FUJITSU Cloud Services Management

Reducing the cost and complexity of managing hybrid IT

shaping tomorrow with you

More cloud services –
new management challenges

In a world of fast-paced change, success depends on having the agility to innovate around shifts in the landscape – preferably before the dust has even settled. Cloud has been invaluable in helping CIOs enable this agility, but it's caused a sea change of its own. Hybrid IT – where robust, on-premises systems integrate seamlessly with fast cloud-delivered elements – is the new reality.

This new reality, where services are procured not only by IT departments but individual business units too, requires new management tools. FUJITSU Cloud Services Management addresses the key challenges of managing hybrid IT, balancing the freedom to innovate with the power to control – all while delivering savings of up to 70% in operational management costs.

FUJITSU Cloud Services Management:
- Is designed for aggregating, integrating and managing all your cloud and non-cloud services
- Is delivered as a cloud service with cloud utility pricing
- Provides a single pane of glass to monitor and manage the whole IT estate

As cloud adoption surges, organizations are looking to turn the new megatrends of social, mobility and big data into a competitive edge. FUJITSU Cloud Services Management delivers the tools to effectively tackle these new challenges in terms of integration, unifying management, reducing risk and controlling costs.

MORE CLOUD, NEW CHALLENGES

Our research has identified a number of issues that come with adapting to this new hybrid model of IT. These include:

- **Integration** – business unit leaders say integration issues prevent them from getting the best out of their cloud investments or effectively leveraging the value of on-premises systems
- **Risk** – organizations need to plan to handle the new risks that emerge around data security, service disruption and regulatory compliance
- **Balance** – modernization projects need to simultaneously focus on traditional, robust elements of the IT infrastructure as well as cloud – not just the latter
- **Unified management** – IT departments need to be able to manage cloud and non-cloud systems alongside one another more effectively
- **Cost control** – business leaders need transparency in order to manage costs as cloud adoption increases

To read our latest research and practical advice on how to respond to these emerging challenges, download The White Book of Managing Hybrid IT and the Managing Hybrid IT infographics from our website.
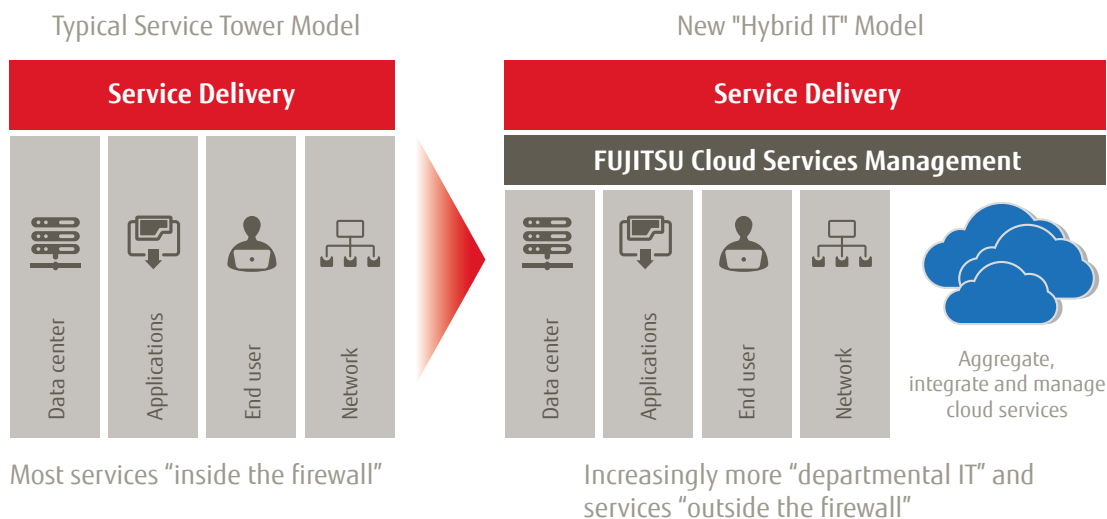
DIGITIZE WITH CONFIDENCE

In an increasingly fast-moving world, the speed with which businesses can respond to customers' needs is a huge factor in determining their success. On the one hand, organizations need to make better use of the data at their disposal – creating a connected analytics picture to anticipate opportunities around the corner. On the other, business units need the freedom to innovate processes that will allow them to seize these opportunities as soon as they arrive.

Integrating digital initiatives with robust systems, FUJITSU Digital Business Platform MetaArc is a digital enablement platform designed to help businesses do both. It provides:

- **Connected data streams** – by integrating the two speeds of your IT infrastructure, FUJITSU Digital Business Platform MetaArc allows you to make better decisions based on a fuller analytics picture
- **Reduced risk and easier management** – with the tools to bring together and control your entire estate, the governance issues raised by hybrid IT can be resolved – meaning business units have more freedom to experiment, innovate and excel
- **True agility** – FUJITSU Digital Business Platform MetaArc creates an inherently flexible IT environment, allowing business units to shape their resources around the needs of their customers, as and when they change
- **Complete control, alongside rapid modernization** – by ensuring cloud and non-cloud systems not only work together but enhance each other, FUJITSU Digital Business Platform MetaArc allows you to undertake digital initiatives – whether based around mobility, IoT, big data or AI – within a simple management framework

'Hybrid IT' –
the new reality for IT services

A new kind of IT environment is rapidly emerging – one that combines both cloud services and traditional IT. This new hybrid model differs from what went before in that it facilitates increasingly departmental IT with many services now being delivered from "outside the firewall".

Typical Service Tower Model

Service Delivery

Data center	Applications	End user	Network

Most services "inside the firewall"

New "Hybrid IT" Model

Service Delivery

FUJITSU Cloud Services Management

Data center	Applications	End user	Network	Aggregate, integrate and manage cloud services

Increasingly more "departmental IT" and services "outside the firewall"

Embracing hybrid IT will give you a competitive advantage

Our research suggests that organizations who react and reconfigure the way they manage a radically different IT landscape will be better positioned for the future. Not only are they able to innovate at a greater speed, they're less vulnerable to security risks and system performance issues, while being more responsive to changing customer demands.

The CIO as a broker of services

Our research, The White Book of Managing Hybrid IT, shows that for many organizations the role of the CIO and the IT department is evolving from that of IT provider and procurer to that of advisor and broker.

While the CIO remains the driver of the organization's IT strategy, there will be a more fundamental shift of the IT function as a whole as business leaders take a greater role in deciding which systems to buy or use.

FUJITSU Cloud Services Management is designed to support this evolution, providing the IT Department with the tools they need to make it easy for cloud and non-cloud services to be introduced and managed in a cost-effective and compliant manner.

"Businesses that embrace the hybrid IT model stand to gain substantial competitive advantage."

Making cloud adoption safe,
easy and simple for the business

Business units should be empowered to exploit cloud – but they need the right framework to maximize return and minimize risk. Our research shows that the IT department needs to adapt and play a greater role as a cloud enabler and a broker of services for the business.

This means reviewing their approach to service integration and end-to-end service management and looking at new service delivery tools that ensure all data is protected, user access is controlled and cloud and non-cloud IT services are managed and governed correctly.

"The IT department's tools and systems must evolve to effectively manage hybrid IT."

FUJITSU Cloud Services Management allows seamless management and monitoring of all IT services. This includes existing infrastructure and cloud services from Fujitsu and other providers.

To effectively manage a hybrid IT environment, businesses need a system that lets them manage all aspects of every service – from protecting data to optimizing performance.

FUJITSU Cloud Services Management does exactly that. By aggregating the various services used across the business, IT departments can turn a patchwork of solutions into an integrated, consistently managed, well-governed IT service – all via a unified management portal.

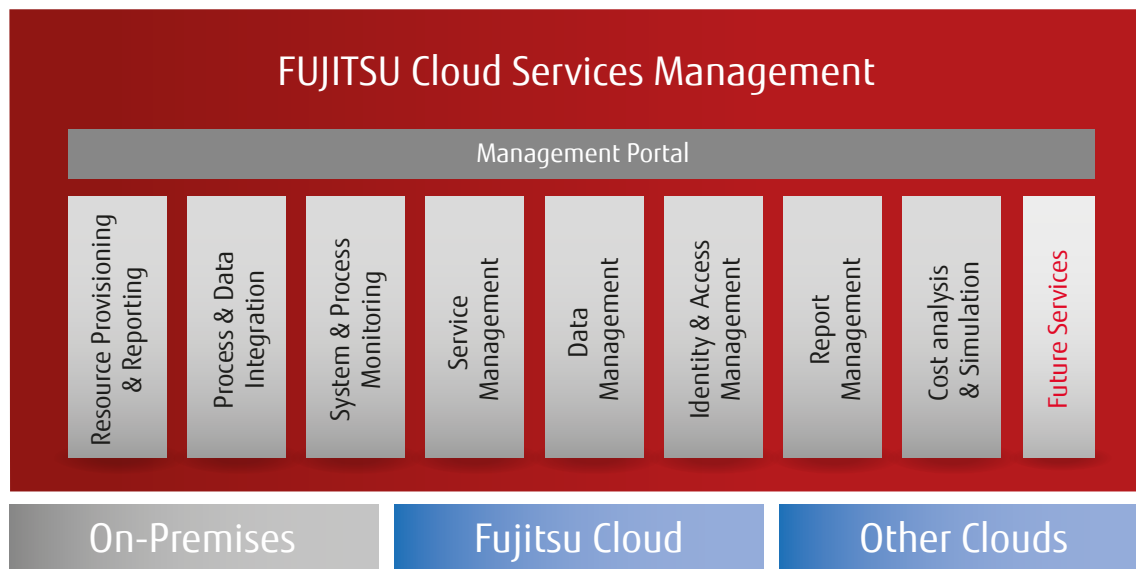"IT services can be delivered consistently whether users are accessing a cloud service or an on-premises system."

Reduce the cost of managing hybrid IT

FUJITSU Cloud Services Management is designed to support the drive for innovation. Using our expertise in unifying fragmented cloud and non-cloud IT architecture, we provide an easier, simpler and safer approach to managing hybrid IT – while significantly reducing costs. In fact, based on our own experience and industry figures we estimate that clients could reduce the operational cost of managing hybrid IT by up to 70%.

OUR APPROACH ENSURES THAT:

- Business units can adopt new cloud services easily, in a way that ensures risks are understood and cloud services are managed and governed appropriately
- Existing cloud services can be easily onboarded and managed within the service delivery framework
- There is end-to-end visibility over business processes that span both cloud and non-cloud systems
- Data is backed up independently of the cloud service
- Identity management and access control is managed across all IT services – whether cloud or on-premises
- Comprehensive usage and cost information is readily available
- The IT department knows how cloud services are performing before users call the service desk

Reducing the risk and costs
of managing hybrid IT

FUJITSU Cloud Services Management

Management Portal

| Resource Provisioning & Reporting | Process & Data Integration | System & Process Monitoring | Service Management | Data Management | Identity & Access Management | Report Management | Cost analysis & Simulation | Future Services |

| On-Premises | Fujitsu Cloud | Other Clouds |

It provides the following functionality:

1. Management Portal
- Gain a single point of entry into FUJITSU Cloud Services Management and manage the end-to-end service of hybrid IT in a unified way
- Aggregate cloud management services to enable easier adoption of cloud for business units
- Manage all cloud services in a consistent way whether purchased from Fujitsu or third-party suppliers

2. Resource Provisioning and Reporting
- Simplify and centralize the provision of cloud and non-cloud resources, including infrastructure, platforms and software via a service catalog
- Access IaaS, PaaS and SaaS cloud services irrespective of whether they are delivered from private clouds, private hosted clouds or public clouds
- Provide a 'service wrap' so on-premises applications can be presented as if they are SaaS applications
- Deliver 'Bring Your Own Cloud' to business units using a system that allows services to be made available quickly and easily and taken away when no longer needed
- Enable a 'pay as you use' model for services selected from your catalog

3. Process and Data Integration
- Integrate systems, processes and data for cloud and non-cloud services through Fujitsu's powerful iPaaS engine
- Connect data within services to unlock new opportunities and create new business processes, and quicken time to market
- Rapidly deploy integrated solutions to bring together processes, services and systems
- Integrate Public Cloud services like Salesforce® with enterprise systems like SAP® to deliver support for new or improved applications or business processes
- Ensure all systems are communicating properly and that critical business processes involving multiple system are executed as efficiently as possible
- Seamlessly link services, processes and data using a drag-and-drop interface and the library of over 2,500 preconfigured connectors

4. System and Process Monitoring
- Gain a single, holistic view of systems and processes irrespective of where they run, even if a process spans cloud and non-cloud systems
- Use a single, unified interface to track all the vital, dynamic resources that the business relies on, giving comprehensive monitoring insights needed to ensure business IT performs optimally at all times
- Use Business Activity Monitoring to see what's happening within individual processes, e.g. the number of sales transactions per hour

5. Service Management

- Receive consistent and proactive information on the performance and availability of all IT services, whether they are cloud or on-premises systems
- Use a comprehensive SaaS-based IT service management solution for managing, coordinating and optimizing all aspects of service delivery in a hybrid IT environment
- Use the built-in best practices and action based workflows to boost service levels while reducing costs and improving efficiency

6. Data Management

- Simplify the backup and recovery of data across cloud and non-cloud systems from a single portal, minimizing the business's storage footprint, while ensuring data is encrypted at rest and in transition
- Deploy a vault wherever it's necessary to ensure fast, local backup and restoring of data – whether to support branch offices or backing up of sensitive data to a specified location
- Leverage the power of a cloud-connected data protection system to either replace or complement existing approaches so that all data is always fully secure

7. Identity and Access Management

- Provide a cloud-based federated single sign-on to manage who can access which systems (cloud and non-cloud) and from which locations
- Reduce the risk of inappropriate access and fraud and avoid potential problems when people join or leave the company or change roles internally
- Make it possible for users to sign in once and share credentials across domains using advanced identity federation
- Reduce costs when deploying new systems and simplify the user experience
- Deliver advanced authentication and risk profiling (device, time and location) that works seamlessly across cloud and non-cloud systems

8. Report Management

- Get a clear view of service levels and expenditure right across your IT estate, including billing data from services hosted on both private and public clouds
- Turn insight into action with a graphic dashboard that presents cost saving opportunities through clear visualizations
- Drill down into spending on a granular level by location, business unit or service and make use of chargeback capabilities
- Stay on top of budgeting with real time alerts

9. Cost Analysis and Simulation

- Use our advanced simulation tool to model 'what if?' scenarios and forecast the potential costs before new services are deployed or existing ones altered
- Combine data streams from across the organization to build a full picture of the impact such decisions will have

What's in it for the stakeholders?

For Business Leaders	For the CIO
The agility that's needed to innovate and develop the business, faster	Having the framework and tools to act as a cloud enabler
The reassurance that cloud services will be managed and governed effectively as part of the wider IT estate	The ability to offer a 'Bring Your Own Cloud' option for the business alongside in-house, non-cloud systems
Ensuring effective risk management of cloud services for the board	The ability to measure usage and manage cost allocation for cloud services
Having sight and control of the spend on cloud services to maximize the return for the organization	Reducing the operational management costs of hybrid IT by up to 70%

PROFESSIONAL AND MANAGED SERVICES

We offer a range of managed services to make the transition to a hybrid IT environment smooth and easy:

- Deploying and integrating the platform into an organization's existing IT environment
- Managing the platform once deployed
- Setting up a marketplace for the business to offer cloud services to all departments
- Overseeing the onboarding of new cloud services
- Managing these cloud services once they are deployed

FUJITSU Cloud Services Management –
delivering competitive advantage

With these capabilities in place, CIOs and IT departments can support a model of business-led IT and enjoy a host of new benefits.

Faster innovation through 'Bring Your Own Cloud'
Business leaders can now give their departments the freedom to 'bring their own cloud' to meet market demands – knowing these cloud services can be integrated into the organization's existing IT environment, with the risks controlled and the service managed effectively.

Simplified adoption and servicing
No single cloud provider can meet every need of every business. So FUJITSU Cloud Services Management gives businesses the freedom to rapidly deploy new solutions that can be easily integrated and managed – whether they're from Fujitsu or third parties and whether they're cloud services or on-premises systems.

Better governance and less risk
Consistent security and compliance can be applied across the entire landscape. This guarantees CIOs and their department's complete oversights and management of who is using what system – and at what cost. IT departments can ensure that access is being controlled, and that data is backed up for all systems, whether cloud or non-cloud based.

Maximized value from existing investments
Any solutions that are already in place can be integrated to work within the framework of the platform. There is no need to 'rip and replace' and FUJITSU Cloud Services Management makes it easy to bring existing cloud services under management or to leverage current investments in system tools.

Clearer cost transparency and comprehensive reporting
Gain full visibility of which services are used, where they're deployed and the value they represent with an intuitive dashboard that pulls in data streams from across your entire IT estate. You can drill down into granular levels of insight, looking into usage by location, service or business unit – thus enabling chargeback capabilities. In addition, real-time alerts allow you to maintain complete control of budgets.

More confident decision making with cost simulation
Our cost simulation features allow you to create detailed projections of the expense attached to the deployment of a service in a given situation – providing a clear indication of its suitability to the workload before a decision is made.

A potential 70% reduction in operational management costs
FUJITSU Cloud Services Management offers a comprehensive set of functions that address all the major areas of operational management for an IT estate. We estimate that organizations could save up to 70% on these costs.

Why choose Fujitsu?
As the fifth largest IT service provider globally and with more than 30 years' experience in designing, building and delivering enterprise-class IT services, Fujitsu has always been at the forefront of service integration and IT service management. Now we're bringing that experience to bear by helping organizations manage the emerging environment of hybrid IT.

Working in close partnership with a range of industry leaders, we've built FUJITSU Cloud Services Management from the ground up, to help businesses across all verticals synergize their various cloud and on-premises systems. So we're perfectly positioned to provide both a unique offering and the management services to calibrate it to the individual enterprise's needs.

Summary
bringing it all together

FUJITSU Cloud Services Management can make cloud adoption safe and easy while reducing the operational management costs of hybrid IT by up to 70%.

Cloud adoption is growing and becoming a standard part of many organizations' IT services landscape. But enabling the effective use of cloud within an organization is not a simple task.

FUJITSU Cloud Services Management gives businesses everything they need to manage the adoption of cloud successfully, all in one place. We simplify the complexity that exists around choosing, installing and using cloud solutions and the management of hybrid IT. We also empower IT departments to act as a cloud broker, helping them to:

- Avoid vendor lock-in by making it easy for the business to choose the right solution while simplifying manageability
- Speed up deployment and respond rapidly to business needs while maintaining enterprise-level compliance and security
- Make cloud adoption simpler and safer with a toolset that works across Fujitsu and third party cloud services, private cloud and on-premises systems
- Gain clear visibility of usage and expenditure on all the services that make up their IT estate, along with the ability to turn these unified data streams into detailed cost projections

FUJITSU Cloud Services Management provides the perfect platform through which to manage all aspects of a multi-cloud, hybrid IT environment
- An aggregation solution to pull all IT services together
- A powerful cloud-based integration engine
- A method of managing all your IT services in consistent manner
- A balance between fast and robust systems

Businesses can:
- Adopt cloud at their own pace
- Deliver a solution that really makes a difference
- Avoid headline-grabbing security breaches and safeguard company data

Ultimately, we help to transform IT departments from 'providers' into successful 'brokers' of the ICT services their businesses need.

WHAT NEXT?

Discover how we can shape the future of your organization.
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