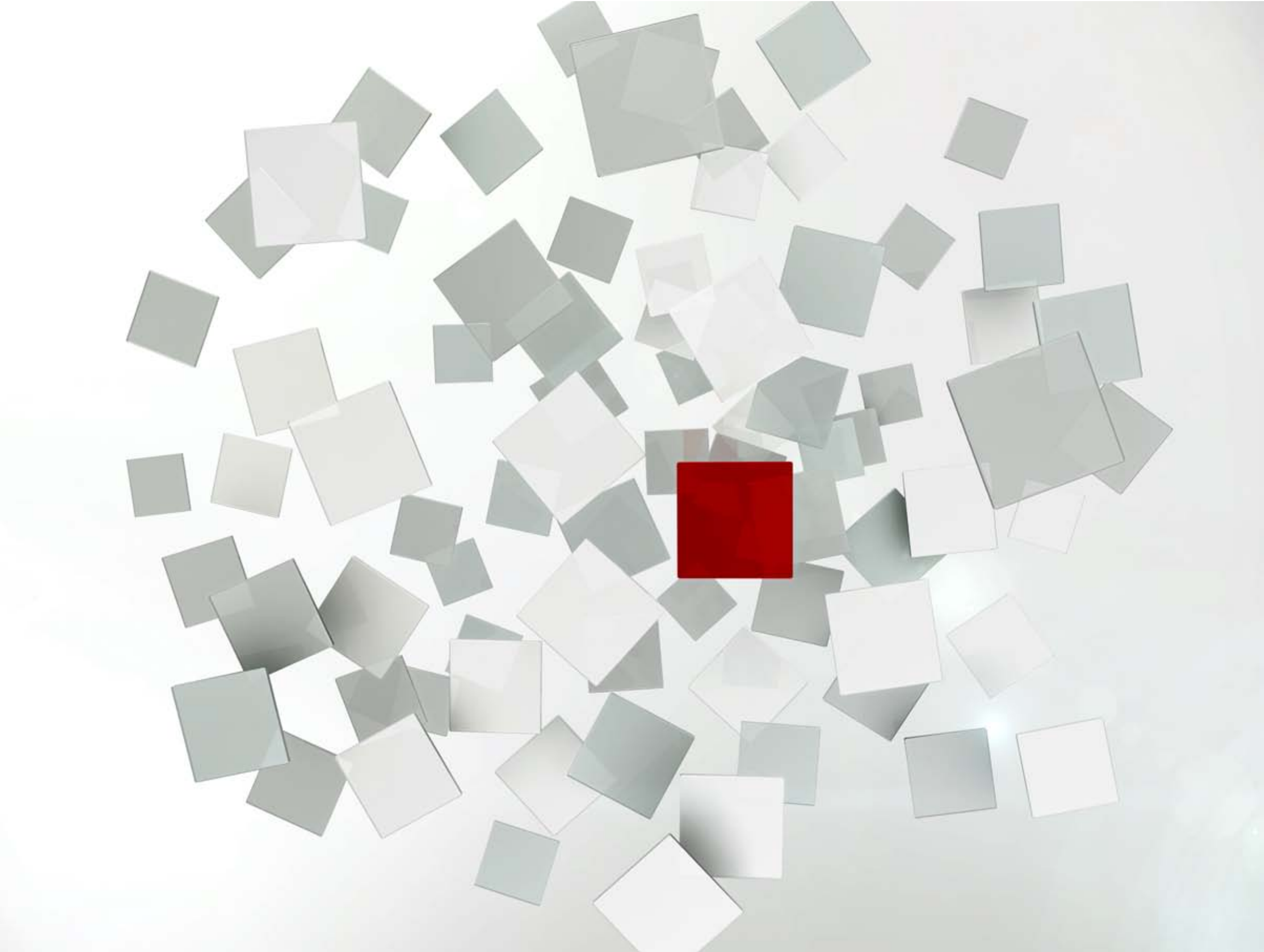
**Why Fujitsu?**  
**Low-risk, fast-track access to new markets and opportunities:**  
Fujitsu's cloud is up and running now. It's proven and reliable, serving a myriad of customers around the clock, around the world. We already have 20 ISVs in the UK and Ireland on our cloud platform – and over 100 globally. We plan to more than double the size of the UK and Ireland community during 2012. Our cloud is real and ready.

**Access to Fujitsu customer base:** Members of the ISV Programme have opportunities to sell to end customers using utility-based pricing mechanisms. Your propositions will feature in our Business Solutions Store, making it easy for customers to discover what you have to offer and take advantage of it.

**Mutually beneficial partnership:** We want to grow a community of proactive ISVs with ambitions to enhance their markets and bring extraordinary value to their customers. The more business you do, the stronger our cloud becomes as more ISVs and customers choose to join us.

**Committed to working with small and medium-sized enterprises:**  
We value the innovation that new and specialised companies create, and we put our full weight behind great ideas. The agility and diversity of our ISV community is a major asset to Fujitsu's client base. We also have a strong interest in the enduring success of our partners.

**An active ISV community:** ISV Programme members gain access to our active community, which includes regular events hosted at Fujitsu's offices, newsletters, press support and mechanisms for building alliances. It's real networking for ISVs – and a way for you to shape the evolution of our services.





## FAQs

### Why should we choose Fujitsu?

We're the world's third biggest IT services company and our cloud platform is built on the very best technology, expertise and insight. We know that the cloud is core to your future evolution – and we know that delivery via the cloud is a compelling option for your customers. Our cloud platforms are serving over 100 users around the world today and every day. We won Best Application Delivery Platform at the ISV European Software Excellence Awards in March 2012. We're ready to take you on the next stage of your journey.

### How do we benefit from the Fujitsu cloud platform?

You get flexible residency on a high quality, high performance global cloud that's trusted by corporations around the world. You'll gain new flexibility over your business model, with the power to move from charging on a licence basis to a SaaS basis – at your pace and in your chosen markets. You'll also gain access to new international markets.

### How fast can we get on board?

You can count on being operational within a matter of days, depending on the complexity of the services you're offering. Our joining process is designed to get you up and running without delay.

### How much does it cost and are there any up-front charges?

There is no registration fee or upfront charges for using Fujitsu's global cloud service. Our offering is self service so you can build the configuration to meet your client requirements and flex it up and down to meet demand and you will only be charged for what you use.

If you also want to offer a 'Pay as You Go' model then integrating your software with Fujitsu's Solution Store provides you with billing information based on usage. The charge for using the solution store will be based on a percentage of revenue you recover from your clients; there is no up-front charge for this service.

### How secure and reliable are your systems?

The Fujitsu Global Cloud Platform is designed to provide enterprise-class security and reliability in a 'Pay as You Go' platform. The service is built on Fujitsu technology and is hosted in a Tier III data centre which is Gold certified by the Uptime Institute and is run to meet the ISO27001 standard. The service comes with a target SLA of 99.95% and there is service support available 24 hours per day at no extra charge. There is redundancy built into the entire architecture of the platform, with high levels of security as standard.

### We thought you worked with large companies only?

We work with organisations of all sizes, in all sectors, all over the world. We already have a strong focus on SMEs, especially in the government space and via our corporate responsibility programme. We're interested in partners with vision, ambition and the power to execute on their plans – whatever their size.

### Are you working with other ISVs and why did they choose you?

We currently have 20 ISV partners in the UK and Ireland and over 100 globally. Our partners choose us for many reasons: because we're active in their target markets, because we've been recommended by their peers and because our cloud platform is mature and proven. ISVs also tell us that working with Fujitsu enhances their standing with existing and prospective customers.

### How do I find out more?

Contact Steve Powell on +44 (0) 7867 824544  
or email [Steve.Powell@uk.fujitsu.com](mailto:Steve.Powell@uk.fujitsu.com).

There's been plenty of talk about the cloud – now's the time for a proper conversation.

<http://www.fujitsu.com/uk/services/application-services/isv/>



### What our ISV partners say:

*"As a leading Optimisation-as-a-Service vendor, we were looking for a partner we could really trust to help launch our cloud offering into new markets. We were attracted by Fujitsu's reputation for reliability, uptime and security, but most important to us is that Fujitsu really understands how to collaborate with early stage high-tech companies and we admire their experience of getting innovative ISVs exposed to valuable opportunities. We completely trust Fujitsu with all of the infrastructure and merchanting processes, which means we can concentrate on our value-add with the end-customer."*

**Daniel Hulme, CEO, Satalia**

*"Fujitsu's Business Solutions Store provides Tickethour UK with a strong route to market. We were looking for a partner that gave us flexibility, scalability, experience and security and Fujitsu ticks all these boxes. We are able to leverage the Fujitsu brand, adding an extra layer of credibility to the solution and its delivery and our customers benefit from the security of a 'one stop shop' from a global brand like Fujitsu."*

**David McClellan, CEO, Tickethour UK**

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