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There may be trouble ahead...

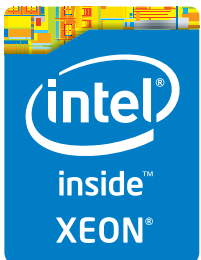
"...but while there's music and moonlight and love
and romance, let's face the music and dance."

Or so the song goes.

But what happens when the music stops and
the romance fails between you and your current
server vendor?

- What happens when that vendor is so focused on destroying someone else that they lose sight of their customers' aims and objectives?
- What happens when they turn their attention to their own issues, not yours?
- Or what happens when your current vendor changes their traditional business model?
When previously they promised to be 'cheap' and 'direct', now they are all about 'value' and additional 'services' - without ever having told you that they intended to shift away from inexpensive hardware.
- And when it comes to the long-term view, what happens when your server vendor decides that they have lost interest in the market altogether and decides to sell the business off?
- Where does that leave you and the rows of servers in your datacentre?

As we all move towards virtualisation, **there may well be trouble ahead.**



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That is why customers should ask some serious questions about their current server providers:

Scenario 1 **Are they selling their server business?**

Despite years of success, this monolithic yet credible brand name is looking to offload its server business to a new market entrant. What will be the impact of this change on market dynamics?

The new company could bring new ideas and new technologies to fruition much faster than the previous dominant player. But they could also bring market volatility with quick-to-market products that are competitive on price but lacking in quality.

Furthermore, will the new player continue to support existing technologies and will it maintain the wide-reaching service network that current customers have come to rely on?

Scenario 2 **Are they raising their prices?**

One of the biggest server vendors broke into the market by offering the lowest perceived price from day one. As the initial flurry of activity started to plateau, this company has taken to slashing its prices to regain market share. But at what cost to the customer?

By negotiating deals with suppliers based almost exclusively on price it has managed to achieve low-cost production. Instead of insisting on consistent components, however, the company has simply sourced whichever are cheapest at the time.

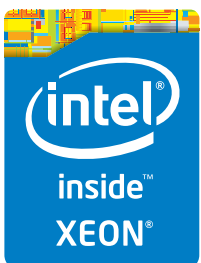
This might be great for up-front prices but it all turns sour when you need a whole set of servers that are identical. With no standardisation of components, customers are left to guess where might be the point of failure and what might end up being the true cost.

Scenario 3 **Are they outsourcing innovation?**

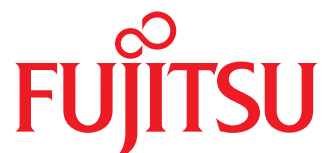
If your vendor is that key market player with a reputation for buying in or selling out product lines then there could be cause for concern. Expanding or contracting technology departments in an attempt to match what others are doing belies under-investment in R&D and innovation.

As they instigate yet another wholesale technology change, how important do they see the customer? If the latest product line that they buy in is not compatible with their legacy systems, what will be the impact on your business when you come to refreshing your servers?

Just as importantly, continual change is no good for scalability or usability. It means you constantly have to rip and replace kit, adds to IT support costs and requires constant staff re-training.



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Before you re-commit to your current server vendor, ask yourself if you can afford to simply dance on or whether you should stop, face the music and change.

Fujitsu offers you another choice.

If you're wondering whether your supplier will still be around in 6 months, worrying about the quality of servers you are being shipped or have concerns about the lack of innovation from your provider, turn to Fujitsu instead.

We combine Japanese innovation and German engineering with a service that is tailor-made in the UK. Our comprehensive portfolio of PRIMERGY servers holds five world records for performance and demand is outstripping that of our rivals.

With 99.995% availability guaranteed plus Cool-safe™ technology for more efficiency, Fujitsu PRIMERGY servers are more cost-effective than many competitor products. Built for quality, reliability and business agility, they also offer IT flexibility through virtualisation and consolidation.

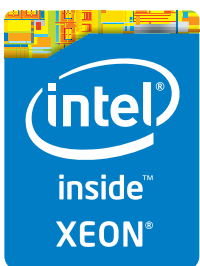
▶ For the complete PRIMERGY server portfolio, visit www.fujitsu.com/uk/products/

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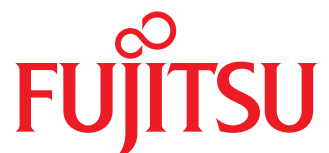
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