

Digital Co- Creation with Hybrid IT

Fujitsu World Tour 2017

FUJITSU

shaping tomorrow with you



#FujitsuWorldTour

Human Centric Innovation

Digital Co-creation

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Fujitsu Service Sales



The Industrial Revolution

The original disrupter that brought us to a new world



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- The background of the slide features a grayscale image of four people (three men and one woman) standing around a table, looking at a large screen or map. Overlaid on this image is a semi-transparent, stylized cityscape or architectural drawing with various lines and shapes, creating a modern, technological feel.
- The Industrial Revolution was a period of rapid growth in use of machines in manufacturing and production that started in the mid-1700's.
 - Today most of these technologies has been disrupted or even no longer exist.

Digital Waves - the Technology Story



1st Wave

The Internet

Connected, online

Online consumer business

2nd Wave

The Mobile Internet

Real-time, anywhere

3rd Wave

The Internet of Things

Convergence of physical & digital

4th Wave

AI and Robotics

Knowledge & automation

Hyperconnected World

A huge impact to every industry

This is a revolution

There will be winners and losers, some will unfortunately die...



- Does your business really understand the extent of change needed to its behaviours to remain relevant in an 'always on' world?
- Can you drive sustainable innovation alone?
- How do you engage the always on consumer?
- Do you understand the impact this has on your digital business platform?

Does your business understand the extent of change needed to its behaviours to remain relevant in an *'always on'* world?



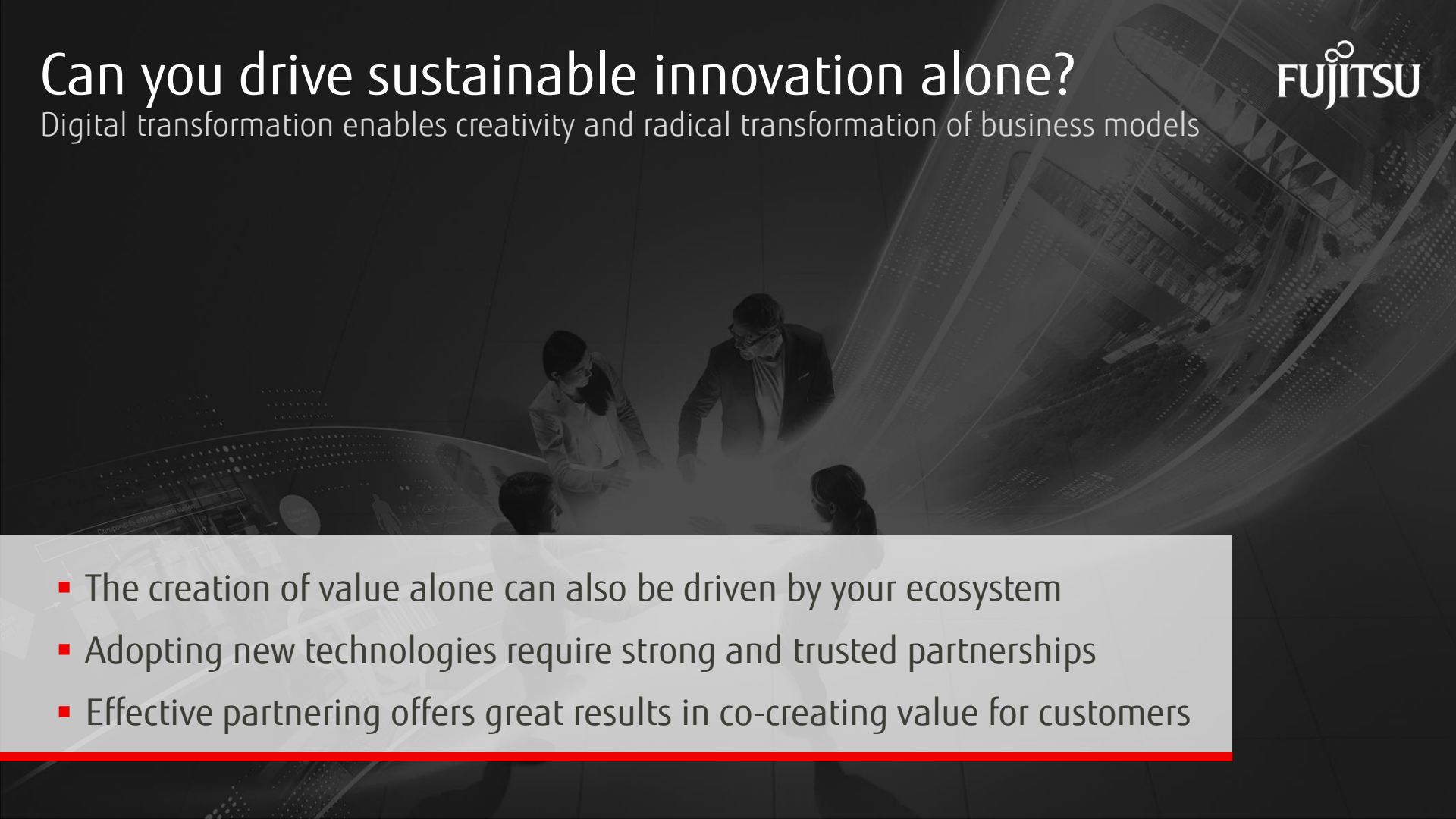
A shift in the way you organize your business and focus on the customer is essential

- Continuous delivery is essential for you to co-create with speed
- Iterative delivery often delivers an outcome aligned to the business need
- Building a culture and philosophy of enabling creativity is important

Can you drive sustainable innovation alone?



Digital transformation enables creativity and radical transformation of business models

- 
- A grayscale photograph of four business professionals (two men and two women) standing around a table, looking at documents. The image is overlaid with a semi-transparent digital cityscape and data visualization, including a large globe and various charts and graphs, suggesting a high-tech or digital business environment.
- The creation of value alone can also be driven by your ecosystem
 - Adopting new technologies require strong and trusted partnerships
 - Effective partnering offers great results in co-creating value for customers

How do you engage the '*always on*' consumer?

Leveraging data and digital to significantly transform your customer interactions



- Human centric technology is at the heart of the digital world
- Imagine being able to give your customers the very best experience wherever they are from any environment and in any language
- Reimagine your business interactions leveraging data from various previously unusable sources of data such as video, images and audio

Do you understand the impact this has on your digital business platform?



Providing the building blocks for your developers to accelerate competitive advantage

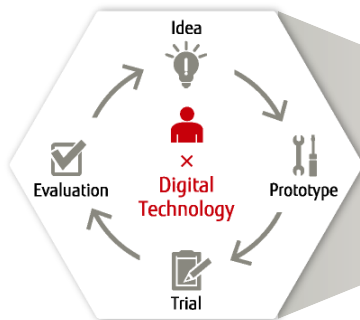


- Unlocking your business requires a powerful platform
- Your digital platform will extend your business to partners, developers and enable you to interact globally with ease
- API's are the powerful key to unlocking business agility, aid in the automation of processes and in developing new business models

The Customer Journey

Digital Project

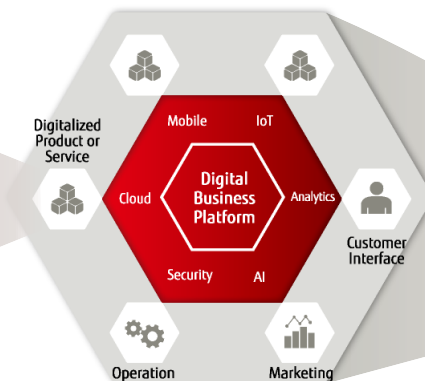
- Apply digital to a function or a product / service



Co-creation

Digital Business

- Apply digital to the core of business
- Extend Digital Ecosystem



Platform

Digital Arena

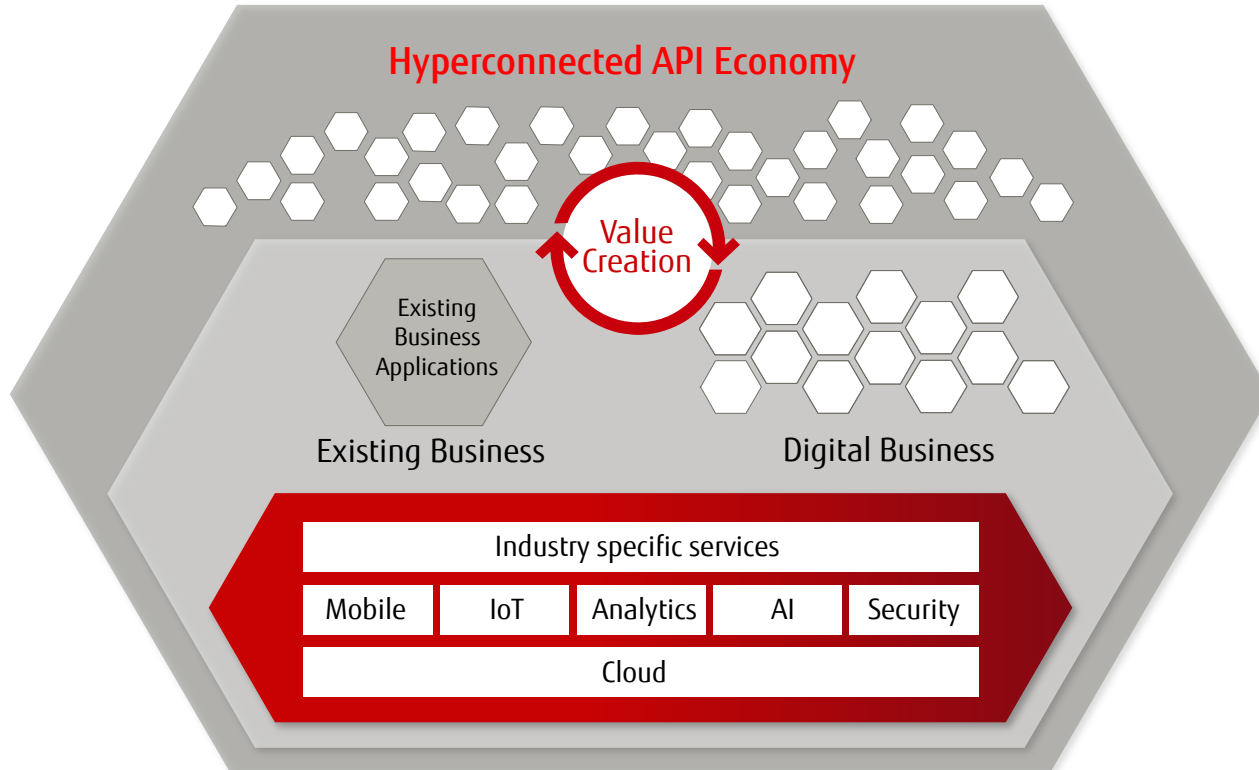
- Move from an existing industry and work in a new Digital Arena



Orchestration

What does a Digital Platform Look Like?

Powerful advanced technology integrated, hyperconnected to grow your business



Fujitsu Cloud K5 - IaaS/PaaS

Hybrid IT Managed Services for Cloud

Hybrid IT Transformation

Orchestration

Digital Co-Creation with Hybrid IT

Fujitsu Cloud K5 - IaaS/PaaS

Key Market Drivers

Operational Efficiency



Cost



Infrastructure



Must not fail

Digitalisation



Competitive Advantage



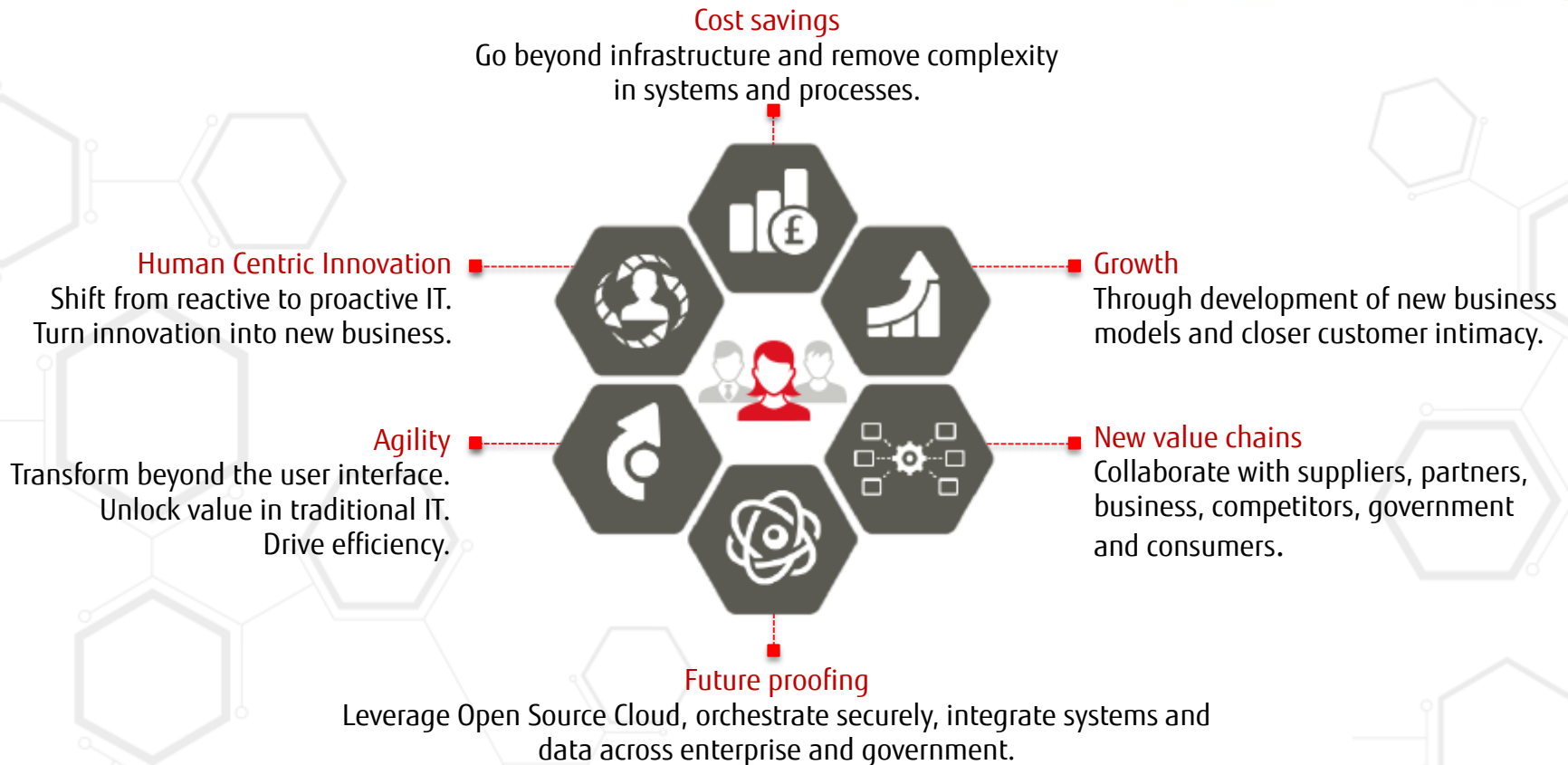
Business Platform



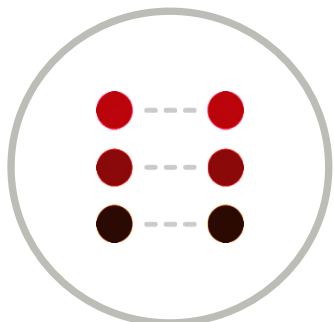
Engaging Customers

HYBRID IT BRINGS IT ALL TOGETHER

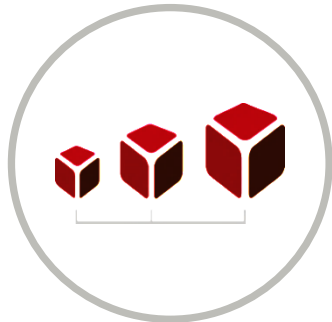
Challenges in Digitalization



Fujitsu Cloud Service K5



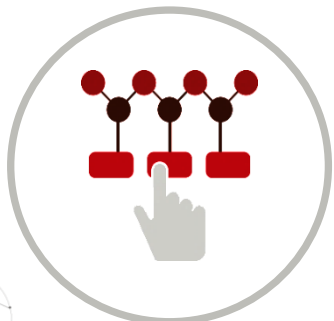
Open



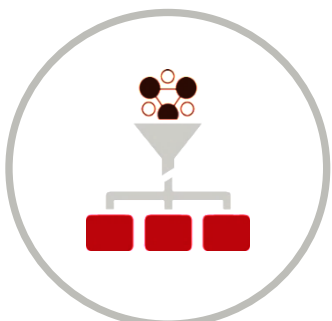
Compatible



Scalable



Agile



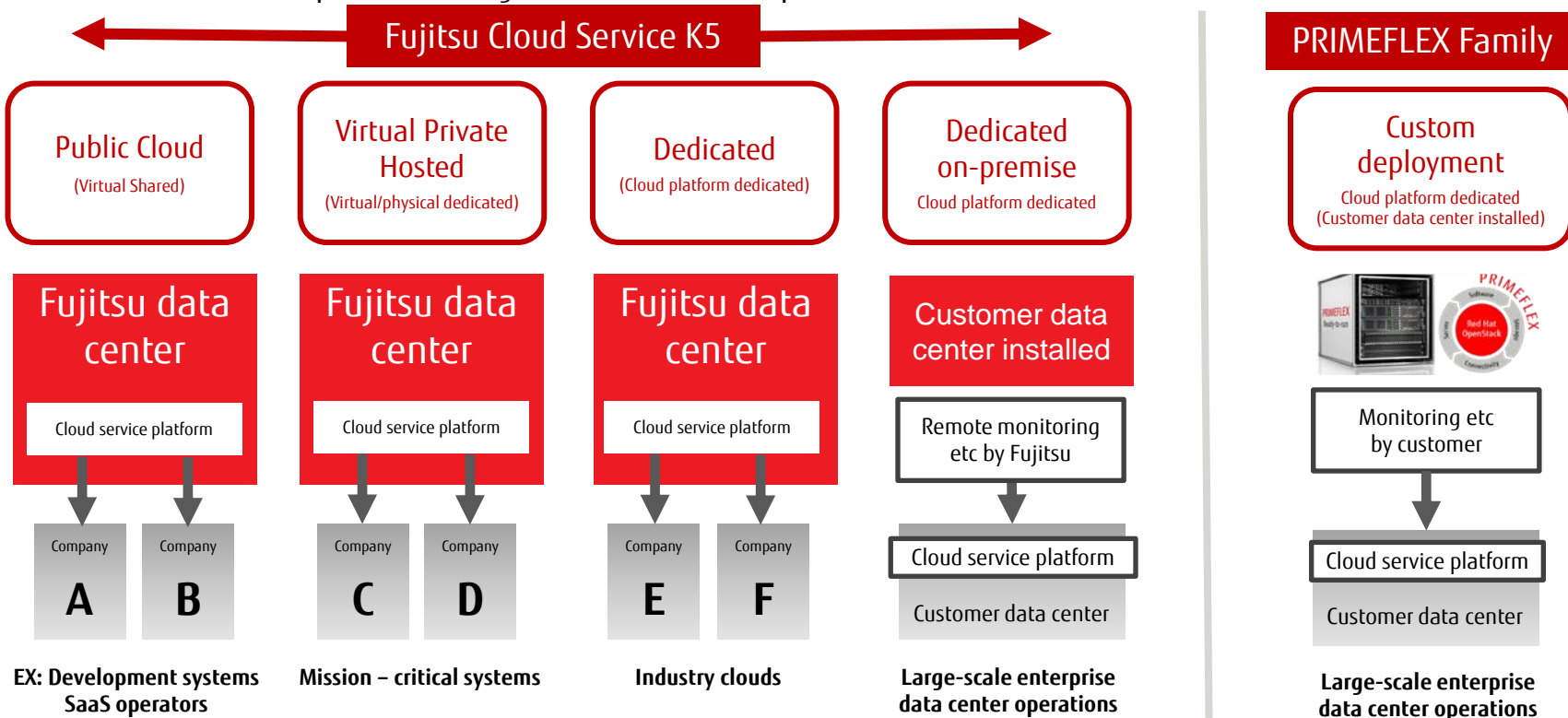
Enterprise Focused



Lowest TCO

Open, Agile & Compatible deployments

100% compatible across all options enabling migration and integration
OpenStack management and a choice of platforms: VMware, Bare Metal, KVM



Scalable globally



K5 Platform will be delivered across the Globe in 2016 as public cloud and private cloud

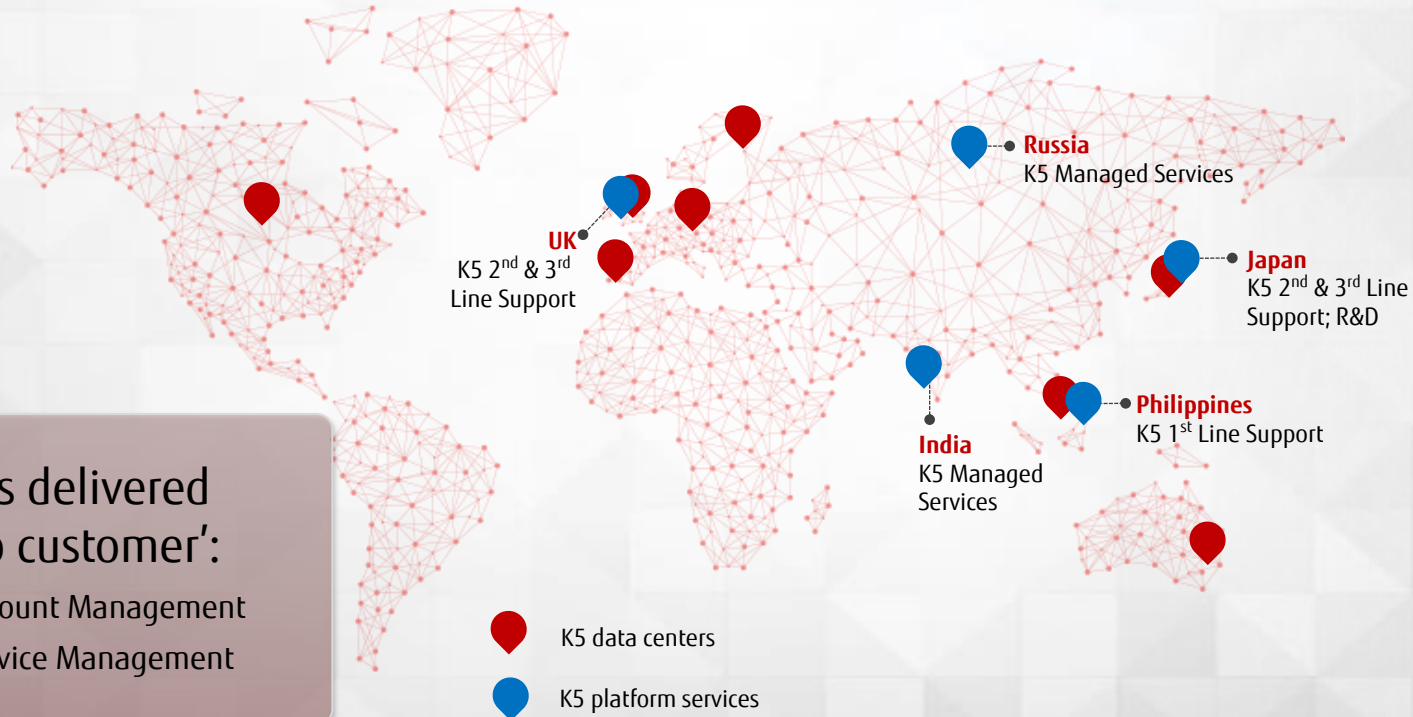


K5 allows users to log on to all availability zones making IaaS and PaaS services consistently accessible globally

Global K5 platform services



K5 is supported globally from our Global Delivery Centers
Customers benefit from local account and service management

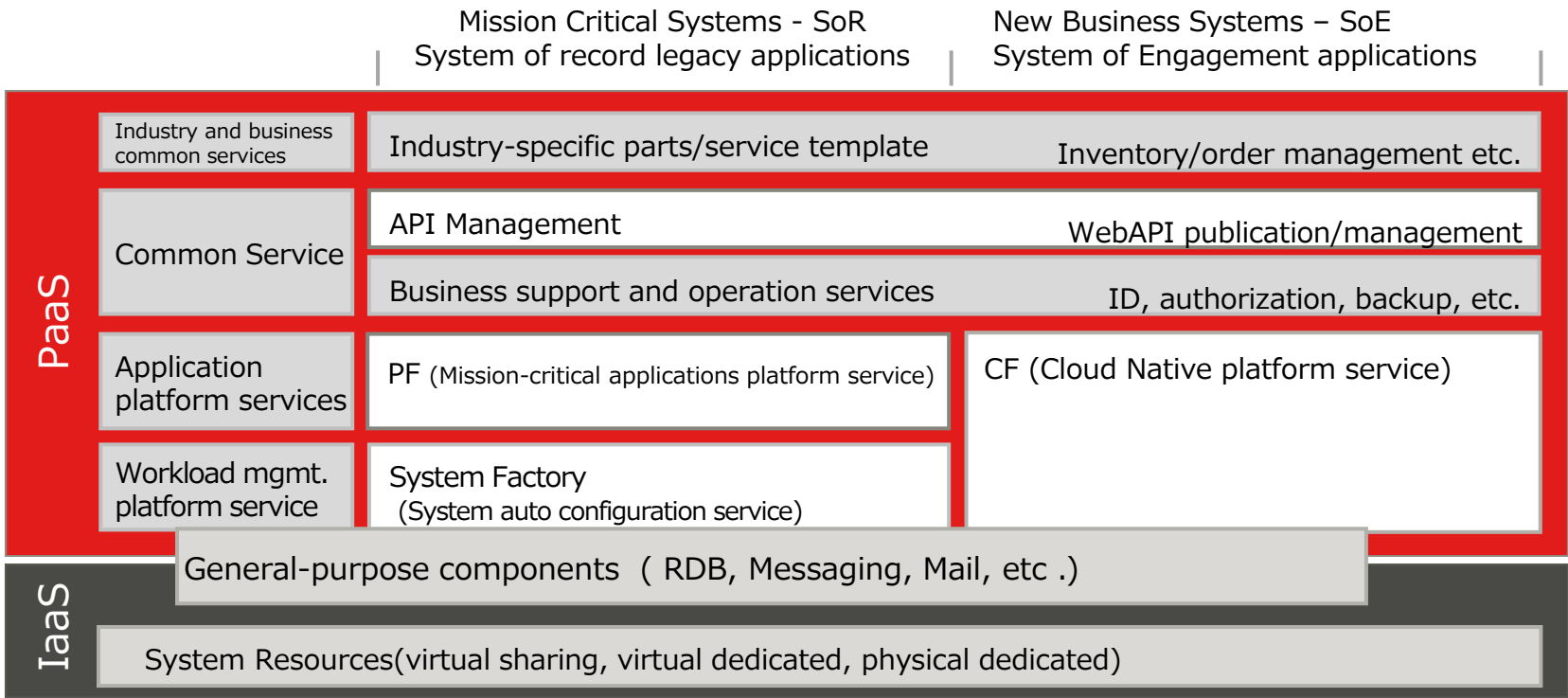


Services delivered 'next to customer':

- Account Management
- Service Management

K5 Service stack

■ In addition to the IaaS functionality for system resources, a range of PaaS functions.

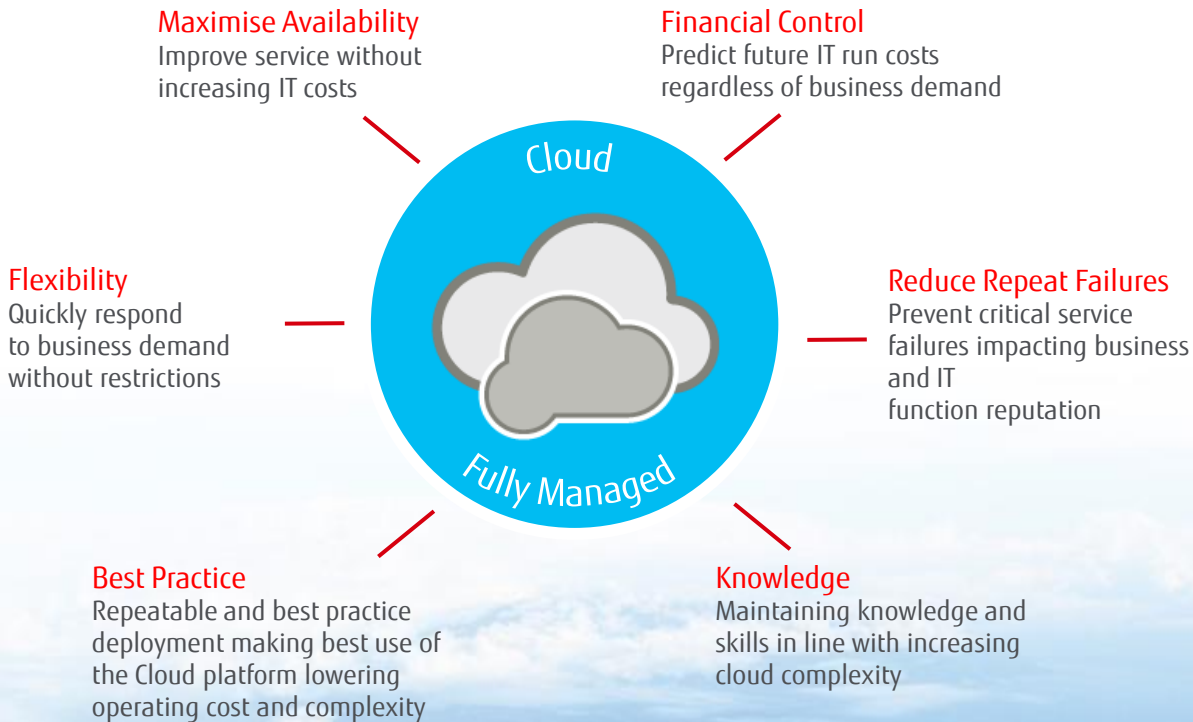


Digital Co-Creation with Hybrid IT

Managed Services for Cloud

Cloud – Fully Managed

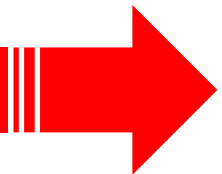
Enabling your journey to digital by managing the **complexity** of Cloud, providing **migration** and **proactive management** of business services running on the cloud.



The Fujitsu End-to-End Service



Fujitsu Delivering a full range End-to-End Services for



- Assessing customer's requirements and help the customer **planning** for deployment to Cloud.
- Help to **enable** the customers on Cloud, include Migration, application re-platform and optimizing of workloads for the cloud
- **Operate** a customers services on Cloud, allowing the customer to focus on business services while Fujitsu focuses on the operations



Planning



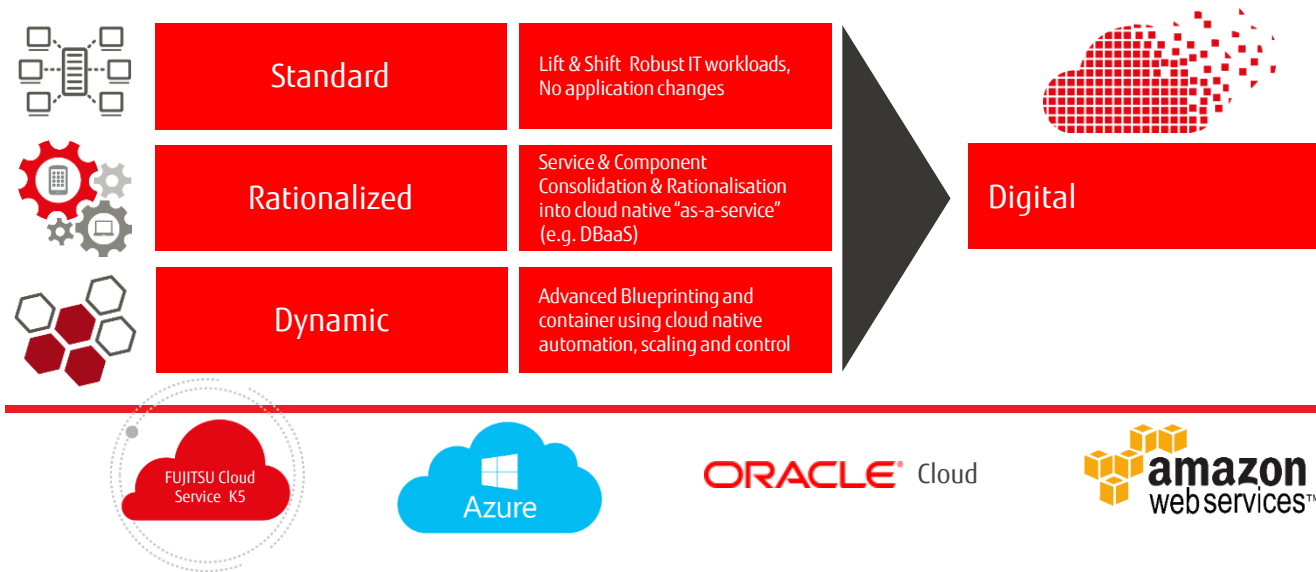
Enable



Operate

Hybrid IT Managed Services

"Delivering managed services in a Hybrid IT world"



- Deliver & manage to the agility of the underlying platform
- Multi skilled deployment, multi skilled management
- On/Off capability to reduce customer operating costs on the platform, e.g. services running only when needed
- Clear delivery in a standard way regardless of the platform, using best practice from the vendors (e.g. Fujitsu, Microsoft etc.) and the experience of actually deploying
- Capability to deal with regular maintenance including patching, monitoring in an "only when needed" state?

Service Overview



Hybrid IT Managed Service



Managed Operating System
Managed Database
Managed Infrastructure Application



Delivered remotely from our secure
Fujitsu Global Delivery Centres



Simple utility based charging –
per component managed



Varied support response models
24x7 P1 support response option



Value add-on services

Features



Traditional IaaS & PaaS Deployment
& Management



Full Service Monitoring



2nd and 3rd Line Technical Support



Patch & Security Management



User Rights Management



Proactive Management & Monitoring



Billing management



Cloud Backup Management



Security Access Maintenance



Cloud Vendor (4th line) Contact &
Management



Cloud Usage Forecasting

Note: Level of feature varies depending on service type selected. Pre-requisites are a high level example.

Digital Co-Creation with Hybrid IT

Transformation

What do our clients want?

❖ Art of the Possible

❖ IT Strategy / Plan / Blueprint

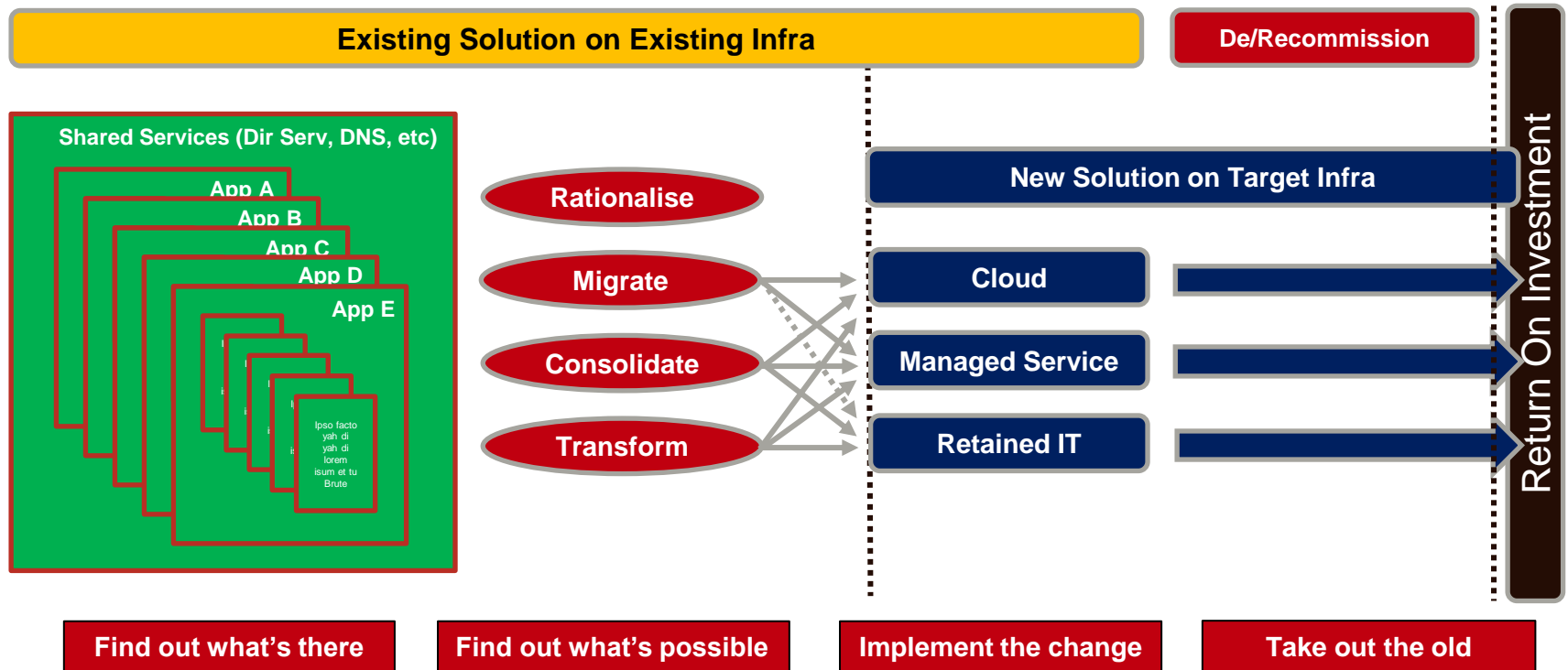
- Current State
- Future State View
 - Cloud Workloads
 - Traditional Workloads
- Transformation Plan
- Costing / ROI input / ROI

❖ Implementation

- POCs
- Migration
- End-2-End Testing
- Go-Live
- Decommissioning
- Programme Management

Hybrid IT Transformation – Implement

Transform the plan into outcomes



The client value of Hybrid IT Transformation



Increase transformation speed

Migration from old to new by Hybrid IT experts using leading edge automated tools



Minimise business disruption

Lower risk migration by Hybrid IT experts with a track record of successful delivery



Drive your ROI objectives

Robust methodology that focuses on your business outcomes and return on investment



Boost your IT services reputation

Quickly provide the agile and responsive environment that your business units want



Remain in control

Choose to own elements of the migration with Fujitsu managing the end-to-end approach



Transform at your pace

Flexible service that scales from simple environments up to global multi-site data centres

Digital Co-Creation with Hybrid IT

Orchestration

Complexity is your new reality

Over 100 Suppliers

No Visibility

Undefined Service
Model



Increasing Costs

Lack of Financial
Control

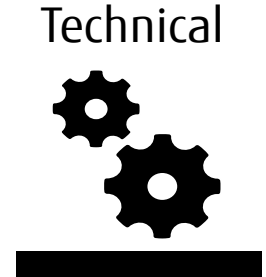
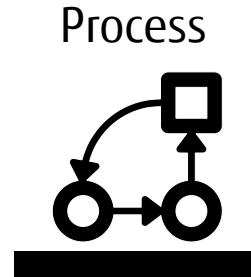
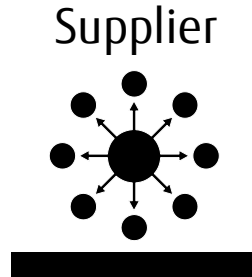
Failed Compliance
Audits

.....but what is orchestration?

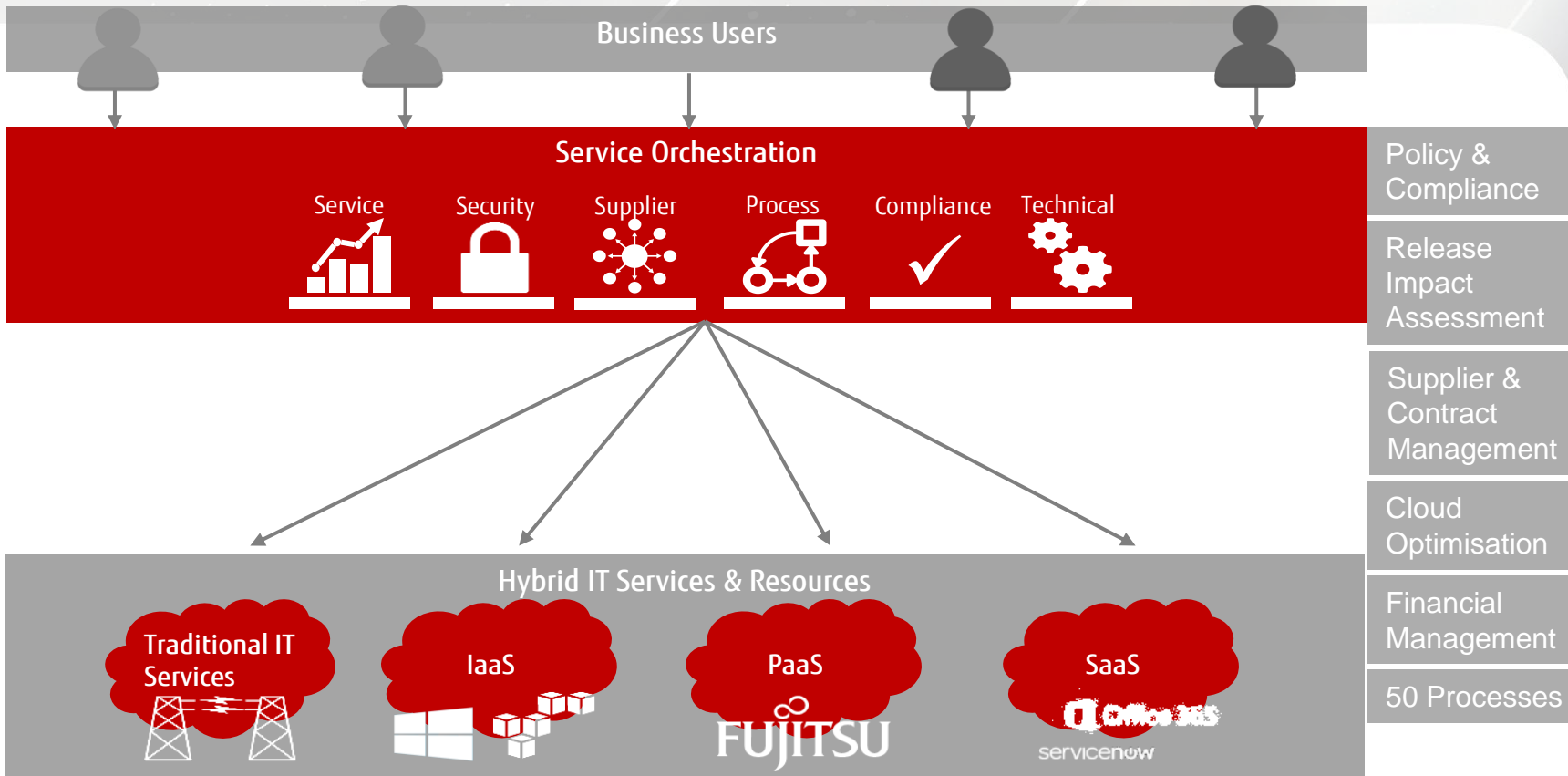


Orchestration manages your Hybrid IT landscape from service management, down to the technology layer, providing governance, visibility and control of all services against changing business needs.

Orchestration, the six focus areas...

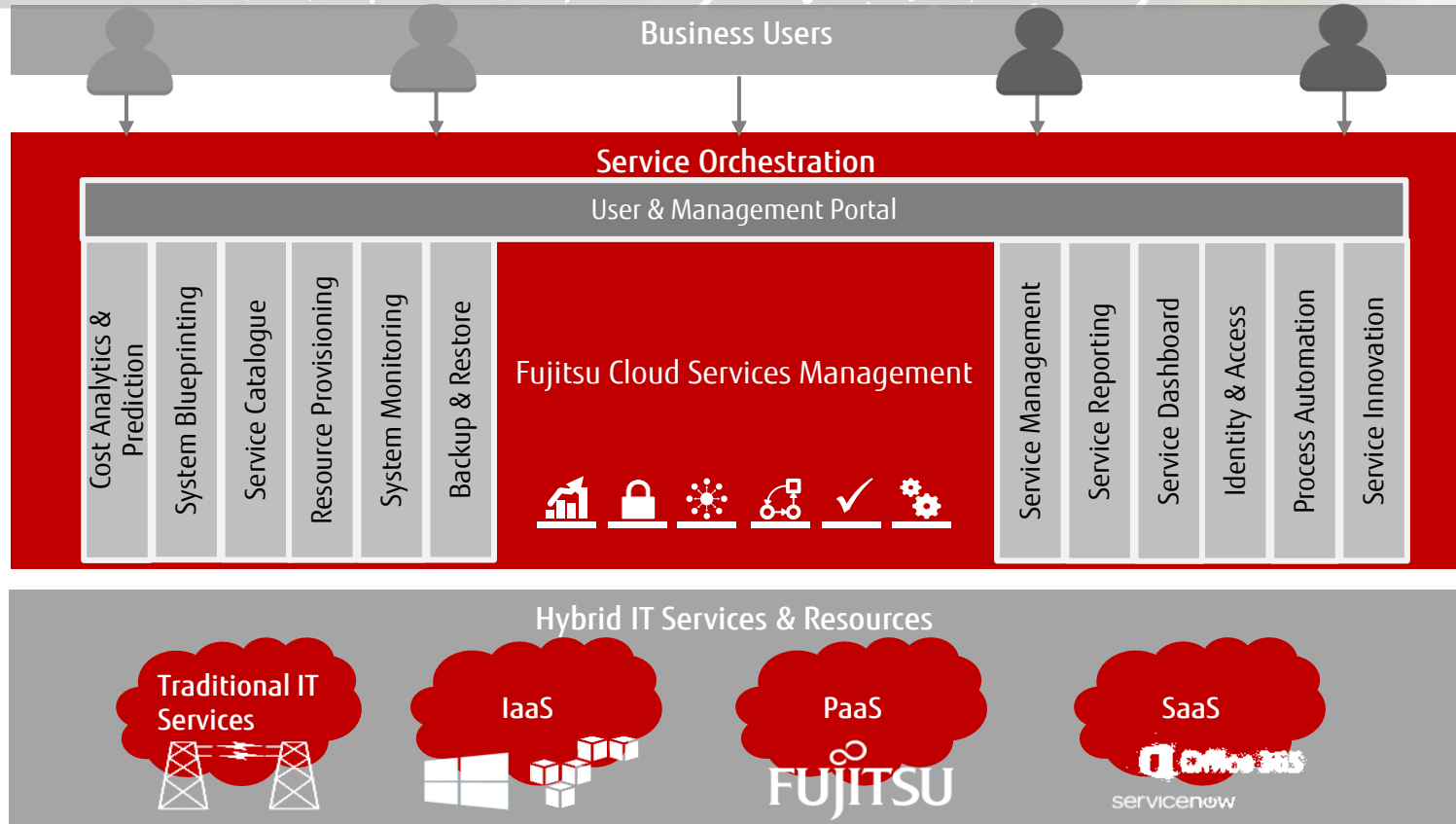


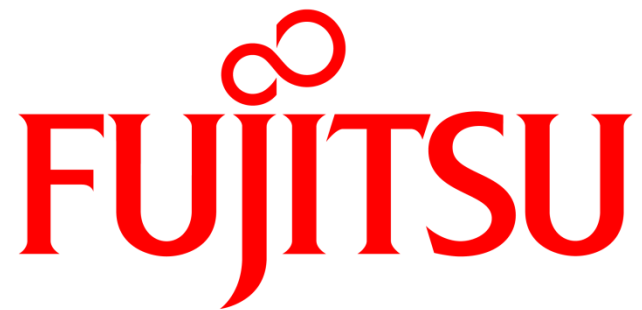
Orchestration, what's in the box...?



Fujitsu provides an orchestration service, controlling and setting the standards for service provisioning.

Orchestration, what's in the box...?





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