Fujitsu
World Tour
2018

What is Needed to Run Each
and Every Hype Topic?

The Iceberg Theory

FUJITSU

shaping tomorrow with you

Human Centric Innovation

Co-creation
for Success

What is Needed to Run Each and Every Hype Topic? The Iceberg Theory

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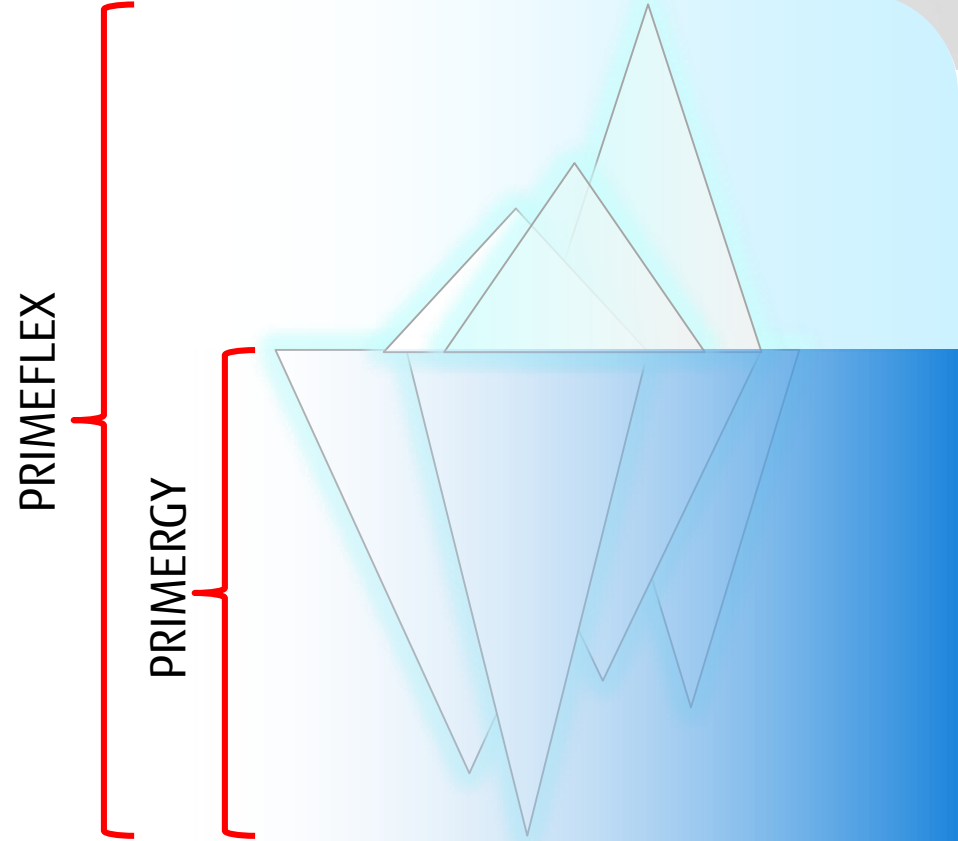Jon Rodriguez   Jake Smith

You know what can happen...
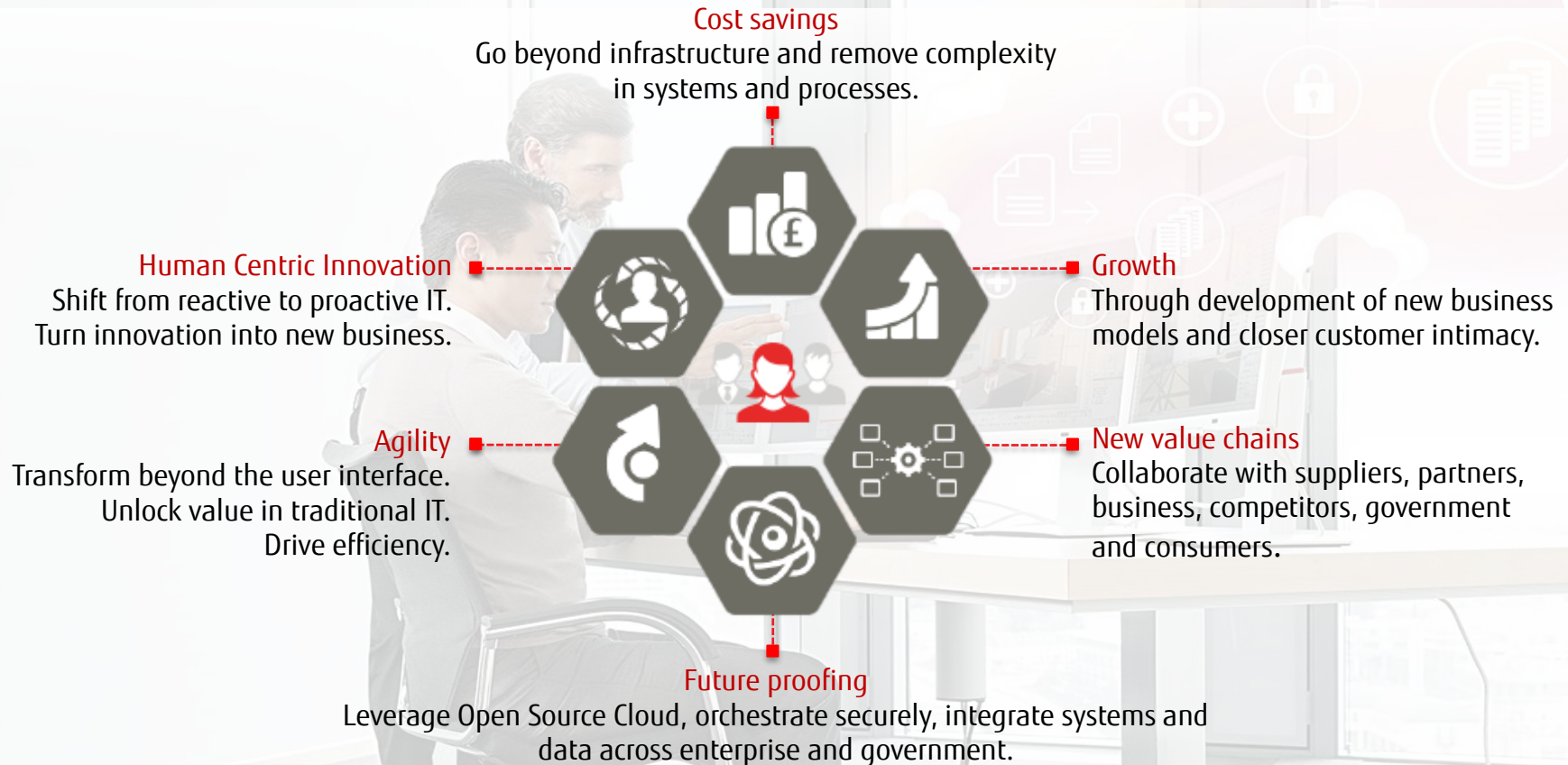
The arctic sea is wide…

Sailing through the wide world of IT infrastructures isn't too easy.

But Fujitsu has got you covered: We make it easy to not only identify what's the right choice for you infrastructures, but we also show you what can be seen above and below the waterline.

PRIMEFLEX

PRIMERGY

Multiple Faces of Digital Transformation
Business Dynamics and Infrastructure Challenges

FUJITSU

Cost savings
Go beyond infrastructure and remove complexity in systems and processes.

Human Centric Innovation
Shift from reactive to proactive IT. Turn innovation into new business.

Growth
Through development of new business models and closer customer intimacy.

Agility
Transform beyond the user interface. Unlock value in traditional IT. Drive efficiency.

New value chains
Collaborate with suppliers, partners, business, competitors, government and consumers.

Future proofing
Leverage Open Source Cloud, orchestrate securely, integrate systems and data across enterprise and government.

4

Fujitsu Channel FIRST

FUJITSU

- Empowering & expanding the Fujitsu Partner Ecosystem to accelerate solutions through industry-leading programs & incentives

- Focus
- Incentives
- Resources
- Solutions
- Training

Why work with Partners?

Sales: Generate Revenue
Solutions: Solve IT Problems
Services: Technical Expertise
Scale: Relationships

- Margin
- Opportunity
- Differentiation
- Enablement
- Leverage

Fujitsu Channel FIRST

FUJITSU

Focus   aligning our products & resources to better serve our partners

Incentives   creating industry-leading channel incentives to attract & retain

Resources   increasing investments that improve ease of doing business
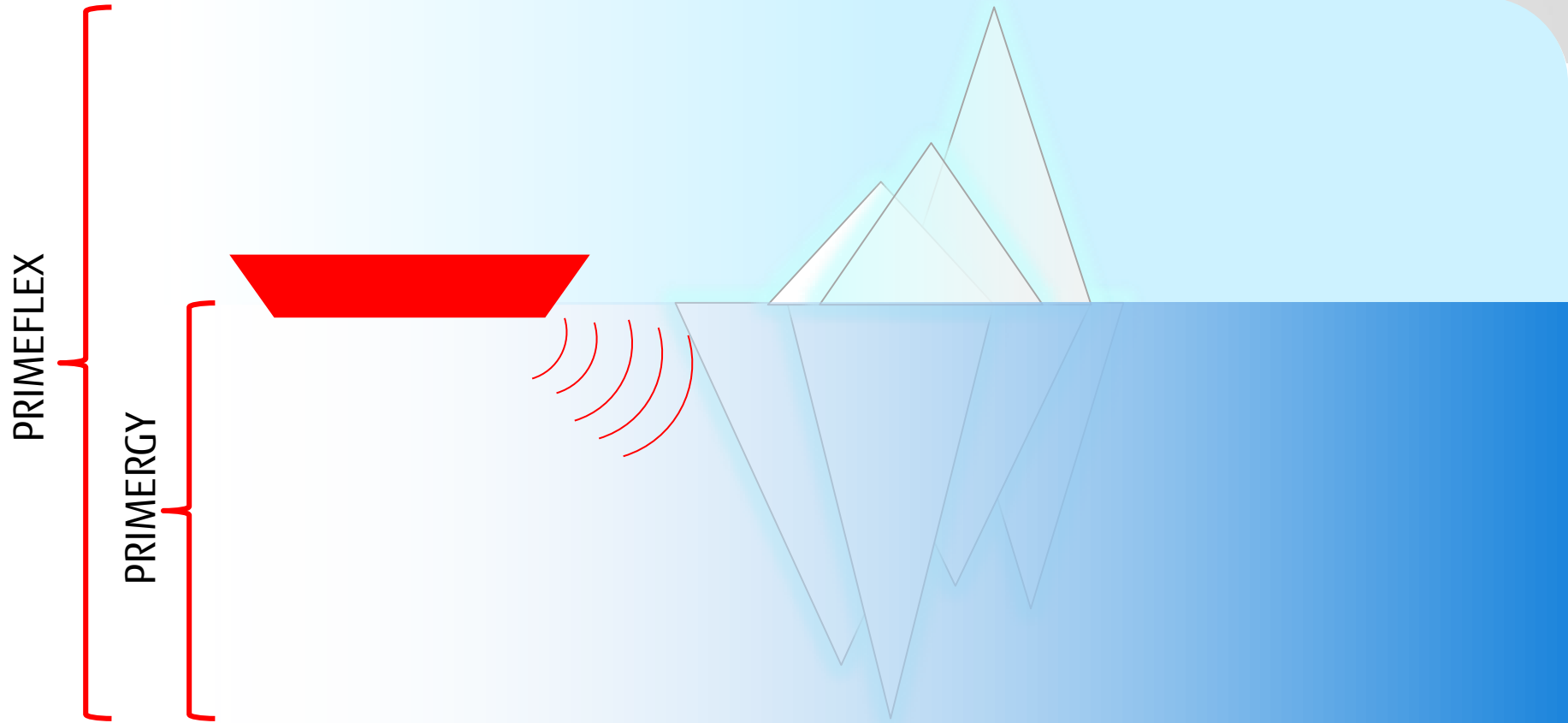
Solutions   delivering world-class products & services for IT verticals

Training   empowering partners to expand their expertise & engagement

No need to worry about icebergs

PRIMEFLEX

PRIMERGY

What's above the water line…

Data Analytics with PRIMEFLEX for Hadoop

SIEMENS

FUJITSU

Technology

Country: Germany
Founded: 1847
Employees: 351,000

"PRIMEFLEX for Hadoop provides opportunities for analyzing large data volumes which signal the way ahead, enabling analytical evaluations to be used as the basis for smart data processing."

Gerald Ulmer
Siemens AG
Governance & Markets Security

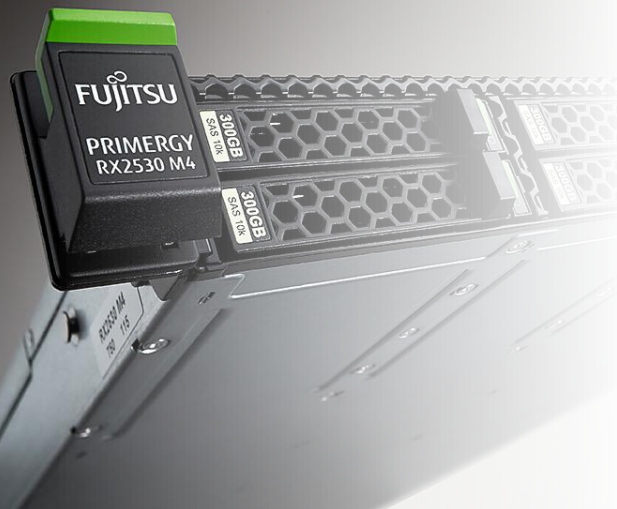| Challenge	- Identify current and future security threats and risks that might affect the company - Innovative processing and analysis of large data volumes across the business - Deal with the wide field of media analysis - Transparency of analytic processes and baselines
Solution	- FUJITSU Integrated System PRIMEFLEX for Hadoop - PRIMERGY Rack Servers - Integration of Datameer analysis software - Cloudera Hadoop distribution - Professional Services and Project Management
Business benefits	- Work with multiple sources and formats and integrate - Smart data processing: Normalization, harmonization, and integration of metadata enriching the whole concept - Enabling diverse corporate units to be networked and deliver results which foster an integrated approach

...and what's below the water line.

The FUJITSU Server PRIMERGY RX2530 M4
Maximum performance in a 1U housing

Great selection of up to 2x of Intel® Xeon® Scalable Family CPUs with up to 205W and 28 cores

Huge memory capacity (up to 3TB) for very demanding applications like Hadoop

OS support for Linux of nearly all kinds

Small footprint, perfectly scalable for cluster data center operations

Energy efficient operation thanks to Cool-safe® Advanced Thermal Design and more

What's above the water line…
Real-time Data with PRIMEFLEX for SAP HANA & SAP Landscapes

Transport Shipping

Country: Qatar
Founded: 2004
Employees:

"Fujitsu has reduced the resources required to run our business, which has led in turn to dramatic cost savings. We have halved our annual IT investment …."

Hamad Suwaid,
Information Technology Manager,
Qatar Gas Transport Company Ltd./ Nakilat

Challenge	■ Improve business processes by implementing a consolidated IT environment and integrated approach for efficiency and automation ■ Reduce operational demand and cost ■ Be SAP HANA equipped
Solution	■ SAP HANA using the FUJITSU Integrated System PRIMEFLEX platform, combined with PRIMEFLEX for SAP Landscapes powered by FlexFrame Orchestrator as a basis for a highly efficient private cloud ■ Professional Services and Project Management
Business benefits	■ Halved annual IT spend ■ Critical business reports now available in seconds ■ Highly available access to the information ■ Management and maintenance streamlined and simplified ■ Full advantage of the latest SAP features

…and what's below the water line.

The FUJITSU Server PRIMERGY RX4770 M4
Power for the backend of digitalization

Great selection of up to 4x Intel® Xeon® Scalable Family CPUs with up to 205W and 28 cores

Huge memory capacity (up to 3TB) for very perfect for database apps, ideally in-memory

The hardware setup and OS support offers great variability to virtualize any demand
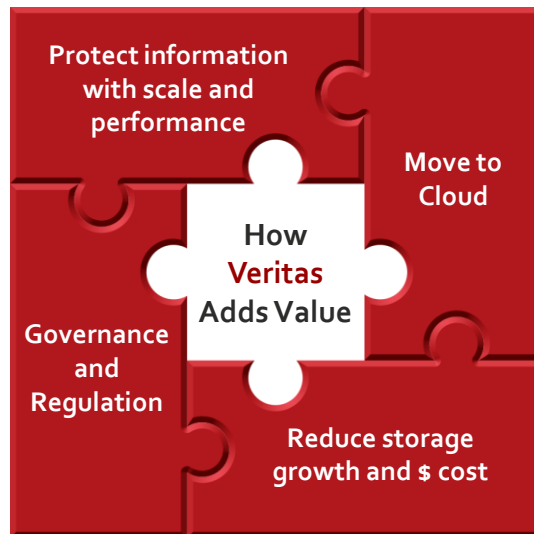
Continuous operation is ensured through a set of RAS-features

Optimized for database apps such as S/4 HANA and SAP HANA®

Veritas helps the most important enterprises in the world protect their most important asset. **Data.**

Protect information with scale and performance

Move to Cloud

How Veritas Adds Value

Governance and Regulation

Reduce storage growth and $ cost

VERITAS | FUJITSU

veritas.com/fujitsu

Veritas and Fujitsu deliver a **consistent set of powerful tools** across **physical, virtual and cloud environments** to help:

- **accelerate** data transformation and migration
- **extend** data protection to the cloud
- **ensure** availability for mission-critical apps

Customer Benefits

CONSISTENCY	RELIABILITY	VALUE
One ecosystem for the entire data lifecycle, even across complex, hybrid-IT environments.	Improve reliability and access whether data is heavily trafficked or archived for the long term.	Reduce costs, increase efficiency and productivity, and meet compliance requirements.

VERITAS

What's above the water line…
Data Provisioning with PRIMEFLEX for SAP HANA

FUJITSU

paysafecard

Finance Services

Country: Austria
Founded: 2000
Employees: 200

"Our fraud detection experts could not do without SAP Business Warehouse and the enormous boost to performance provided by SAP HANA® and FUJITSU."

Christian Ganner
SAP Application Management,
paysafecard.com
Wertkarten GmbH

Challenge	- Aggregate and update all data according to criteria - Migrate the database containing card and transaction data - Speed-up the provision of data - Enable real-time analysis - Prompt reporting
Solution	- FUJITSU Integrated System PRIMEFLEX for SAP HANA - PRIMEQUEST Servers - Professional Services
Business benefits	- Quicker provision of data: Data from the previous day is processed in one hour and loaded to Business Warehouse - Faster reporting: Comprehensive reports in under 10 seconds - Increased user-friendliness: Ad hoc queries with reliable response times - Restricted complexity: Most requests are processed via a single transaction table - Compliance ensured with anti-money laundering regulations

...and what's below the water line.

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The FUJITSU Server PRIMEQUEST 3x00E

Redefining mission-critical server architecture
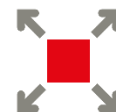
Great selection of up to 8x of Intel® Xeon® Scalable Family CPUs with up to 205W and 28 cores

Huge memory capacity (up to 6TB) ideal for transactional database apps like HANA

Continuous operation thanks to embedded RAS-features for mission-critical operations

Economically scalable from 2 to 8 sockets within only one chassis

Record-breaking performance for SAP HANA workloads on x86

What's above the water line...
Virtualization withn PRIMEFLEX for VMware vSAN

FUJITSU

Education University

Country: Italy
Founded: 1967
Employees: 500

"The platform created as a result of this project puts the Mediterranean University at the cutting edge in terms of facilities and infrastructure for food and agriculture research."

Santo Marco Zimbone
Director General
Mediterranean University of
Reggio Calabria

Challenge	■ Meet the communications, data processing and results sharing requirements from Saf@med research project (Influence of climate change on agricultural and agri-food products as well as on production security) ■ Consider extended scope through local and international scientific community ■ Exploit the scope for optimization and flexibility of virtualization
Solution	■ FUJITSU Integrated System PRIMEFLEX for VMware vSAN ■ PRIMERGY CX Series ■ On-site consulting and technical support
Business benefits	■ Satisfy the essential requirements to support the research project translating into a research infrastructure across five platforms ■ System consolidation and reduction of man-hours dedicated to maintenance ■ Significant energy savings on consumption and cooling

...and what's below the water line.

The FUJITSU Server PRIMERGY RX2540 M4

The data center standard without compromise

Great selection of up to 2x of Intel® Xeon® Scalable Family CPUs with up to 205W and 28 cores

Huge memory capacity (up to 3TB) for very demanding applications like Hadoop

The hardware setup and OS support offers great variability to virtualize any demand

Various base units make a perfect match to individual requirements for controllers, storage, etc.

Additional GPUs enable you to place the system perfect also for AI or deep learning

What's above the water line…
Virtualization with PRIMEFLEX Cluster-in-a-box

barrie

FUJITSU

Manufacturing Textile

Country: United Kingdom
Founded: 1903
Employees: 190

"We wanted something we could plug in straight out-of-the box that would give us sufficient capacity for the next 5 to 10 years. However, we had no experience with virtualization. It took us maybe 30 minutes to get it up and running because all we needed to do was screw into the rack, plug it in and switch it on."

Mark Kirkwood, IT Manager
Barrie Knitwear

Challenge	
	■ Replace six aging legacy servers with a virtualized environment
	■ Minimize downtime and simplify management
	■ Protect important data and business-critical services
	■ Looking for a ready-to-use solution for SME and mid-market requirements

Solution	
	■ FUJITSU Integrated System PRIMEFLEX Cluster-in-a-Box a high availability, all-in-one appliance based on servers, storage and Microsoft Windows Server 2012.
	■ PRIMERGY CX series
	■ Collaboration with IT partner JayByJay

Business benefits	
	■ Resilient, reliable and flexible server and storage platform
	■ Shared resilient disk: Increased availability
	■ No more need for multiple OS licenses translating into savings on fees
	■ Lower electricity bills due to reduced energy consumption
	■ Scalability to meet future needs by adding virtual servers at no cost

...and what's below the water line.

The FUJITSU Server PRIMERGY CX400 M4

Workload-specific power in a modular form factor

Great selection of up to 4x 2x of Intel® Xeon® Scalable Family CPUs with up to 205W and 28 cores

Modular system design with workload-specific server nodes to match exactly to the need

Virtualization at best: run cloud services, technical processing, VDI and HPC on one machine

Perfectly scalable platform: up to 4x 2-socket nodes within 1 chassis

Additional GPUs enable you to place the system perfect also for AI or deep learning

What's above the water line…
Platform Refresh for Storage Spaces Direct

Mining

Country: United States
Founded: 1994
Employees: 400

" Fujitsu has proven once more that it is a trusted partner, with the reliability, performance, scalability, and affordability to allow us to enjoy enterprise-class solutions at a fraction of the cost."

John Hohn , IT Manager
Pete Lien & Sons

Challenge	■ Technology refresh of environment ■ Replace aging server platforms with an integrated solution ■ Leave a smaller footprint
Solution	■ FUJITSU Integrated System with Storage Spaces Direct ■ PRIMERGY Rack Servers ■ Flexible platform provides reliable, scalable, software-defined resources.
Business benefits	Performance has increased by 50%, enabling users to be more productive ■ Less administration required, freeing up internal resources ■ Significant reduction in the time needed to generate critical reports ■ Future proofed solution can easily scale up by adding resources when required ■ Zero incidents reported since installation

...and what's below the water line.

The FUJITSU Server PRIMERGY RX2540 M4

Scalable rack server for essential business apps

Essential performance and only as much as necessary: up to 2x of Intel® Xeon® Scalable Family CPUs

Great storage capacity within only 2U: 120TB with 3.5" drives and 46TB with 2.5" drives

OS support for Windows Server 2016 incl. Storage Spaces Direct

Modular family concept with any other PRIMERGY: PSUs, Controller etc. easy to change and share

Energy efficient operation thanks to Cool-safe® Advanced Thermal Design and more

What's above the water line…
Air Flow Calculation with PRIMEFLEX for HPC

Manufacturing
Aviation

Country: Germany
Founded: 1934
Employees: 9000

"With energy-efficient, cost-effective servers and reliable service before and after purchase, Fujitsu has once again been able to provide MTU with a new Linux high performance cluster."

Challenge	■ Calculate air flow in engines with systems that provide the necessary computing power ■ TCO considerations over the entire lifespan of the infrastructure including energy costs and expected repair charges ■ Need for competent advice and reliable technical service
Solution	■ High Performance Linux Cluster based on ■ 216 PRIMERGY CX series computing nodes ■ Including 48 months maintenance customized according to requirements
Business benefits	■ High-performance computing speed ■ Low energy consumption ■ Good value solution in terms of TCO ■ Single point of contact for all service requests

…and what's below the water line.

The FUJITSU Server PRIMERGY CX600 M4

The data center standard without compromise

Perfect for highly parallel computing: Intel® Xeon Phi™ processor with 72 cores and 16GB bandwidth

Optional on-chip liquid cooling solution. Absorb heat and warm the office

Modular system design with industry-highest density in a rack: up to 8 server nodes on only 2U

Lower TCO, great ROI since HPC workloads are performed with up to 3 TFLOPS
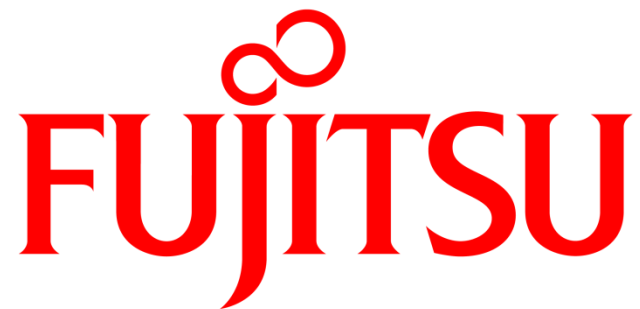
Enhanced by a global network in HPC and more than 40 years of supercomputing competence

No need to worry!

FUJITSU

shaping tomorrow with you