A real game changer

straight out of the box

Thinking outside the box –
a tale of two vendors

Thinking out of the box?

Fast food, slow IT

There's often a moment of disappointment as you look at what's in your box and compare it to the picture above the counter.

The disparity between what you're promised and what you get with fast food is well known. When it's a burger, you can live with it. When it's an out-of-the-box virtualised IT infrastructure, there's a bit more at stake.

shaping tomorrow with you

ROI or DIY?

A solid business case

Converged, hyperconverged or out-of-the-box solutions – they have many names and even more benefits. As a result, the business case is clear for most organisations. It's ROI rather than DIY. You get a virtualised IT infrastructure straight out of the box.

It saves you space, power, money, and, most importantly, time. And that was the main attraction for our business. We'd been looking to pilot a customer insight project for a long time. It was a big focus for our department and had the potential to raise our profile. It seemed like the perfect match for an out-of-the-box solution.

Not if, but who

One of our IT partners had an out-of-the-box solution. A representative came to see us and talked about the benefits of the system. He made a compelling case and we decided to go with them.

From the outset though, there were a few surprises. I thought we'd get a price pretty much straightaway.

However, our partner explained that it didn't work like that. I took him at his word and, as there was a lot going on with the insight project, I left it with him. The price eventually came back after 12 days.

What does it cost?

How long will it take?

When is an out-of-the-box solution not an out-of-the-box solution?

Once we'd got a price and signed contracts, I thought we could get the project back on track. That's when the consultancy phase popped up.

Again, I questioned it. But, apparently, a six-week consultancy phase was pretty standard for an out-of-the-box solution.

By now, I was getting that burger-box feeling. I'd seen the picture, placed my order, paid and opened the box – and the burger didn't look very appealing.

Please hold

After some long days and late nights, we eventually had the system in. There was a fair amount of DIY involved. We'd just about delivered the project on time and the business was happy.

But, we'd also become acquainted with a few support issues during the process. We'd call our partner who'd tell us to talk to the network supplier, who passed us onto the hardware supplier, who claimed it was a software problem and directed us to the software vendor. Once we'd completed the project, we decided to call it a day. We'd had enough of the junk food and wanted a healthier alternative.

Who's answering the call?

What's 1, 1, 1, 1?

The moment of truth

I attended an IT exhibition not long after our out-of-the-box experience. I was drawn to one stand in particular, but I was a little sceptical when the person on the stand started talking about out-of-the-box solutions. What he described was completely different to what we'd experienced. For a start, he showed me the system – predefined and prebuilt.

He even had a price list. And he talked me through the company's 1, 1, 1, 1 proposition – one price, one part number, one contract and one point of contact. When I asked him how long the consultancy period would take, he explained that there wasn't one. This was starting to sound like a true out-of-the-box solution.

The proof is in the pudding

I was still sceptical. But, after reading about organisations who'd saved 30% in costs, 70% on power, 80% space and 40% in overall total cost of ownership, we decided to give Fujitsu's out-of-the-box solution a go. This time, I wasn't going to risk the success of a big project on it – the timelines looked too tight.

That all changed when it arrived. We set it up in just a couple of hours and started using virtual machines for testing and development. As a result, we completed the project ahead of schedule. Even when we needed a little help, it was just one phone call. We weren't passed from vendor to vendor. That gave us the time to start tackling the big projects we'd put off for ages.

What can you save?

A healthier alternative for everyone

When Fujitsu asked me to be a reference, I said yes. In part, because I was so happy with the product but also because I wanted other people to know real out-of-the-box solutions exist. Who's interested in them? Everyone.

That's what surprised me at a customer reference video shoot for Fujitsu. There were customers from all organisations – from local builders to big banks. They were all sold on the benefits of out-of-the-box solutions. And everyone agreed that not all out-of-the-box solutions are created equal. Many of them, like me, had tasted disappointment with the so-called out-of-the-box solutions. Now, they were tasting satisfaction with a real out-of-the-box solution from Fujitsu.

Discover a real game changer straight out of the box.

Contact Fujitsu on: **0845 354 7998**
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