

Media Backgrounder Hybrid IT

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In the race to achieve digital transformation it's often a case of the winner takes all. The organization that gets to market first with a winning new proposition or a radically innovative new service, reaps returns that can be off the scale. Some industry examples of this first mover advantage are Netflix, Deliveroo and Uber.

Cloud adoption has been a fundamental part of the winning formula for some time now. Digitally-transformed enterprises are not only delivering key applications and services from the cloud, they are building cloud-native applications for their resilience, portability and scalability, and to shrink both capital expenditure and operating costs for their data center infrastructures. Cloud provides access to the necessary innovation, performance, accessibility and flexibility that organizations need to compete and meet ever-growing customer needs. Consequently, enterprises have come to rely on cloud as the backbone of their transformation, and this is why cloud adoption continues to surge.

Legacy-free start-ups are able to move more quickly to become 'cloud native' and therefore to innovate faster than established players, who are weighed down by systems of record that cannot simply be jettisoned. That is why the adoption of Hybrid IT is such a fast-growing trend, as it enables incumbent players to compete more effectively, through leveraging existing investments in traditional IT infrastructure and unlocking the data it holds, in combination with new cloud-based services.

Although the benefits of Hybrid IT are clear, the inevitable complexity often holds enterprises back from fully embracing hybrid environments – an issue exacerbated by the increasing range of cloud platforms and technologies available. Here, choice of a transformation partner for the journey to become cloud native is critical as only very few have the necessary combination of geographical reach, range of people skills, technology breadth and key ecosystem partnerships to be able to deliver this scale of multi-cloud, multi-modal digital transformation.

Fujitsu is one of those few and represents the systems integrator of choice for enterprises, focused on assisting them to adopt hybrid IT and progress rapidly through the cloud adoption maturity cycle. This leadership position is confirmed by its ranking as a leader – for the sixth year in succession – in the recent [Gartner Magic Quadrant for Data Center Outsourcing and Hybrid Infrastructure Managed Services, Europe, authored by Claudio Da Rold, Robert Naegle and David Groombridge, published on June 14, 2018](#). End-to-end integration and orchestration are key differentiators for Fujitsu, with a range of services designed to support customer journeys from traditional IT, to cloud and towards digital. Its proven Hybrid IT Transformation methodology manages the process of transforming mission-critical enterprise applications to a cloud-based state. This avoids the need to change processes or make major modifications, which are expensive and time-consuming, and reduces the risk of disruption to existing services.

New ways of sourcing, skilling and working

Part of Fujitsu's leadership position is derived from an advanced multi-cloud strategy that acknowledges the clear demand from enterprises to take the best functionality and performance from multi-cloud platforms and services, rather than compromise by being driven towards a one-size-fits-all solution by an integrator operating within a 'single preferred cloud platform' approach. Enterprises are recognizing that achieving this necessitates access to a wide spectrum of cloud providers, with requirements that go beyond the reach of any single cloud provider.

Most transformation programs are therefore about implementing and managing complex, multi-cloud environments that are fully merged with existing IT infrastructures in hybrid IT architectures. In tune with the market's desire for multi-platform cloud capabilities, Fujitsu gives customers a

wide choice of managed public and private cloud platforms and services, so they can meet specific performance, functionality and workload requirements. It has established relationships with some 300 innovation partners, around the world, including enhanced strategic partnerships with both the key hyperscale and private cloud, platform and app providers that are fundamental to delivering agile digital transformation for customers. [Announcements have started with Microsoft, VMware, SAP and Oracle](#) and Fujitsu will continue to expand this lineup of cloud services going forward.

In the midst of all these pressures to transform, there is also a massive global IT industry skills shortage, which means that only a handful of systems integrators have the skills and experience to deliver multi-cloud, multi-modal IT - reliably, at scale, on a global basis. Fujitsu is one of only a few IT systems integrators able to fill the internal execution gap that has been created by skill shortages, on a global basis. It continues to invest in these competencies and is committed to training an additional 10,000 people globally in Agile, DevOps and in achieving cloud-specific certification for a range of leading hyperscale cloud platforms.

Fujitsu's Hybrid IT portfolio - Transform, Integrate, Orchestrate

According to independent third-party analysts [such as Forrester](#), multi-cloud management and the resulting complexity this brings is a growing trend. As customers strive to transform to remain competitive, their IT environments invariably become more complex, with technologies of different ages co-existing – usually with a need to interact. The challenges of addressing conflicting demands placed on IT infrastructure within a hybrid environment mean that a well-integrated hybrid IT environment is key to meeting strategic digital transformation goals by providing and enabling the perfect balance of cloud and traditional IT.

However, a recent survey undertaken in conjunction with leading analyst firm PAC revealed that **the accelerating pace of business change is driving hybrid adoption**. Organizations increasingly find themselves under competitive pressure to move more quickly, and cannot allow their systems to hold them back. This is increasingly driving users to embrace cloud hybrid solutions, with attention often focused on those systems and software that are most time-consuming to change.

Fujitsu enables large organizations to seamlessly integrate and manage its legacy IT (which may be key to running vital enterprise systems) alongside the cloud-based IT that is key to driving new levels of agility, efficiency and innovation. The very process of moving to and operating in a hybrid environment can be daunting and the need to get things right in a world of complexity and change can put extra pressure on an organization. There is a premium, therefore, on proven methodologies, such as [Fujitsu Hybrid IT Transformation](#), which allow organizations to move to hybrid IT rapidly and without having to change processes, make huge investments to integrate new technology with existing IT or disrupt existing services. Fujitsu's methodology, expertise and unique solution allows customers to make sense of complex traditional environments by 'scanning' workloads, systems and applications and efficiently migrating as appropriate to an agile hybrid IT environment – all without disruption to operations and day-to-day service. This has enabled many Fujitsu customers in migrating to multi-cloud environments, preventing both loss of business and any a resulting reputational damage.

A key Hybrid IT enabler that helps customers bridge the gap between on-premises infrastructures and cloud is [Fujitsu Cloud Services Management](#), which addresses the key challenges of managing a Hybrid IT landscape of cloud and traditional on-premises systems while delivering savings in operational management costs of up to 70 percent. Enterprises are adopting Software Cloud Services Management as a unified platform to manage different IT tasks including deployment and migration consistently across entire businesses.

[Fujitsu Hybrid IT Orchestration](#) gives customer the ability to manage and control all aspects of their Hybrid IT and multi-cloud environment effectively and easily, from provisioning and workload management to cost control, and [Fujitsu Hybrid IT Managed Services](#) provides fully-managed services for a range of cloud platforms and digital services, including Microsoft Azure, AWS, VMware platforms and Oracle Cloud.

Where next?

Customers are now starting to consider the integration into Hybrid IT of more sophisticated cloud deployments. In its early days, the cloud was about Infrastructure-as-a-Service (IaaS) – essentially moving aspects of workloads from on-premise data centers on to hosted systems – and was often initially outside any corporate network. The net effect was replacing one type of infrastructure with another that was more flexible, but that essentially did the same thing.

Today, we are well into the phase where cloud is part of the overall IT landscape and managed by IT professionals. The level of abstraction from cloud platforms continues to rise and real digital transformation comes beyond IaaS, when customers start to explore the opportunities for more agile development and faster deployments.

Often considered as a first step, IaaS provides the ability to host virtual machines (VMs) in the cloud. An alternative to this is containerization, which is rapidly gaining momentum. This is a more efficient approach that uses fewer resources, using cloud infrastructure to host and run

applications without the need to go through the stages of creating a VM for each application, and without needing a host operating system for each one.

The other major cloud technology is platform-as-a-service (PaaS), which delivers cloud-based middleware-style services and software-as-a-service where enterprise applications are delivered from the cloud. These provide the opportunity to develop, run and manage applications without needing to worry about the underlying infrastructure. The next trend here is function-as-a-service (FaaS), also known as a 'serverless' computing model. With FaaS, there is no need to even run entire applications, instead utilizing so-called microservices that only exist when they are triggered. This approach helps reduce the cost of cloud computing, as payment is only required for the resources to run the application function, and there is no need to keep an entire application running 24x7.

The evolution of infrastructure automation is making it easier than ever to consume cloud resources. IaaS allowed organizations to create much more flexible infrastructures with greater agility and lower costs. However, these were still managed in a traditional way and organizations still needed to invest a lot of time and effort in maintaining and updating existing systems to ensure they remained current. The future trend is to leverage the fact that IaaS and PaaS can be increasingly controlled through application programming interfaces (APIs), leading to a new era, with 'infrastructure-as-code'.

This means automatically provisioning infrastructure from a blueprint that is pre-tested and pre-defined, therefore removing labor-intensive manual configuration and the associated risk of errors. It also means being able to introduce version control for entire infrastructures and adopt the so-called 'immutable server' approach. Here, changes are made to the infrastructure definition and re-provisioned, rather than updating individual servers. The infrastructure-as-code approach means it is easier, cheaper and faster to commission and manage entire complex infrastructures.

Despite perhaps running a range of platforms, many organizations are still just starting to reap the potential benefits of the cloud – and those businesses ready to modernize existing infrastructure, or who are hungry for growth through digital transformation have many options today. For the first group, there are major opportunities to move existing IT solutions on to IaaS and automate. For the second, customers can start using PaaS and FaaS to deliver 'cloud native' applications – a major transition that Fujitsu predicts over the next five years.

Fujitsu's goal is to help customers transition from traditional, to cloud hosted, to cloud native' – becoming more cloud and digitally mature to serve their customers better and to get ahead in their market. Fujitsu works closely with them (alongside its multi-cloud partner ecosystem) to help them navigate their way through their unique cloud journey.

Online resources

- Fujitsu and Hybrid IT: <http://www.fujitsu.com/global/themes/hybrid-it/>
- The Hybrid Hive - Conversation and debate about all things Hybrid IT: <http://www.thehybridhive.com/>
- The Whitebook of Managing Hybrid IT: http://www.fujitsu.com/global/Images/Fujitsu_Whitebook_Managing_Hybrid_IT.pdf
- Fujitsu Hybrid IT Managed Services brochure: <http://www.fujitsu.com/global/Images/Hybrid%20IT%20Managed%20Services%20brochure.pdf>
- Download the Hybrid IT overview: <http://edition.pagesuite-professional.co.uk/launch.aspx?eid=860c2e16-1398-4dd1-9ce9-9013fb6293c2>
- White Paper: Building the Business Case for Hybrid IT: http://www.fujitsu.com/global/Images/Fujitsu_HybridIT_WP_Building_business_case.pdf

Press releases:

- [Fujitsu Accelerates Digital Transformation for the Enterprise with Enhanced Multi-Cloud Hybrid IT](#)
- [Fujitsu Named by Gartner as a Leader for Data Center Outsourcing and Hybrid Infrastructure Managed Services, Europe for Sixth Successive Year](#)
- Read the Fujitsu blog: <http://blog.ts.fujitsu.com/>
- Follow Fujitsu on Twitter: http://www.twitter.com/Fujitsu_Global
- Follow us on LinkedIn: <http://www.linkedin.com/company/fujitsu>
- Find Fujitsu on Facebook: <http://www.facebook.com/FujitsuICT>
- Fujitsu pictures and media server: <http://mediaportal.ts.fujitsu.com/pages/portal.php>
- For regular news updates, bookmark the Fujitsu newsroom: <http://ts.fujitsu.com/ps2/nr/index.aspx>

¹ Source: MaturityScape Benchmark: Cloud Worldwide, 2017 by IDC Research

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About Fujitsu

Fujitsu is the leading Japanese information and communication technology (ICT) company, offering a full range of technology products, solutions, and services. Approximately 140,000 Fujitsu people support customers in more than 100 countries. We use our experience and the power of ICT to shape the future of society with our customers. Fujitsu Limited (TSE: 6702) reported consolidated revenues of 4.1 trillion yen (US \$39 billion) for the fiscal year ended March 31, 2018. For more information, please see <http://www.fujitsu.com>.

About Fujitsu EMEA

Fujitsu promotes a Human Centric Intelligent Society, in which innovation is driven by the integration of people, information and infrastructure. In the Europe, Middle East, India and Africa region (EMEA), our 28,000-strong workforce is committed to Digital Co-creation, blending business expertise with digital technology and creating new value with ecosystem partners and customers. We enable our customers to digitally transform with connected technology services, focused on Artificial Intelligence, the Internet of Things, and Cloud - all underpinned by Security. For more information, please visit <http://www.fujitsu.com/fts/about/>

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