FUJITSU Cloud Services Management

Reducing the cost and complexity of managing hybrid IT

shaping tomorrow with you

More cloud services –
new management challenges

It's clear that CIOs and their teams need a new approach to reducing the cost and complexity of managing the growing portfolio of cloud services alongside their on-premise systems. This is regardless of whether they're cloud services deployed by the IT department or procured by business units.

FUJITSU Cloud Services Management addresses the key challenges of managing a hybrid IT landscape of cloud and non-cloud systems while delivering savings in operational management costs of up to 70%.

FUJITSU Cloud Services Management
- Is a unified platform for aggregating, integrating and management of cloud and non-cloud services
- Is delivered as a cloud service with cloud utility pricing
- Provides a "single pane of glass" to monitor and manage the whole ICT estate

As cloud adoption surges with organizations seeking greater competitive edge and looking to leverage the new mega trends of social, mobility and big data, FUJITSU Cloud Services Management delivers the tools to effectively meet the new challenges in terms of integration, managing risk, unifying management and controlling costs.

MORE CLOUD, NEW CHALLENGES

As managing multiple clouds alongside traditional systems becomes the new reality for IT delivery, our research[1] has identified a number of new challenges. These include:

- **Integration** – Business unit leaders say integration issues prevent them from getting the best out of their cloud investments
- **Risk** – Organizations need to plan to handle the new risks that emerge around data security, service disruption and regulatory compliance
- **Unified management** – IT Departments need to be able to manage cloud and non-cloud systems alongside one another effectively
- **Cost control** – Business leaders need transparency in order to manage costs as cloud adoption increases
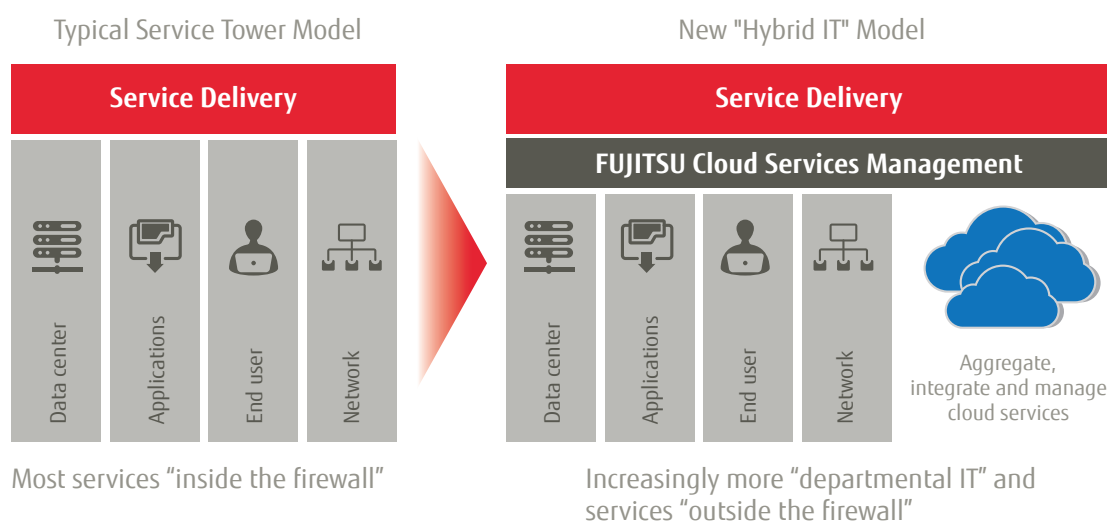
To read our latest research and practical advice on how to respond to these emerging challenges, download The White Book of Managing Hybrid IT and the Managing Hybrid IT infographic from our website[2].

[1] http://www.fujitsu.com/global/Images/Fujitsu_Whitebook_Managing_Hybrid_IT.pdf

[2] http://www.fujitsu.com/fcip

'Hybrid IT' – the new reality for IT services

A new kind of IT environment is rapidly emerging: one that combines both cloud services and traditional IT. This new hybrid IT model differs from the typical model in that it facilitates increasingly departmental IT with many services now being delivered from "outside the firewall".

Typical Service Tower Model

Service Delivery

Data center | Applications | End user | Network

Most services "inside the firewall"

New "Hybrid IT" Model

Service Delivery

FUJITSU Cloud Services Management

Data center | Applications | End user | Network

Aggregate, integrate and manage cloud services

Increasingly more "departmental IT" and services "outside the firewall"

Embracing hybrid IT will give you a competitive advantage
Our research suggests that organizations that react and reconfigure the way they manage a radically different IT landscape will simply be better positioned for the future. Not only are they able to innovate at a greater speed, they're less vulnerable to security risks and system performance issues, while being more responsive to changing market demands.

The CIO as a Broker of Services
Our research The White Book of Managing Hybrid IT shows that for many organizations the role of the CIO and the IT department is evolving from that of IT provider and procurer, to that of advisor and broker.

"Businesses that embrace the hybrid IT model stand to gain substantial competitive advantage."

While the CIO remains the driver of their organization's IT strategy, there will be a more fundamental shift of the IT function as a whole as business leaders take a greater role in deciding which systems to buy or use.

FUJITSU Cloud Services Management is designed to support this evolution providing the IT Department with the tools they need to make it easy for cloud and non-cloud services to be introduced and managed in a cost-effective and compliant manner.

Making cloud adoption safe,
easy and simple for the business

Business units should be empowered to exploit cloud – but they need the right framework to maximize return and minimize risk. Our research shows the IT Department needs to adapt and play a greater role as a cloud enabler and a broker of services for the business.

This means reviewing the approach to service integration and end-to-end service management and looking at new service delivery tools that ensure all data is protected, user access is controlled and cloud and non-cloud IT services are managed and governed correctly.

"The IT Department's tools and systems must evolve to effectively manage hybrid IT."

FUJITSU Cloud Services Management allows seamless management and monitoring of all IT services. This includes existing infrastructure and cloud services from Fujitsu and other providers.

To effectively manage a hybrid IT environment, businesses need a system that lets them manage all aspects of every service – from protecting data to optimizing performance.

FUJITSU Cloud Services Management does exactly that. By aggregating the various services used across the business, IT departments can turn a patchwork of solutions into an integrated, consistently managed, well-governed IT service, all via a unified management portal.
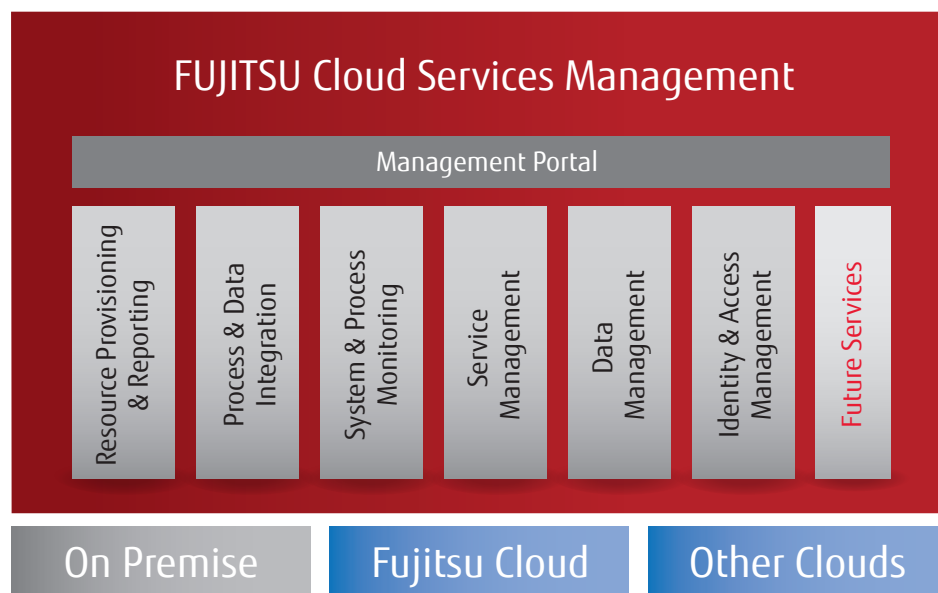
OUR APPROACH ENSURES THAT:

- Business units can adopt new cloud services easily, in a way that ensures risks are understood and cloud services are managed and governed appropriately
- Existing cloud services can be easily on-boarded and managed within the service delivery framework
- There is end-to-end visibility over business processes that span both cloud and non-cloud systems
- Data is backed up independently of the cloud service
- Identity management and access control is managed across all IT services – whether cloud or on-premise
- Comprehensive usage and cost information is readily available
- The IT department knows how cloud services are performing before users call the service desk

"IT services can be delivered consistently whether users are accessing a cloud service or an on-premises system"

Reduce the cost of managing hybrid IT
FUJITSU Cloud Services Management is designed to support the drive for innovation. By addressing the challenges of managing a fragmented cloud and non-cloud IT architecture, the platform makes it simpler and safer to manage hybrid IT – while significantly reducing costs. In fact, based on our own experience and industry figures we estimate that clients could reduce their operational cost of managing hybrid IT by up to 70%.

Reducing the risk and costs
of managing hybrid IT

FUJITSU Cloud Services Management

Management Portal

- Resource Provisioning & Reporting
- Process & Data Integration
- System & Process Monitoring
- Service Management
- Data Management
- Identity & Access Management
- Future Services

| On Premise | Fujitsu Cloud | Other Clouds |

It provides the following functionality:

1. Management Portal
- Gain a single point of entry into FUJITSU Cloud Services Management and manage the end-to-end service of hybrid IT in a unified way
- Aggregate cloud management services to enable easier adoption of cloud for Business Units
- Manage all cloud services in a consistent way whether purchased from Fujitsu or third-party suppliers

2. Resource Provisioning and Reporting
- Simplify and centralize the provision of cloud and non-cloud resources, including infrastructure, platforms and software, via a Service Catalog
- Access IaaS, PaaS and SaaS cloud services irrespective of whether they are delivered from Private Clouds, Private Hosted Clouds or Public Clouds
- Provide a "service wrap" so on-premise applications can be presented as if they are SaaS applications
- Deliver 'Bring Your Own Cloud' to business using a system that allows services to be made available quickly and easily; and taken away when no longer needed
- Enable a 'pay as you use' model based on services consumed from a catalog

3. Process and Data Integration
- Integrate systems, processes and data for cloud and non-cloud services through Fujitsu's powerful iPaaS engine[3]
- Connect data within services to unlock new opportunities and create new business processes, and quicken time to market
- Rapidly deploy integrated solutions to bring together processes, services and systems. Integrate Public Cloud services like Salesforce® with enterprise systems like SAP® to deliver support for new or improved applications or business processes
- Ensure all systems are communicating properly and that critical business processes involving multiple systems are executed as efficiently as possible
- Seamlessly link services, processes and data using a drag-and-drop interface and the library of over 2,500 preconfigured connectors

4. System and Process Monitoring
- Gain a single, holistic view of systems and processes irrespective where they run, even if a process spans cloud and non-cloud systems
- Use a single, unified interface to track all the vital, dynamic resources that the business relies on, giving comprehensive monitoring insights needed to ensure business IT performs optimally at all times
- Use Business Activity Monitoring to see what's happening within individual processes, e.g. the number of sales transactions per hour

[3] www.RunMyProcess.com

5. Service Management
■ Receive consistent and proactive information on the performance and availability of all IT services, whether they are cloud or on-premise systems
■ Use a comprehensive SaaS-based IT service management solution for managing, coordinating and optimizing all aspects of service delivery in a hybrid IT environment
■ Use the built-in, ITIL-based best practices and action-based workflows to boost service levels while reducing costs and improving efficiency

6. Data Management
■ Simplify the back-up and recovery of data across cloud and non-cloud systems from a single portal, minimizing the business's storage footprint, while ensuring data is encrypted at rest and in transition
■ Deploy a vault wherever necessary ensuring fast, local backup and restoring of data - whether to support branch offices or backing up sensitive data to a specified location
■ Leverage the power of a cloud-connected data protection system to either replace or complement existing approaches so that all data is always fully secure

7. Identity and Access Management
■ Provide a cloud-based federated single sign-on to manage who can access which systems (cloud and non-cloud), and from which locations
■ Reduce the risk of inappropriate access and fraud – and avoid potential problems when people join, leave the company or change roles internally
■ Make it possible for users to sign in once and share credentials across domains using advanced identity federation
■ Reduce costs when deploying new systems, and simplify the user experience
■ Deliver advanced authentication and risk profiling (device, time and location) that works seamlessly across cloud and non-cloud systems

What's in it for the stakeholders?

For Business Leaders	For the CIO
The agility that's needed to innovate and develop the business, faster	Having the framework and tools to act as a cloud enabler
The reassurance that cloud services will be managed and governed effectively as part of the wider IT estate	The ability to offer a 'Bring Your Own Cloud' option for the business alongside in-house, non-cloud systems
Ensuring effective risk management of cloud services for the board	The ability to measure usage and manage cost allocation for cloud services
Having sight and control of the spend on cloud services to maximize the return for the organization	Reducing the operational management costs of hybrid IT by up to 70%

PROFESSIONAL AND MANAGED SERVICES

We offer a range of managed services to make the transition to a hybrid IT environment smooth and easy:

■ Deploying and integrating the platform into an organization's existing IT environment
■ Managing the platform once deployed
■ Setting up a marketplace for the business to offer cloud services to all departments
■ Overseeing the on-boarding of new cloud services
■ Managing these cloud services once they are deployed

FUJITSU Cloud Services Management –
delivering competitive advantage

With these capabilities in place, CIOs and IT departments can support a model of business-led IT, and enjoy a host of new benefits.

Faster innovation through 'Bring Your Own Cloud'
Business leaders can now give their departments the freedom to 'bring their own cloud' to meet market demands – knowing these cloud services can be integrated into the organization's existing IT environment, with the risks controlled and the service managed effectively.

Simplified adoption and servicing
No single cloud provider can meet every need of every business. So FUJITSU Cloud Services Management gives businesses the freedom to rapidly deploy new solutions that can be easily integrated and managed – whether they're from Fujitsu or third parties, and whether they're cloud services or on-premise systems.

Better governance and less risk
Consistent security and compliance can be applied across the entire IT landscape. This guarantees CIOs and their departments complete oversight and management of who is using what system – and at what cost. IT departments can ensure that access is being controlled, and that data is backed up for all systems, whether cloud or non-cloud based.

Maximized value from existing investments
Any solutions that are already in place can be integrated to work within the framework of the platform. There is no need to "rip and replace" and FUJITSU Cloud Services Management makes it easy to bring existing cloud services under management or to leverage current investments in system tools.

A potential 70% reduction in operational management costs
FUJITSU Cloud Services Management offers a comprehensive set of functions that address all the major areas of operational management for an IT estate. We estimate that organizations could save up to 70% on these costs.

Why choose Fujitsu?
As the fourth largest IT service provider globally and with more than 30 years of experience in designing, building and delivering enterprise-class IT services, Fujitsu has always been at the forefront of service integration and IT service management. Now we're bringing that experience to bear to help organizations manage the emerging environment of hybrid IT.

Working in close partnership with a range of industry leaders, we've built FUJITSU Cloud Services Management from the ground up to help businesses across all verticals synergize their various cloud and on-premise systems. So we're perfectly positioned to provide both a unique offering and the management services to calibrate it to the individual enterprise's needs.

Summary

FUJITSU Cloud Services Management can make cloud adoption safe and easy while reducing the operational management costs of hybrid IT by up to 70%.

Cloud adoption is growing and becoming a standard part of many organizations' IT services landscape. But enabling the effective use of cloud within an organization is not a simple task.

FUJITSU Cloud Services Management gives businesses everything they need to manage the adoption of cloud successfully, all in one place. We simplify the complexity that exists around choosing, installing and using cloud solutions and the management of hybrid IT. We also empower IT departments to act as a cloud broker, helping them to:

- Avoid vendor lock in by making it easy for the business to choose the right solution while simplifying manageability
- Speed up deployment and respond rapidly to business needs while maintaining enterprise-level compliance and security
- Make cloud adoption simpler and safer with a toolset that works across Fujitsu and 3rd party cloud services, private cloud and on-premise systems

Our cloud-based platform delivers the key elements needed on a Software as a Service basis, for the effective adoption of cloud alongside existing IT services:
- An aggregation solution to pull all IT services together
- A powerful cloud-based integration engine
- A platform for managing all your IT services in a consistent manner

Businesses can:
- Adopt cloud at their own pace
- Deliver a solution that really makes a difference
- Avoid headline-grabbing security breaches and safeguard company data

Ultimately, we help to transform IT departments from 'providers' into successful 'brokers' of the ICT services their businesses need.

What next?

To Find out more, contact us at info@sg.fujitsu.com
Nexus @ one north
1 Fusionopolis Link, #04-01, Singapore 138542
Email: info@sg.fujitsu.com
Web: sg.fujitsu.com