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Ian Robertson
CEO
Formwize

Formwize chooses FUJITSU Cloud Service K5 and FUJITSU Software UForge AppCenter to become more agile, enabling it to automatically deploy software in a matter of hours.

At a glance

Country: United Kingdom

Industry: Technology

Founded: 2005

Website: www.formwize.com

Challenge

Formwize wanted to complement its existing Microsoft Azure cloud platform with a more responsive hybrid IT solution that would enable it to deploy software and services more quickly and dynamically.

Solution

The company is using FUJITSU Cloud Service K5 and FUJITSU Software UForge AppCenter to automate the deployment of software both in the cloud and on customer premises.

Benefit

- Software versions can be deployed in hours rather than weeks
- Automation reduces costs and the potential for human error
- Formwize can rely on Fujitsu's cloud expertise without the need for costly internal resources
- Faster time-to-market improves customer experience
- FUJITSU Cloud Service K5 provides instant scalability on a flexible pay-as-you-go model

Customer

Headquartered in Perth, Scotland, Formwize automatically builds smart web-based form solutions; providing survey, poll, event, test and customised forms for everything from small-business to blue-chip clients around the world. The company is powered by world-class IT systems using a hybrid IT model, which allows it to ensure high levels of service and placement of data in customers' selected geographies. Formwize can also automatically scale services to meet peak demands.

Products and services

- FUJITSU Cloud Service K5
- FUJITSU Software UForge AppCenter

Introducing agility and on-premise delivery

Formwize began with a dedicated physical server environment to support the delivery of its innovative self-service smart web forms. Shortly after, the company decided to move to a cloud-based platform to become more versatile and responsive. This initial transition took considerable planning and saw continually rising costs.

"When we first moved to the cloud, it took weeks of planning and involved quite a few problems; it was certainly more painful than we expected," explains Ian Robertson, CEO, Formwize. "We needed to become more flexible to meet our customers' requirements, whether they be cloud-based or on-premise."

A move to Microsoft Azure was the first step on that journey, however, it involved significant retraining and could not provide the seamless and painless delivery of on-premise solutions. Formwize therefore wanted to find a simpler, faster and more agile cloud platform to complement its existing delivery models. Specifically, it wanted to introduce the ability to deploy its software rapidly on-premise for enterprise customers.

"It could take us weeks to deliver our software over the wire into our customers' physical environments or their own private clouds," adds Robertson. "We knew there must be a faster, more effective mechanism for rolling out our solution to our customer base."

Formwize wanted to build a hybrid IT environment, complementing Microsoft Azure with an additional cloud-based platform that would provide the speed and scalability it required. After seeing demonstrations of the Fujitsu K5 next-generation cloud platform, specifically created to enable efficient, cost-effective enterprise-level digital transformation, in tandem with UForge AppCenter, the company was convinced it had found the ideal way forward.

Embracing Hybrid-IT

FUJITSU Software UForge AppCenter enables Formwize to deliver, migrate, govern and maintain applications for hybrid IT environments, such as FUJITSU Cloud Service K5 and Microsoft Azure. It offers a suite of simple, self-service tools, accessible via a single, universal console, for automatically building and maintaining Linux and Windows cloud application stacks, migrating existing application workloads to cloud or between clouds and collaborating across teams during application development and deployment. "When we saw Fujitsu UForge, we simply said: wow! It is a dynamic, open and innovative solution that offered everything we needed and more," continues Robertson.

"We knew it would enable seamless deployment of our software to any platform anywhere, allowing us to quickly deliver our software to corporate customers without fuss."

FUJITSU Software UForge AppCenter also features unique 'build once, run anywhere' application templating techniques, live server migration, audit and comparison, full software governance and life-cycle management, as well as enterprise workspaces for improved collaboration.

A more flexible and responsive cloud platform

Whereas Formwize's initial transition to the cloud took three months, using UForge AppCenter it took just three hours to move multiple virtual machines to the Fujitsu K5 environment. It's an entirely automated process requiring minimal manual intervention, saving time and money and removing the potential for human error. Furthermore, it enables the company to deploy its software on-premise in a similarly rapid fashion.

"The migration was much less onerous, which led us to evolving our business model so we could offer instant on-premise solutions for our customers," comments Robertson. "What would have involved weeks of planning, development and testing can now be done in hours without the need for significant resources."

Formwize's customers can each generate hundreds of thousands of forms per year with millions of clicks. Now, they can manage this software on-premise with scalability and have the ability to easily create dynamic forms that previously would have been static and required developers.

"One customer wanted special validation for Ordnance Survey co-ordinates which we could develop and automatically deliver seamlessly using Fujitsu's hybrid IT know-how. Fujitsu UForge basically gives us the ability to package our software and put it on any platform quickly and securely," says Robertson. "It also has a flexible pricing model so we pay for what we use with no commitments, that suits our own growing business very well."

The company can also guarantee the utmost in security, with auto-generated single sign-on functionality, which has been used for online voting in some of the UK's most popular television talent shows.

"Fujitsu provides the expertise that we lack in-house, so we can meet our goals. We don't have an army of cloud experts on the payroll so Fujitsu helps ensure we save a considerable sum of money and minimise human build errors," concludes Robertson. "Looking forward, we are interested in exploring Fujitsu DevOps to further develop the business."

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