Optimized Digital Transformation for Data Services

Fujitsu Data Services for Financial Services
## Contents

1. Introduction ........................................................................................................................................................................... 3
2. Lifecycle Management .................................................................................................................................................................. 4  
   2.1 Factory Model .............................................................................................................................................................. 4  
   2.2 Digital Security ............................................................................................................................................................ 5  
   2.3 EOSL Remediation Benefits ......................................................................................................................................... 6  
3. Enabling Digital Transformation ............................................................................................................................................ 7  
   3.1 Optimized Delivery via our Transformation Office ........................................................................................................ 7  
   3.2 Migration of non-production databases to Public Cloud .............................................................................................. 8  
   3.3 Migration to Postgres .................................................................................................................................................. 8  
   3.4 Cloud Transformation Benefits .................................................................................................................................... 9  
4. Automation .......................................................................................................................................................................... 10  
   4.1 Standardized API-driven database lifecycle ............................................................................................................... 10  
   4.2 Using Ansible for database platform automation ...................................................................................................... 11  
   4.3 Benefits of Automation ............................................................................................................................................. 12  
5. Effective Service Management ............................................................................................................................................. 13  
   5.1 Benefits of Effective Managed Service ....................................................................................................................... 14  
6. Customer Stories .................................................................................................................................................................. 15  
7. Conclusion ............................................................................................................................................................................ 18  
8. About Fujitsu ........................................................................................................................................................................ 18
1. Introduction

Technology is changing at an alarming rate and new digital enablers – such as Cloud Enabled Analytics, Open Data, Client APIs, Microservice Ecosystems, Virtual Assistants, etc. provide opportunities to create new business models and products. Born-in-the-cloud companies are disrupting the market and the established companies are struggling to adjust because their legacy systems are less flexible and much harder to adapt. Now business lines are developing their own new capabilities, increasing the pressure on the IT operation, while ever present budget constraints push the organization to its limits. Meanwhile the hyper-connected world is exposing a new set of cybersecurity vulnerabilities, making data breaches and system outages a regular occurrence. Public trust in corporations is reducing1, and in response regulatory powers are increasing2. Legacy platforms – historically low on the priority list – are no longer flexible and secure enough.

Through the transformation of Data Management Services, organizations can remedy the cyber vulnerabilities and constraints caused by the legacy database estates. Instead of being a constraint to progress digital transformation, data becomes an asset and enabler of change. The combination of automation and the migration strategies to new technology and cloud platforms provides a springboard to develop new capabilities. Cost savings achieved from standardizing the database platforms and associated services enables increased investment in new initiatives. As data becomes more accessible the ability to effectively leverage it to measure business strategy, drive enabling change and gain competitive advantage becomes paramount.

To help companies address these challenges, Fujitsu have developed a complementary set of Data Services, (see Figure 1), covering Lifecycle Management Program, Digital Transformation, Service Management and Automation. Through these services, we help organizations’ deliver the following outcomes:

1. **Reduce Risk:** Of cyber vulnerabilities and regulatory compliance risk by eliminating End of Service Life (EOSL) databases and platforms through upgrade or securely isolating the workload.

2. **Reduce Cost of Ownership (TCO):**
   By reduction of fixed license, support and platform cost through a usage-based model, as well as automation to optimize operational management and end-user experience.

3. **Improve User Experience (UX):**
   With Database Services through committed Service Levels, as well as self-service and automation, providing a relevant service to internal and external users.

4. **Accelerate the pace of change:**
   At which digital transformation can be executed to increase revenue and facilitate new business models. The enhanced and managed data services enable a data platform capable of delivering business insights and innovation. Business and applications services can be implemented faster and more effectively, and the transition to new (data) services is managed using proven methodologies.

This paper outlines these capabilities and how they will deliver these outcomes.

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1 As found in the Fujitsu Global Survey 2019
2 According to the Treasury Select Committee report “IT failures in the Financial Services Sector”, published 28 October 2019
2. Lifecycle Management

To address EOSL database platforms Fujitsu has created an Adaptive Transformation Factory. Using our understanding of the complexity of enterprise transformations, we have developed a methodology (Figure 2) that demonstrates the business value of upgrading, reduces the risk and simplifies the end to end process for business-critical environments.

Combining business priorities, operational constraints, innovative commercial approaches and an enterprise scale agile working model, the Fujitsu Lifecycle Management Program provides a structured, flexible and low-risk approach to remediating EOSL database platforms. Enabling the reduction of cybersecurity risks, reduction in costs, increased time to market and an overall simplification of the database estate.

2.1 Factory Model

We begin by establishing the measurable and strategic management of your database transformation need, facilitating workshops with your stakeholders from across the technical, application, business, security and governance domains, to establish the guardrails for the Factory, confirming the business demand and prioritize deliverables.

The backlog of Statements of Work (SOW) is agreed with the Business Units and captures the level of management, scope of additional services and pace of change needed per business. Discovery, automation tooling and organization specific pattern creation optimizes the delivery according to your unique needs. We dynamically scale our factory capacity and throughput according to your demand to meet your timeline objectives.
2.2 Digital Security

We ensure your organizations’ application and data security, regulatory compliance and data privacy are properly accounted for in the factory. These requirements, dependencies and constraints are also used in our demand prioritization process at a level to your organizations’ risk appetite. You may have specific security concerns relating to the current environment and the risk exposure that end of life assets can bring, this along with understanding the classification of data and its sensitive, further bounded by internal control requirements and regulatory requirements can be used to determine the priority and demand for the factory. Maintaining digital security throughout the transformation is essential, and your organization specific requirements will be incorporated into the existing security patterns used by the factory. Special attention is required for the databases that must be retained in order to mitigate the impact of any security breaches. EOSL databases are more vulnerable to cyber security breaches, as patching is limited. Isolating the infrastructure supporting these databases from the core business infrastructure can limit the blast radius of any incident.

Based on our assessment up to 20% of EOSL environments are in a purely sustaining state; this means that they will ultimately be decommissioned or potentially refactored. These “die on the vine” environments cause the biggest challenge to organizations’ trying to realize the benefits of a strategic transformation Program. Long lived EOSL environments generally appear on transformation plans as “marked for decom”, in reality, there are always higher priorities which mean that planned decom dates are seldom achieved, and inevitably long-lived legacy environments persist far beyond their planned decommission dates.

![Figure 4: The 6R strategies for remediating legacy databases](image)

It is critical to accept that long lived EOSL environments are an organizational reality, they will persist in the environment, and they are a fundamental part of the transformational challenge. Ignoring them will stall or significantly delay the benefits that can be achieved through transformation.

We address this challenge by reducing the business exposure and risk associated with such environments. This provides an additional layer of security, segmentation and isolation to ensure that “die on the vine” environments are safely maintained within an optimized footprint that does not stall transformation activity, and which represents the least cost to the business and provides the highest level of security and assurance possible.
2.3 EOSL Remediation Benefits

Our Refresh Program provides a structured and flexible approach to address the cyber vulnerabilities posed by the technical debt that has been built up in EOSL databases, and the associated regulatory compliance issues. The result is a simplified, ever-green data services estate that is more cost-effective to procure, support and manage, and enables acceleration of the digital transformation agenda. The outcomes are listed in Table 1 below.

<table>
<thead>
<tr>
<th>Outcomes</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business driven engagement model</td>
<td>Reduce the risk and complexity of enterprise-scale transformation</td>
</tr>
<tr>
<td></td>
<td>Address cyber security as an intrinsic part of the transformation</td>
</tr>
<tr>
<td></td>
<td>Business-aligned commercial structure</td>
</tr>
<tr>
<td></td>
<td>Scalable, global delivery capability</td>
</tr>
<tr>
<td>Removal of technical debt in EOSL databases</td>
<td>Reduction in cyber vulnerabilities and regulatory compliance risk</td>
</tr>
<tr>
<td>Removal of extended or 3rd party support</td>
<td>Reduced support cost</td>
</tr>
<tr>
<td>arrangements</td>
<td></td>
</tr>
<tr>
<td>Standardized database platforms with enhanced</td>
<td>Reduced operational cost</td>
</tr>
<tr>
<td>automation</td>
<td></td>
</tr>
<tr>
<td>Maintaining long lived End of service Life</td>
<td>Consolidate, optimize and protect long lived EOSL environments</td>
</tr>
<tr>
<td>environments</td>
<td>Provide isolation and segmentation that significantly reduces the business</td>
</tr>
<tr>
<td></td>
<td>and security risk associated with long lived EOSL environments</td>
</tr>
<tr>
<td></td>
<td>Enterprise-grade security and isolation technology that can be widely</td>
</tr>
<tr>
<td></td>
<td>adopted to address long lived EOSL environments</td>
</tr>
</tbody>
</table>

Table 1: Outcomes and Benefits delivered by the Database Transformation Factory
3. Enabling Digital Transformation

Born in the cloud neobanks are disrupting the market because they provide customer-centric services, leveraging the full power of public cloud capabilities. They have the ability to start small and scale in response to demand, rapidly developing new features in response to changing market trends. Traditional banks face the choice of adopting different strategies to maximize the benefits that public cloud can offer, balancing the intrinsic power of their existing operations with the agility and innovation of cloud services.

Pivoting the organization to cloud can be an organizational challenge, as it requires different skills and resources. With increasing pressures on operating budgets, the existing team is often too overstretched delivering the ongoing services. They lack the time and knowledge to effectively design and implement new services, impacting on the pace and success with which digital transformation can be implemented. We can help you by leveraging our experience of implementing digital transformation in financial service companies, combining business and technical knowledge to advise and support your teams. In addition, we have a scale and resources to accelerate the transformation.

With a long history of providing services and platforms, we support many of our customers with the journey from legacy platforms to a hybrid and multi-cloud estate. We can help you:

- Define a strategy and architecture for accessing and managing data in the cloud, and accelerating innovation and growth in the market
- Optimize cloud economics through the use of cloud native and open source data services
- Migration and masking of non-production databases to leverage the consumption-based infrastructure and increase time to market of new features
- Improve data insights from effective data management

Here we discuss some specific examples how we can help our finance customers accelerate their journey to the cloud.

3.1 Optimized Delivery via our Adapative Transformation Office

Our Adapative Transformation Office capability manages the lifecycle of the Database Transformation Factory. Its purpose is to proactively and effectively manage our relationship with your organization and its needs, to ensure our deliveries align with your agreed strategic goals. We invest real effort to properly understand your organization and its needs, prioritizing our work to meet your objectives in a measurable manner that focuses on delivering quantifiable business benefits – all within the framework of digital security.

Figure 5: Our Digital Transformation Office collaborates closely with customers to enable the strategic business outcomes

- **Relationship Refinement** establishes and comprehends your organization, meeting with your stakeholders and consumers to build the relationships we need to effectively manage our engagement with your organization.
- **Journey Discovery** runs targeted workshops with you to understand your system landscape, strategic change needs, security, privacy, and the dependencies the Factory will need to operate under.
- **Journey Definition** details and agrees the capabilities and patterns the Factory will provide and realizable benefits that need to be delivered.
- **Journey Prioritization** provides a clear view to your stakeholders of the various consumer demands and their benefit to your organization to agree the resulting prioritized demand backlog and create the needed SOWs for the factory.
- **Digital Security** our team will work with your security, privacy and business representatives to capture the security, privacy and regulatory requirements needed for the Factory deliverables, and to define the operational security controls that you will need the Factory to enforce.

### 3.2 Migration of non-production databases to Public Cloud

Many global financial service institutions are leveraging the consumption-based cloud platforms to support the fast-changing development and test environments. As illustrated in Figure 6, we are helping financial customers securely provision data, on-demand, into cloud-hosted databases using tools such as Delphix. Through a combination of automation, virtualization and data masking, the entirety of the non-production environments becomes consumption based, accessed through self-service and securely masked to comply with data protection regulations. This enables the refactoring of applications and the underlying data into cloud-native solutions.

![Figure 6: Delivering data securely and on demand into any cloud environment to support shortened development lifecycles](image)

### 3.3 Migration to Postgres

With a range of Open Source and cloud data services now available, supported by scalable and increasingly powerful infrastructure, global companies are reviewing their data service platforms. As illustrated in some of our case studies in Section 6, we have helped a number of customers transform from legacy database platforms, to open source PostgreSQL on cloud infrastructure.

We have over 20 years’ experience in working with Open Source Technologies including PostgreSQL. Fujitsu has an enterprise distribution of PostgreSQL called FUJITSU Enterprise Postgres. This solution presents a lower cost of ownership, open standards, multiple support options, plus 100% compatibility with PostgreSQL. It leverages the strength and reliability of PostgreSQL with enhanced features such as one-click backup and recovery, redundancy, secure data encryption and advanced compression. FUJITSU Enterprise Postgres has additional capability for extra security (enabling true DevSecOps) and enhanced performance with VCI. We have used FUJITSU Enterprise Postgres as part of a number of large scale digital projects for a global investment bank, we migrated their Oracle estate to cloud-hosted FUJITSU Enterprise Postgres, saving the customer $10M AUD in legacy license costs for production, expediting their new Risk Management application.
transformations, and have incorporated the best practice and lessons learnt into our solution, service and methodologies. These are the reasons why a number of government and enterprise customers have chosen FEP as a viable alternative to proprietary databases such as Oracle, SQL Server and Sybase.

### 3.4 Cloud Transformation Benefits

The overall benefits are outlined in Table 2 below.

<table>
<thead>
<tr>
<th>Outcomes</th>
<th>Benefits</th>
</tr>
</thead>
</table>
| Value-driven transformation strategy          | Manage stakeholder expectations  
                                           | Transformation roadmap based on incremental business value  
                                           | Governance and assurance incorporated from the outset |
| Virtualized data provisioning to public cloud | Reduction in storage cost through on-demand virtualized data  
                                           | Reduction in platform license cost through increased utilization of database instances  
                                           | Increased cost transparency through consumption-based infrastructure and platform  
                                           | Increased uptake of public cloud services  
                                           | Accelerate regression testing for data migration |
| Self-service provisioning of data into non-production databases | Reduction in test cycle times  
                                           | Increased speed to market of new features  
                                           | Increased developer productivity  
                                           | Increased application quality through availability of high-quality production-like data  
                                           | Reduction in operational management |
| Integrated data masking                       | Compliance with data protection regulations  
                                           | Reduced software development cost through increased utilization of off-shore development teams |
| Supported, enterprise-scale open source database | Reduced license cost  
                                           | Flexibility to support scalable, secure applications in modern, dynamic environments such as private, public and hybrid cloud  
                                           | Supports a multi-cloud strategy required by regulators  
                                           | Enterprise-grade scalability, availability and security |

Table 2: Benefits of Enterprise Digital Transformation Services
4. Automation

Fujitsu’s database platform automation capability is a critical component in our wider Data Services offering. We’ve abstracted our deep domain expertise across multiple database technologies – Oracle, SQL Server, PostgreSQL, Delphix, and others – and combined it with open-source automation and declarative development methodologies from the cloud-native world.

The result is a set of standardized, API-driven database platform automations that cover the entire support lifecycle, from infrastructure build, through database creation, configuration and planned maintenance, to end-of-life and eventual decommissioning. We present the reliable, tested and standardized automations via a user-friendly browser-based interface and as REST API endpoints. This removes the dependency on scarce, expensive and highly-trained technical resources to manage the database lifecycle; – developers, testers and application owners can all have self-service access to their own database configurations. Our approach helps you avoid one-off point-solutions and database configuration drift, your key users select from a pre-configured service catalog designed to satisfy your critical non-functional requirements around availability, performance and recoverability. This applies – whether you need a business-critical 24/7 customer-facing application, or a one-time dev database that’s created for a single regression test and decommissioned immediately afterwards.

All of our database automation end-points are secured, with access control that can be integrated with your existing enterprise security framework. All API calls are logged and audited, and resource consumption on the entire managed database platform is monitored against quotas that you control and allocate centrally. We integrate with your existing credential management systems to keep privileged admin accounts fully protected – our automation layer allows you to restrict privileged access to only those instances where it is truly needed.

4.1 Standardized API-driven database lifecycle

The use of database automation API end points removes the need for administrators to log in directly at the command line to access databases and their underlying hosts. This ad-hoc command-line access can be difficult to audit, monitor and control, and is therefore a significant potential security vulnerability. It also opens up the possibility of costly human error.

Our thoroughly-tested API-driven lifecycle automations can be tailored to your mandated security, compliance and audit rules and consistently applied for all privileged database access. There is no longer a need to grant direct access to high-privilege accounts for routine administration activity, consistency is assured and the chance of misclicks or user error eliminated.
Our standardized API specs remove the need for your database administrators to learn technology-specific toolsets, and when integrated as part of a DevOps toolchain they can significantly reduce test cycles from weeks to hours. This improves the time-to-market for new features, reduces the cost of change and, when offered as a self-service capability to the application owner and developers, can increase productivity and satisfaction levels. These techniques are also key to enabling the move to cloud platforms.

Similarly, we use the same lifecycle automation for the upgrade, migration and transformation of databases, as part of our own database transformation factory.

4.2 Using Ansible for database platform automation

Fujitsu has standardized around the use of Ansible for orchestration tooling, based on our long-term experience of cloud-native development from within our Application and Multi-Cloud Services (AMCS) team. There are several advantages:

- Ansible has become the leading open-source orchestration technology
- There’s an extensive knowledge base of pre-built Ansible modules and roles – both those that are built into the standard product distribution, and those in the community-maintained Ansible Galaxy
- Simple syntax and pre-built components mean that the barrier to entry for new Ansible deployments is low – new users and new implementations become fully productive very quickly indeed

We’ve built the critical database lifecycle management features in Ansible already, and our hands-on experience shows that it’s easy to extend those capabilities to pick up new use cases, or specific integrations.

![Figure 8: Code snippet from a Fujitsu-developed Ansible playbook that automates database admin](image)

Where we need to use a vendor-specific tool to manage detailed database configurations, – whether that be an Oracle database, SQL Server, PostgreSQL or any other – if it doesn’t already have an Ansible-friendly presentation that’s readily available, we code a minimal wrapper around the vendor’s tool so that it can easily be invoked and parameterized as a task in an Ansible playbook. The result is a library of re-usable components that further speeds our delivery.

By using our automation platform, you free your staff from having to deep-dive into vendor-specific syntax before they can automate common administration tasks.
4.3 Benefits of Automation

Additional benefits are listed in Table 4.

<table>
<thead>
<tr>
<th>Outcomes</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automated database lifecycle</td>
<td>Remove dependency on proprietary tooling (e.g. OEM, HP CSA) and hence reduce vendor lock-in</td>
</tr>
<tr>
<td></td>
<td>Consistent standards-based deployment, compliance and security model</td>
</tr>
<tr>
<td></td>
<td>Reduced operating costs</td>
</tr>
<tr>
<td></td>
<td>Cheaper and more readily available resources</td>
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<tr>
<td></td>
<td>Fully extensible to include all database technologies – Oracle, PostgreSQL, SQL Server, Delphix etc.</td>
</tr>
<tr>
<td>Standards-based REST API access</td>
<td>Regulatory compliance is built directly into the API definition</td>
</tr>
<tr>
<td></td>
<td>No need to grant direct access to privileged accounts</td>
</tr>
<tr>
<td></td>
<td>Increased security</td>
</tr>
<tr>
<td></td>
<td>Consistent outcomes with reduced human error</td>
</tr>
<tr>
<td>Self-service, browser-based user interface</td>
<td>Free your application owners and development teams to manage their own dev/test database requirements</td>
</tr>
<tr>
<td></td>
<td>Easy and direct access for each application team</td>
</tr>
<tr>
<td></td>
<td>Visibility and control of resource usage per application</td>
</tr>
</tbody>
</table>

Table 3: Benefits of Automation of Data Services
Effective Service Management

Operating an estate of database platforms provides many challenges to businesses today. With the pace of change increasing and an ever present focus on cost and efficiency, businesses are looking to focus on what really matters to them while assured that the technology on which it depends is available, performant and secure. Managing the technology, which underpins an application, is essential but not core to the business focus.

Maintaining a team of skilled and talented professionals to manage the technology on which business critical applications depend is costly. As competitive advantage drives initiatives towards cloud-based services, individual business units may progress at different rates and with different clouds suiting their applications best. In its wake there is often an ageing estate of database technology still to manage, as illustrated in Figure 9. These multi-hosted databases all need to be maintained and kept available. Data needs securing against the latest security vulnerabilities and controls are required to be in place to ensure industry compliance and corporate policy.

We can alleviate the pressure across all business units to focus where they need to, by providing ongoing management of databases, and the underlying infrastructure, critical to the business. Leveraging Fujitsu’s global investment in certified and skilled engineers and class leading multi-cloud service delivery management, we can deliver cost effective management of your databases, at scale, where you need it and while delivering the outcomes needed to meet your business demands.

Key Features:

- Scalable, Service Level driven and outcome based database management (Oracle, SQL Server, PostgreSQL, Sybase, etc.), delivering predictability and reliability through Fujitsu standards and expertise to allow you to focus on your business.
- Consistent delivery utilizing industry best practices with customer security at the heart of what we do.
- Named service delivery manager for incident escalation, service and account reviews.
- 2nd Level support desk to manage ticket receipt and response, assign Fujitsu resolver groups, manage incidents.
- 24/7 remote proactive database instance monitoring and backups.
Certified database engineers:
- Problem resolution and Root Cause Analysis (RCA)
- Proactive and preventative maintenance
- Database tuning and performance recommendations
- Capacity Management
- Backups

Disaster Recovery assistance and testing
- Manage and maintain DR plans for databases as part of overall business continuity
- Participation in periodic DR testing as required

5.1 Benefits of Effective Managed Service

Overall, the Database Managed Service will provide an optimized service at agreed terms, which can simplify the operation of the estate, allowing your teams to focus on your business. Further benefits are outlined in Table 5 below.

<table>
<thead>
<tr>
<th>Outcomes</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard SLAs</td>
<td>Consistent service quality management across database and infrastructure platforms</td>
</tr>
<tr>
<td></td>
<td>Consistent SLA achievement and better customer experience</td>
</tr>
<tr>
<td></td>
<td>Governance transparency</td>
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<tr>
<td></td>
<td>Minimize operating cost</td>
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<tr>
<td>Managed Service Partner</td>
<td>Skilled resources on demand</td>
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<tr>
<td></td>
<td>Optimized service workflows and processes</td>
</tr>
<tr>
<td></td>
<td>Single user interface for all service requests globally</td>
</tr>
<tr>
<td></td>
<td>Consolidation and optimization of technologies, tools and processes</td>
</tr>
<tr>
<td>Outcomes-based</td>
<td>Discounts on licenses and support</td>
</tr>
<tr>
<td>commercials</td>
<td>Consumption-based cost profile</td>
</tr>
<tr>
<td></td>
<td>One vendor delivery team to interface with you on global performance management</td>
</tr>
</tbody>
</table>

Table 4: Benefits of a Database Service Management Solution
## 6. Customer Stories

### Global Investment Bank: Reduce time to market to achieve business growth

<table>
<thead>
<tr>
<th>Customer Challenge</th>
<th>Our Solution</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>In order for the customer to be able to respond to the rapid technology changes in the global financial market, they were looking for a partner to guide them on the journey. They wanted to improve delivery quality, reduce cost as well as improve service innovation through automated processes using AI / ML, insight through Data, Multi-Cloud portability for Application and Data services using DevSecOps and use of emerging technologies. Global and national regulatory changes required the customer to adopt a data strategy that transcends current siloed approach. Rapidly changing regulated market changes - deployment of new Risk Management software proprietary database was cost prohibitive, open source was a choice, but the customer needed assurance with secure fast and warranted software.</td>
<td>Results Chain™ to provide visualization of the alternatives, value-based comparisons, and decision tree support. A target architecture leveraging multi-cloud, open source and COTS solutions. Toolsets to enable automation of the migrations to accelerate.</td>
<td>Data Migration from legacy to Open Source based technologies such as Fujitsu Enterprise Postgres and TimeScale. $10M AUD savings in legacy license costs for production and were able to expedite new Risk Management platform. Using APIs to deliver innovative new offerings to customers via the cloud such as Open Banking, Artificial Intelligence, Big Data, Blockchain and Internet of Things. Managing their ecosystem of platforms, applications and data to ensure compliance with the latest Financial Services sector relevant regulations and requirements. Combination of on, near and offshore resources to match the customers operational model and bring experts to the customer.</td>
</tr>
</tbody>
</table>

### A financial service regulator: Mission-critical Oracle Exadata upgrade

<table>
<thead>
<tr>
<th>Customer Challenge</th>
<th>Our Solution</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>A regulator for 58,000 Financial Services firms with a number of their critical business services underpinned by the Exadata platform. Stringent performance, availability and security controls were implemented. The platform included a number of operating systems and support from an array of third parties. At the end of 2017 the Exadata platform, operating systems, RDBMS and applications were approaching end-of-life. This situation posed an unpalatable risk profile to the regulator. Fujitsu was engaged to transition from the legacy platform to a new highly scalable platform providing Data as a Service. In line with government directives, the client was looking for a cloud roadmap, with a secure cloud solution.</td>
<td>In close partnership with Oracle, we delivered the first Oracle Exadata cloud@customer solution in Europe. In order to achieve fixed timescales driven by the end of support dates, we implemented an agile, rolling migration plan, orchestrating on- and near-shore resources to achieve optimal value.</td>
<td>Successfully completed migration of mission-critical business services to the private cloud infrastructure to time and budget, resolving the customers risk position. 25% estimated savings on the operating cost. The new ExaCC service is fully managed and supported and provides increased levels of performance, availability and security, on a consumption-based charging and license model. Tailored services to suit the needs of the client – e.g. incident resolution SLAs, 24/7 monitoring, capacity reporting, patching aligned to its patch policy, etc.</td>
</tr>
</tbody>
</table>
### A global retail bank: Enabling Cloud Transformation of Core Legacy Systems

**Customer Challenge**
In order to accelerate their journey to the cloud this customer was looking for a technology-agnostic system integrator partner to guide them on the migration journey. The primary focus was on their large database on-premises estate which is utilizing aging and costly infrastructure and unsustainable amounts of storage. As a financial organization, concerns about data security in the cloud and system access from their global development teams outside of the EU is preventing them from realizing the benefits of cloud.

**Our Solution**
In close partnership with AWS and Delphix we designed and implemented a Proof of Concept to technically prove the migration of Oracle database from customer on-premises infrastructure to the cloud to meet their extensive security and operational requirements. The solution included database virtualization to address storage needs and data masking aligned to detailed customer security specifications.

**Outcomes**
- Successfully completed virtualization, masking and migration of customer Oracle databases to AWS utilizing Delphix technology, meeting all customer security specifications.
- Customer integrated migration model and processes were created working in close collaboration with the customer.
- Enabled the customer to establish and certify a proven migration pattern for use by business application owners across their organization.

### A leading automotive company: Disrupting the market through innovation

**Customer Challenge**
The client demanded a digitally disruptive response to rapidly changing automotive industry trends. They required a partner to disrupt and lead the mobility services market through improved speed to market and a redirection of efficiency gains towards autonomous vehicles and future innovative software.

**Our Solution**
Fujitsu guided the customer through the modernization of 2,400 enterprise application systems, data center consolidation and hybrid cloud deployment. Based on our understanding of the true value of Digital Transformation, we delivered end-to-end services for transforming and optimizing the applications business processes and services landscape.

**Outcomes**
- Recommended consolidating the order to delivery portfolio from 89 applications to 10; reducing the operations budget by $32 million.
- Sliced $125 million from an $800 million non-prod IT investment portfolio.
- Tripled the percentage of cloud hosted and cloud-native applications.
- Currently delivering, at scale, application migrations that allow for the close of existing data centers, stand up of new capacity, reduction of technical debt.
### A large mobile telecoms company: Future-ready e-Commerce services using cloud and Open Source

<table>
<thead>
<tr>
<th><strong>Customer Challenge</strong></th>
<th>This customer has a huge volume of customers who interact with and transact through online e-commerce and registration service, involving millions of daily transactions. It was imperative that this crucial customer service was available and scalable in order to maintain a world-class customer experience. In 2018, the customer came to Fujitsu to work in partnership to find the best solution to this challenge. The ultimate goal of this project was to deliver a Cloud solution to deliver availability and scalability in order to maintain a world-class customer experience whilst also being compliant within the regulated telecoms industry imperatives. Fujitsu provided a full suite of cloud-related services to this customer – Amazon Web Services, Datacenter Hosting, Remote Infrastructure Management up to Application Development and Test, underpinned by operational services. The ongoing Fujitsu Service Management includes Incident Management, Problem &amp; Change Management, Service Delivery Management and Capacity Management with a 24x7 capability designed to meet the mobile company's always on, online business.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Our Solution</strong></td>
<td>The chosen solution was to leverage the highly scalable and available AWS cloud service with a multi-availability zone architecture, alongside the Fujitsu AWS Managed Service in order to provide the requisite level of availability and scalability while delivering the mandated governance and compliance. The Oracle databases were replatformed into this AWS foundational environment onto RDS PostgreSQL, and in addition the Oracle WebLogic application was replatformed to take advantage of JBoss WildFly. The platform services several million discrete mobile end-customers and processes millions of transactions every day.</td>
</tr>
<tr>
<td><strong>Outcomes</strong></td>
<td>We successfully transitioned the solution with minimal operational impact to the users. As a result of this solution, the customer has an architecture across the hybrid of public cloud and dedicated hosting environments which is stable and has enough capacity to meet the business demand. The scaling solution enables them to be confident the stability of the solution which is a critical part of their customer data system. A modern DevOps and monitoring solution provide enhanced availability and compliance, as well as time-to-market. The reduced database footprint makes efficient use of the cloud infrastructure. Continuous compliance was enabled with auto-remediation using CloudTrail, AWS Config, CloudWatch, Inspector and Lambda functions delivering Accelerated Compliance Remediation and Accelerated Audit Reporting.</td>
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</table>

### A leading energy company: Business-critical complex SQL Server upgrade

<table>
<thead>
<tr>
<th><strong>Customer Challenge</strong></th>
<th>The customer had SharePoint services used by call center staff to book calls and schedule engineer visits. As part of a strategic SharePoint migration project, the underlying SQL Server estate had to be upgraded from 2008R2 to SQL2012. Interruption of the service had to be minimized, any overrun would have severely impacted their business, reputation and financial. We migrated Physical SQL clusters to Virtual SQL clusters in each data center.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Our Solution</strong></td>
<td>We worked closely with teams from different geographical locations and time zones to develop a consolidated migration plan. The migration process was automated as far as possible to accelerate the migration.</td>
</tr>
<tr>
<td><strong>Outcomes</strong></td>
<td>The migration project was completed successfully, with minimal impact to the service. The final synchronization was successfully completed in a single weekend. The success of the Program was ensured through our management approach to establish integrated teams, enabling close collaboration of the client’s staff, Fujitsu staff and third-party vendor staff.</td>
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</table>
### Consolidated Managed SAP and Sybase Service: Service Optimization in Finland

<table>
<thead>
<tr>
<th>Customer Challenge</th>
<th>Our Solution</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide application and database support (MDM, HANA, S/4 HANA, SAP Sybase) for multiple customers with different industry verticals, using common off-shore support team. The service carried high system monitoring costs and included excess cost for less utilized modules. Lack of Flex frame skill set and knowledge for migration and support activities. System support required for extended service window.</td>
<td>An off-shore team was stood up to support multiple customers, pooling experts for less utilized models. Consolidated training Program to build knowledge on new technologies.</td>
<td>Cost reduction of 75% across the less utilized modules by involving flexible resources. System Monitoring cost reduced by 20% by optimizing the monitoring process. Further cost reduction for MM, ABAP &amp; FICO Module through adopting ticket-based model. Modernized customer services to make systems more stable, robust and agile by leveraging latest technology.</td>
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### Conclusion

The Banking and Insurance sector has always been a data business as customers and the transactions they make generate huge volumes of information. It's a rich source of insights, ideas, and knowledge on what's happening not just in real time, but what the future might hold. Banks and Insurers have always thrived on data – in fact, they pioneered most collection and analytical methods.

We can help you leverage data to improve the customer experience at every touchpoint so that you can get ahead of disruption and build on your brand legacy. We have supported many customers on the journey to leverage existing technology and delivering on the promise of new technology.

We welcome a conversation to understand your specific challenges and look at how you can successfully transform your data services.

Please contact: [Askfujitsu.us@fujitsu.com](mailto:Askfujitsu.us@fujitsu.com), **800 831 3183 or 408 746 6000**  

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### About Fujitsu

As a global IT company, Fujitsu has been working with Financial Services organizations for over fifty years. We provide many critical systems for Financial Services and Insurance providers as well as in tax, law enforcement, manufacturing, retail and utilities. From protecting against cyber-attacks, to detecting fraud and error and enabling the processing of mortgage payments to using AI to come up with the best debt management plan for an individual. Fujitsu understands the implications of the challenges facing our customers and also that IT needs are changing too. Underlying all of this as a consistent theme to accelerate digital innovation and transformation. Organizations need to find the right balance between adopting and exploiting emerging digital solutions, while also modernizing the established systems that they rely on today and building trust.

Fujitsu's vision is to help create a society where people are empowered by technology – to innovate, lead enriched lives, and create new business and social value. It is our job to help make this happen and that's why with our expertise as a safe pair of hands, we want to enable Financial Services organizations to embrace digital opportunities. We want you to be confident that transformation will continue to securely deliver the essential services society relies on and, most importantly, to use digital to make a difference to people's lives.

If you'd like to talk to us about how to successfully transform your data services, please contact:  
[Askfujitsu.us@fujitsu.com](mailto:Askfujitsu.us@fujitsu.com), **800 831 3183 or 408 746 6000**, [www.fujitsu.com/us/solutions/industry/financial](http://www.fujitsu.com/us/solutions/industry/financial)