ROI not DIY

The shape of things to come

Why enterprises should follow SMEs into converged infrastructure

Think small

In the world of IT, we often use the word enterprise as a sign of quality. If something's enterprise grade or enterprise level, it's good. It's proven by the big boys. But how often do we see it the other way around? Not very often. After all, what enterprise wants to be like an SME?

Strangely enough, many enterprises would love to be as nimble and agile as smaller businesses. They'd be able to respond to change faster, get products in production more quickly and innovate more readily. This comes to the fore when we see parts of the enterprise organisation circumventing IT to get their individual projects started faster. Rightly or wrongly, they may look outside the internal IT resource to get what they need. If Gartner's 2012 prediction is correct, this year 35% of all IT spending will occur outside IT. So, what can enterprises learn from SMEs?

The SME challenge

Many SME IT professionals started looking at virtualisation a few years back. But, when you don't have much time, designing an infrastructure, buying the components, managing the different vendors, putting it together and validating it, can seem an insurmountable task. And, that's where vShape came in.

Answering the challenge

Fujitsu, as part of a global alliance with NetApp, Brocade and VMWare, answered the challenges of IT pros with vShape – a converged infrastructure that makes virtualisation simple, fast and easy. It cleverly integrates storage, server, network and virtualisation software. What's more, it's ready to deploy straight out of the box. It reduces the cost of design and the time it takes to deploy, which frees up IT professionals to tackle more strategic tasks. Customers have embraced our message of 'ROI not DIY' since we launched vShape in 2013.

Where's vShape now?

With solutions offering 25 virtual machines through to those offering 200 virtual machines, vShape captured the interest of a wide range of organisations . Initially, there were lots of education, healthcare, local government and finance customers. However, two years and 50+ customers later, many more types of organisations are seeing the benefits of vShape.

The trend towards 'out-of-the-box' convergence is growing at pace. It's not just customers, it's partners and systems integrators. It's the people at trade shows and exhibitions who 'get it' in seconds and immediately start thinking about what they can do with all the time and resource it'll free up. The sense of relief and excitement is palpable when you see the penny drop. It means they can focus on jobs they've been putting off forever and focus on real strategic projects with higher profiles. Fujitsu is on top of the out-of-the-box trend. In fact, it's the only company that has a complete family of converged and hyper-converged products.

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Five reasons customers love vShape

- Reduces capex as less infrastructure is required
- Cuts opex because it's easier to manage
- Scales easily to meet changing business needs
- Provides a single solution for servers, storage, switches and software straight (with 1 all in price)
- Accelerates implementation and simplifies virtualisation

A quick lesson from education

By deploying vShape, University Campus Suffolk:

- Reduced power consumption by 80%
- Saved 70% data centre space
- Reduced operating costs by 30%

» **Improved reliability and performance** of the core IT infrastructure allied to the benefits of virtualisation are near-term immediate gains but scope for future expansion is the real appeal of the Fujitsu approach. «

Peter O'Rourke
Director of IT Services at UCS

Size does matter

If you're an enterprise, you're probably thinking that's great, but 200 virtual machines is nowhere near enough. And, that's why, after proving vShape beyond everyone's expectations in the SME space, we're making it bigger. **vShape is evolving**, **vShape Enterprise will deliver** all the benefits of the original vShape, but you can now get up to 2,400 virtual machines in a 54 PRIMERGY BX Blade solution. And we did all this because people asked for it. It's another great example of Fujitsu listening, and responding, to what IT professionals want.

The secret to vShape

At the heart of vShape is its core strength: **Fujitsu's PRIMERGY** servers. With over 20 world record best-in-class accolades, PRIMERGY servers give customers the best server performance they can find.

» Most businesses are demanding ever more scalability, availability and performance. Fujitsu is addressing this challenge with very energy efficient servers like the new 1U dual-socket PRIMERGY RX2530 rack model, which has just set a new class record for power consumption. «

Uwe Neumeier
Vice President Global Server Business at Fujitsu Technology Solutions.

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Answering the enterprise challenge

As we've already established, it's easier for smaller organisations to make, and adapt to, changes. If you're an enterprise, the likelihood is that you've made complex and sizeable infrastructure investments over the years, and you're not about to rip all that out and start again. So, crucially, this isn't a factor to worry about with vShape Enterprise.

But, hold on for one second, let's remember what we said earlier. Think about those projects that get run outside of IT, that overrun in terms of delivery time, that blow the budget and soak up the whole IT department's resource. Well, here's your chance to tackle them.

Enterprises can be agile too. And, if you're an agile IT department that supports the business' needs, you're a valuable commodity. There are still plenty of IT professionals out there who are so busy just managing the IT estate, that they're not getting the opportunity to work on projects that move the organisation forward and aid agility, efficiency and future flexibility.

This vision of a more strategic IT department isn't a pipe dream. It's not a fantasy. We know this because we're working with enterprises who are doing it with vShape Enterprise today.
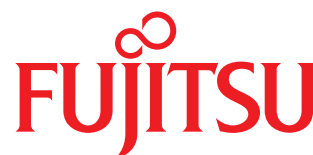
> ▶ To discover a new view of your storage please contact your Fujitsu Account Manager

Alternatively you can contact Fujitsu direct on 0870 242 7998
or email askfujitsu@uk.fujitsu.com

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