

IT becomes service

Your guide to the new world of managed IT services.

Fujitsu Service Hub. Our service. Your future. That's IT!

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What if ...

- ... you and your users could easily manage IT via an intuitive portal?
- ... complexity were suddenly very simple?
- ... your IT operations ran smoothly even if you and your team go home on time?
- ... providing IT services took only hours or minutes instead of several weeks or days?
- ... software robots and artificial intelligence gave you the freedom to be truly innovative?
- ... multi-cloud solutions didn't give you a headache but instead brought a smile to your lips?
- ... you could be certain even today that your company would be agile, flexible, and successful in the future?
- ... you didn't have to stick to one public cloud provider?



Foreword

Dear readers,

There is no doubt that the trend is moving toward the cloud and hybrid IT. Depending on their business requirements, successful companies naturally use different systems in parallel, from on-premise solutions to private and public clouds to the services of hyberscalers like Amazon Web Services, Microsoft Azure and Google. Along with benefits such as flexibility, scalability, and innovation, however, a high degree of complexity is also to be expected. This complexity is also associated with the effort involved in managing, integrating, and orchestrating the different standards.

How can companies do this without a lot of adaptation and development work? Without investing human resources that they don't even have?

The answer lies in managed IT services and a platform that brings together the hybrid IT world, just like an adapter. Companies that obtain their IT from this kind of platform in the form of managed services can organize and adapt it quickly according to the demand and requirements. And put themselves in the position of pursuing their core business faster. To remain innovative. And act with agility. Without having to worry about how they are to accomplish this in the first place.

After all, the managed IT service partner takes care of tasks such as integration, orchestration, automation, and security. The new ways to provide modern managed IT service platforms make procuring IT as easy as using electricity from the wall outlet.

Steffen Müter
Head of DACH and
Chair of Fujitsu Services GmbH
Management Directors Board

Dr. Christof BeneckeHead of Service DACH
at Fujitsu

Find out how to use managed IT services successfully and adapt your IT to new requirements.



The cloud as a digital enabler

It is no longer possible to avoid using cloud services. As much as 87 percent of the respondents of an IDC study say they use multiple cloud resources.¹ And this number is growing. The COVID-19 crisis has given new impetus to the move to the digital world. In response to the pandemic, 75 percent of the surveyed companies with 100 or more employees plan to invest more money in digital technologies and applications, as reported by the digital association Bitkom e. V.

And why shouldn't they? After all, the benefits are plain to see: scalable IT services, greater organizational flexibility, access to data regardless of equipment, time, or location, all while lowering investment costs. In other words, everything that future-oriented companies need to remain innovative—and resilient in the face of market and business changes.

Modern IT means more complexity

That, at least, is the ideal concept of the (hybrid) cloud's simplicity. After all, anyone who has ever dealt with software-defined data centers, hypervisors, or container technologies knows that hybrid IT is extremely complex. In addition, essential issues such as security and IT compliance must be observed and, above all, ensured over the long term, even under changing conditions. No wonder, therefore, that two-thirds of companies have problems with cloud integration.² Or they even shy away from taking this step at all.

However, increasing complexity is a struggle even for advanced companies, whose cloud administrators pay attention to integration capability and interoperability between providers when choosing their services. They often use hybrid environments without

Introduction

any overarching management,³ instead handling integration and orchestration themselves. This takes up time and resources. Which is disastrous at a time when most companies suffer from a shortage of skilled workers. Under these circumstances, the expectations they once had in moving to the cloud often fall by the wayside.

What's more, it is frequently not the IT specialists, but the department managers, who decide which service is needed and what form it should take. They use cloud services as a matter of course in their everyday business dealings, but often in the form of shadow IT. While this allows the departments to implement requirements quickly and without much effort, they cannot always guarantee security and data protection. Frequently, the services used are not interoperable, which makes orchestrating the IT extremely difficult and also increases the workload and time investment of the IT team, who are usually already overloaded.

Managed IT services—but how?

Flexibility, agility, and cost efficiency are what companies expect to get out of hybrid or cloud environments. Whether they are still in the early stage or already right in the middle of their digital transformation, everyone would like IT services to be available quickly, run reliably and support their business processes and in-house developments, without having to build the infrastructure or manage the multi-cloud environment themselves. Doing so requires skills that they often don't have. And it ties up many of the resources, which are usually in short supply, and delays implementing cloudbased business innovations. Managed IT services are the answer to these problems.

To be able to focus on what drives their business, when it comes to the cloud companies need a partner who will help them use the benefits of multicloud environments while avoiding their disadvantages. A partner who designs the managed IT services the way they always should have been done: as easy to use as the flow of electricity from the wall outlet, with the ability to combine the services according to modular principles.

Companies want their cloud services to be available quickly, run reliably and provide optimal support for their business processes.

Challenges of the multi-cloud environment:

- Shadow IT
- IT compliance
- Security
- Enormous administrative burden
- High degree of complexity
- Potential cost trap
- Short innovation cycles

An adapter for your digital transformation

With the Fujitsu Service Hub, we take things one step further.

Take advantage of the benefits of multi-cloud and hybrid IT services, while avoiding their disadvantages. With your partner Fujitsu. Leave the details up to us and focus all your attention on your business.

With our Fujitsu hybrid IT and cloud services, we have long ensured the perfect balance between cloud IT and on-premises IT. This applies equally to consulting and concrete implementation.

To improve business agility and accessibility and thereby deliver better business results, we combine the private, public and managed cloud seamlessly with your existing on-site IT, depending on your needs. We give companies around the world perfectly coordinated services for rapid deployment and permit 24/7 data availability across devices as well as geographic boundaries, integrated into a governance framework that can be adapted and further developed. Of course, always meeting all security and IT compliance requirements. And with the goal of minimizing your administrative burden and degree of complexity.

Managed multi-cloud services at the press of a button

With our new Fujitsu Service Hub, we have created a short, standard path to multi-cloud services. And we also provide them as quickly as possible: on one platform, managed centrally, orchestrated and integrated, incorporated into existing DevOps or CI/CD (continuous integration/continuous development) concepts if desired, and, of course, including service life cycle management. This applies to all services, applications, and infrastructure components that a company uses or would like to use at a later point in time. In addition, you automatically benefit from our hybrid IT, integration and managed service expertise.

Fujitsu Service Hub

One-stop shop for users

The Fujitsu Service Hub functions as a one-stop shop, where you can flexibly select, combine, and order cloud services from different providers. With a wide and ever growing range of state-of-the-art solutions from SaaS providers, hyperscalers, and Fujitsu, the platform acts as a technical adapter for multiple clouds. It is not limited, for example, to a certain hyperscaler. You simply choose the desired services, and we take care of the IT service management.

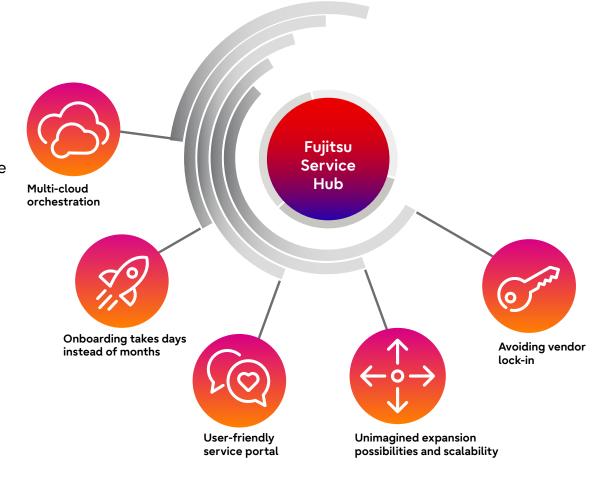
What you need is what you get: The right solution for every situation

To make sure that you always get the right solution for your business requirements, we have based the Fujitsu Service Hub on a modular principle. This means that the services

are broken down into building blocks and can be combined and automated via interfaces. Companies can thus order modules and combine them into an overall IT concept, which we are happy to develop with you as needed. Existing IT resources, such as DevOps environments, can also be integrated via API interfaces. This also makes it possible to automate the interaction between the individual service elements, which means shorter response times and greater agility.

Less complexity, more benefits

On the innovative platform, users select the desired service from a catalog, which we generate together with you ahead of time, and specify where it should be set up: in your company's data center, one operated by Fujitsu, or on a public cloud platform, such as AWS, Google Cloud Platform or Microsoft Azure. Any combination of these options is also possible. You can therefore book a cloud



Fujitsu Service Hub

Customer Service Portal – meeting point for users and IT:

- Easy-to-use self-service portal
- User-centric design (UX)
- Integrated, clearly organized service catalog
- Different views, depending on the user
- Ensures ITIL-compliant processes

service for a specific use from a provider and choose another service from a different provider, thus avoiding being locked into a specific vendor. In addition, Fujitsu specialists handle the orchestration of the multi-cloud environment, which relieves your IT department's workload and greatly shortens the service provisioning time.

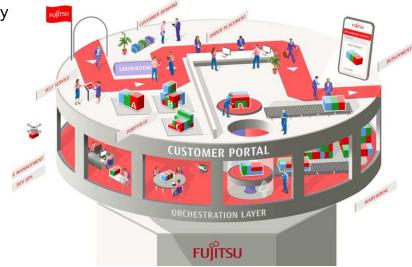
Complete freedom with full control

The service hub is controlled via the Customer Service Portal (CSP), where you can select, combine, and order solutions from a variety of providers. It's as easy as shopping online. Companies simply book what they need via the CSP, for example, access to an SaaS solution or even a complete SAP system. They configure the service with parameters and select the service class. The next step is to click on the order button.

Users access the service portal from their preferred terminal. They always see only the services relevant for them in the catalog, which was developed ahead of time together with Fujitsu. Along with information about new IT services and offerings, the CSP also provides an overview of the status of release processes. They receive

everything from a single source, and contracts and service classes do not have to be laboriously managed individually.

At the same time, the portal allows the IT department to see all indicators and SLAs, including, for example, performance data and information on databases. Incidents and requests can also be tracked via the portal. This makes even highly complex multi-cloud data easy to grasp.



Fujitsu Service Hub

Maximum security

Security and IT compliance are always guaranteed. We have thus based the FUJITSU Service Hub on a hyper-converged infrastructure from Fujitsu (HCI), best-of-breed technologies for virtualization, containerization, orchestration, and the secure-by-design principle. The platform is located in a cutting-edge data center in Germany. Thanks to a highly efficient monitoring solution, the service team can respond quickly to incidents. Not only that, they can predict and prevent potentially critical service states even before they occur.

High scalability with little effort

In addition to the simplicity of the Fujitsu Service Hub, companies also benefit from the high speed at which applications can be implemented. While it usually takes four to six weeks to set up a managed SAP service, the Service Hub reduces this time to less than one week. This also applies to other areas, such as cloud-native development environments. With the Fujitsu Service Hub, they are available in just one day, while standard databases are provided in less than an hour. This gives you and your company the freedom to focus on your core business and to drive forward the digital transformation.

In terms of technology, this is done with modular service building blocks, known as "blueprints," which only need to be parametrized, based on ITIL standards and other best practices.

The future is here. Use it. With Fujitsu as your partner for your successful transformation into the DX world.

Fujitsu Service Hub from platform to service:

- Reduced complexity
- Flexibility
- Scalability
- More time for your core business
- Lower costs
- Standardization versus individualization

Your one-stop shop for managed IT services

The Fujitsu Service Hub makes it a breeze to integrate IT services into both hybrid and multicloud environments. The platform allows companies to integrate, orchestrate, and automate existing and future IT resources in unique ways. It is your online shop for services, applications, and apps from the cloud.

The Fujitsu Service Hub portfolio already covers all the essential needs of modern companies, including application management services as well as SAP for Enterprise environments and Workplace Anywhere solutions. And we are continuously further developing its range of services. Comprehensive consulting services are being added to the portfolio, depending on the need and service.

With the Fujitsu Service Hub, our experts thus provide full support in migrating to SAP S/4 HANA. Working together with you, we first determine the right procedure and decide how to host the solution in the future: on your premises, as a hybrid solution, as a cloud model on hyperscaler premises or in a combined approach, depending entirely on your needs.

During this intensive process, you also learn what this decision means for your organization and how it will influence your process environment. We rely on our known and proven co-creation approach, which involves highly specialist workshops in one of our FUJITSU Digital Transformation Centers, where our dedicated and highly qualified experts assist you in the role of sparring partners.

Throughout this process, we always keep an eye on your time to deployment. Once the consulting phase is over, the next step is to provide, install, and configure your SAP system, which takes place very quickly at the click of the mouse. We continue to provide support for changes or if any problems arise even after the successful migration, regardless of whether you host your system in a Fujitsu data center or in the Microsoft Azure cloud.

Multi-cloud platform in practice

Example 1: Installing an SAP sandbox system

The following examples show how easy it is to consume managed IT services with the Fujitsu Service Hub. The Fujitsu Service Hub has the same look & feel as an online shop. In the user-friendly Customer Service Portal (CSP), you simply choose the desired service in the customized service catalog stored there. The choices range from a simple VM to a complete CI/CD pipeline or even an SAP sandbox system.

A wide range of parameters, such as the SAP product version or the underlying database, can be freely selected to help you flexibly configure your service. Just set fixed parameters as the default. After you configure the system, you must then select the service class (SLA). After all, this is a managed IT service with corresponding availabilities.

There are many things to choose from: a recovery time objective (RTO) of 12 hours

and an availability of 98 to 99.8 percent, as well as an RTO of only one hour with guaranteed 24/7 operation. Click on "Order now" to start the sandbox provisioning process, for example based on a Netweaver application server and an S/4 HANA database. From this point on, you can see the current state of completion on the portal. The same applies to the provisioning.

After the installation is completed, you can access the new SAP sandbox via the platform, along with all details relating to the environment, including the service category and criticality. The whole process takes only 10 minutes, from the request to completion, regardless of whether the system will be deployed in the Fujitsu data center or an Azure instance.

We discuss the most important background, challenges, and hopes in the SAP world with established experts in our SAP business podcast "CATCH the INSIGHTS." (in German)

Example 2: Providing a multi-cloud version of cloud-native delivery platforms

We are continuously adding to the range of services available in the Fujitsu Service Hub. Cloud-native delivery platforms will soon be available. That is, managed containers, whether on-premises or in the public cloud. With just a few clicks of the mouse, Fujitsu supplies the necessary container management platform, based on Kubernetes and further services. Once again, we handle the management process on your behalf, for example in the case of defective containers, so that you can focus on the future of your business and your next innovation.

For new and existing IT services

Not only do you use new managed IT services via the Fujitsu Service Hub. Integrating your current IT services is just as easy. We would be happy to help you come up with an optimal migration path.

Thanks to the platform's standardized, modular structure, you benefit from extremely short implementation times and much more efficient changes in this case as well. Always accompanied by our highly qualified experts.

Use managed IT services as easily as the flow of electricity from the wall outlet, so that you can finally focus on what's important: your digital road map.

Check out our website (in German) for more information.

Integrating your current IT services

Agreement on the range of services

- Optimal migration path
- Transparent pricing
- Accelerated bidding process

Migration

- Short implementation time
- Standardized procedure
- Migration without impacting your daily business

Operative business

- Scalable change requests
- User-friendly, thanks to the service catalog
- Consistently high service quality



"We free up IT managers and their teams for the digital transformation"

In the interview with Head of Service Central & Eastern Europe Steffen Müter and Head of Service Portfolio & Strategy Dr. Christof Benecke, you will learn more about the new world of managed IT services, their benefits, and their origins.

Mr. Müter, you were deeply involved in developing the Fujitsu Service Hub. Can you tell us how it came about?

Steffen Müter: Up to now, managed IT services have all been very similar. There may have been slight differences in the target industries. But what the customer purchased were ultimately more or less the same solutions. The actual dilemma – growing IT possibilities contrasted by less usability due to increasing complexity in companies – often remained unresolved. We wanted to change this and began to comprehensively analyze the challenges facing our customers. Based on these findings, we then developed our new, unique solution: the Fujitsu Service Hub.

It allows us to offer our customers something absolutely unique: namely consumable managed IT and thus a new world of managed IT services. The platform allows them to provide and use modern IT services as easily as placing an order in an online shop. This also significantly shortens the time to deployment. And it can be done regardless of how the different IT services are to be hosted: on-premises, as a hybrid solution, or in the cloud. No matter what customers choose, their desired service is available in the shortest possible period of time. IT managers thus save time and money, can respond more flexibly to changing market conditions, and—perhaps the most important aspect—they free up their employees for innovation and the digital transformation.

With Fujitsu as a partner, customers benefit from our comprehensive expertise in the area of managed IT services. After all, our experts handle management,

Interview

"The Service Hub's disruptive effect makes it as important for IT business as the App Store was for smartphones."

Steffen Müter



Steffen Müter ist Head of DACH at Fujitsu.

orchestration, and automation for them, so that they can focus on their organization and further developing their core business.

How were you able to so dramatically reduce the complexity of the digital transformation for companies?

Steffen Müter: To turn modern IT into a springboard for a company's success and to make it resilient for the future, we created a platform—the Fujitsu Service Hub—that can integrate and combine different services from in-house IT. provider IT and hyperscalers, just like an adapter. We also offer our customers a new kind of service management, one that makes the provision and use of services faster, easier, and more secure i.e. more consumable. Designed as a one-stop shop, the platform also gives companies the benefit of usability. It takes just a few clicks of the mouse to provide an IT service. The Fujitsu Service Hub is therefore a multi-cloud platform for

integrating and orchestrating different services as well as a one-stop shopping experience for the user. They no longer have to worry about how the individual services are technically integrated and configured, but simply use the services as needed for the particular business case and can scale them as needed

Christof Benecke: And that's not all In addition to the enormous degree of simplicity and flexibility that the Fujitsu Service Hub gives companies of all types, it also makes cost management extremely efficient. After all, it's pay as you go: you pay only for the runtime you actually use. This matters especially to companies that rely on a hybrid environment. The Fujitsu Service Hub also maps multiple hyperscalers one to one with their different price models and runtime prices, and we develop the most cost-effective scenario for the particular business case, which can amount to significant cost savings, depending on the application.

Interview

At the same time, users of the Fujitsu Service Hub benefit from real managed IT services, which hyperscalers such as Microsoft and Amazon cannot match. Our experts also provide comprehensive consulting as needed.

Another crucial benefit is that Fujitsu continues to further develop the Service Hub, so that it remains innovative where core technologies, features, and services are concerned. The portfolio will be updated every two to three months in the future. This means that IT managers can use innovative technologies faster and more easily than ever before.

You mentioned IT managers. Mr. Benecke, what does the Fujitsu Service Hub mean for the IT department and, in particular, the CIO?

Christof Benecke: The new way of thinking about managed IT services changes not only how users approach IT but also, more importantly, how the IT department and, above all, the CIO do this. It is my belief that we are facing a paradigm shift. As the various departments increasingly shape IT, the IT head becomes the resource manager. The Fujitsu Service Hub then acts as a smart platform that the IT head can use to enable the departments to flexibly use all the services they need in their daily business dealings. At the same time, he or she maintains an overview of even complex multi-cloud environments and thus has full control. This approach preserves data protection and IT compliance, and shadow IT is no longer a concern. This gives the IT head and his team the time and opportunity to actively shape the company's transition



Dr. Christof Benecke ist Head of Service DACH bei Fujitsu.

"The Fujitsu Service Hub represents a paradigm shift for IT departments."

Dr. Christof Benecke

Im Gespräch

to the digital world and make it ready for the future. In other words, they act as innovation drivers.

So the Fujitsu Service Hub opens up entirely new perspectives for companies?

Steffen Müter: Absolutely. No other platform for managed IT services offers a comparable range of services and

"We are continuously further developing the platform. This means that customers will always get the latest and best of whatever IT can currently provide."

Steffen Müter

such enormous benefits. In addition, the Service Hub's disruptive effect makes it as important for IT business as the App Store was for smartphones. It eliminates the disadvantages of existing hybrid IT systems and takes their possibilities to an entirely new level.

The Fujitsu Service Hub's unique design means that it reduces the complexity of a multi-cloud strategy. To give an example: If a company wants to implement a multicloud strategy, it must integrate cloud services from different providers into its own IT and manage them centrally. This is an undertaking that requires special skills and, most importantly, a great deal of time. We take on these tasks and shorten the provisioning time for a managed SAP system from weeks to mere days. A cloud-native development environment is ready in just one day, for example, while a standard database can be implemented in less than an hour.

We've now heard about what the Fujitsu Service Hub means for customers. How much of an impact did the transformation project have on Fujitsu itself, Mr. Benecke?

Christof Benecke: Our development relied on a complete greenfield approach. This gave us the amount of freedom that we needed to implement such a complex state-of-the-art project. Like in the case of our customers, the Fujitsu Service Hub also represents a technological and cultural shift for Fujitsu. After all, a project this complex and pioneering also requires a corresponding way of thinking and working. We used an agile methodology and tools from the very beginning, including Open Space, in order to coordinate the work across individual project groups and measures. Throughout the 2-year development process, our teams received support from coaches and scrum masters, accompanied by various



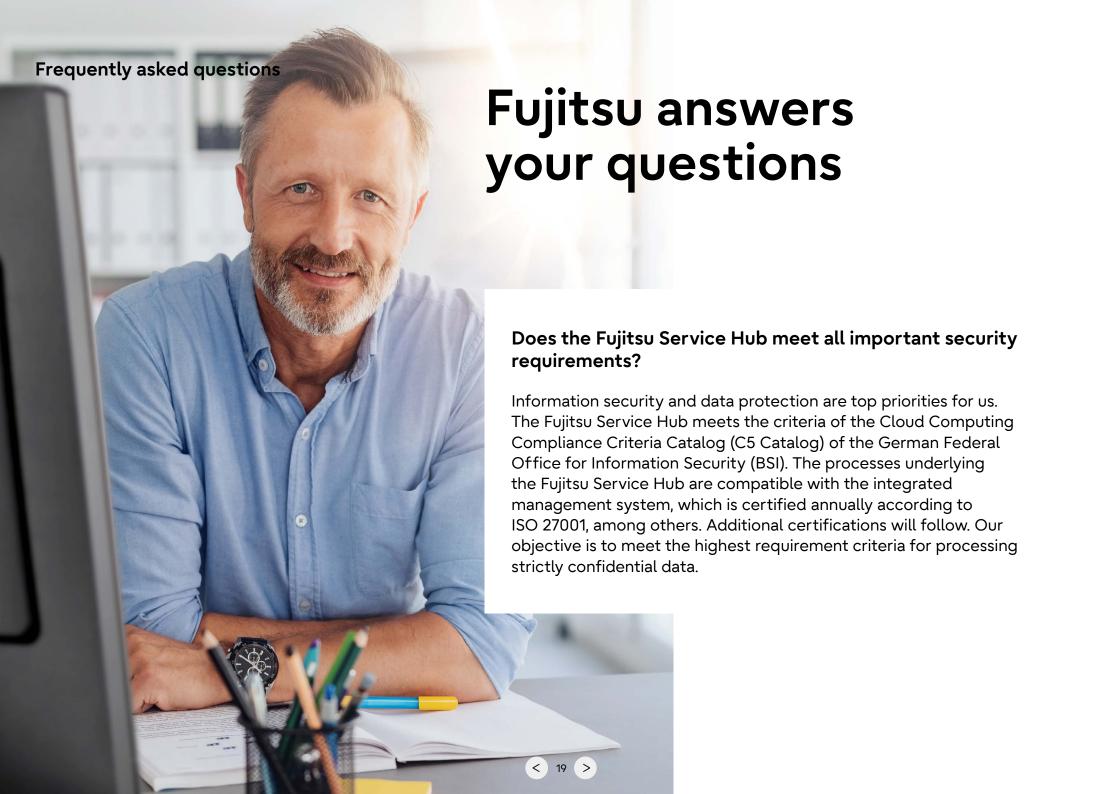
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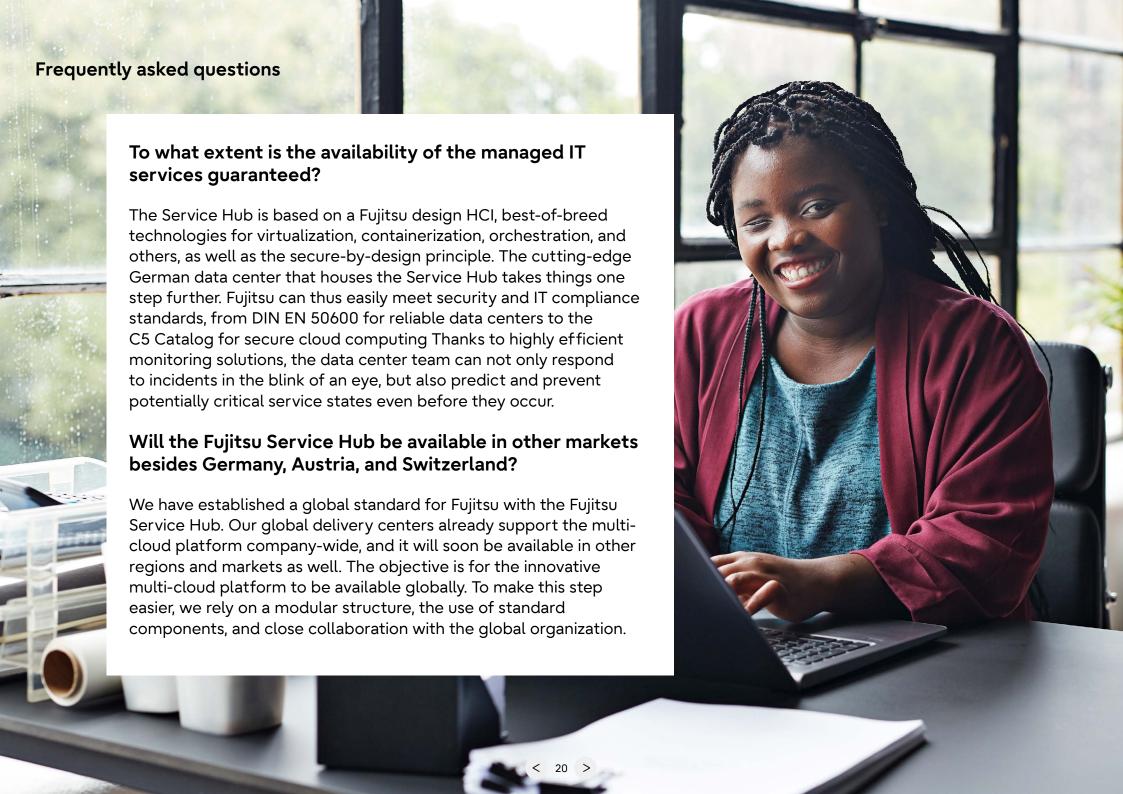
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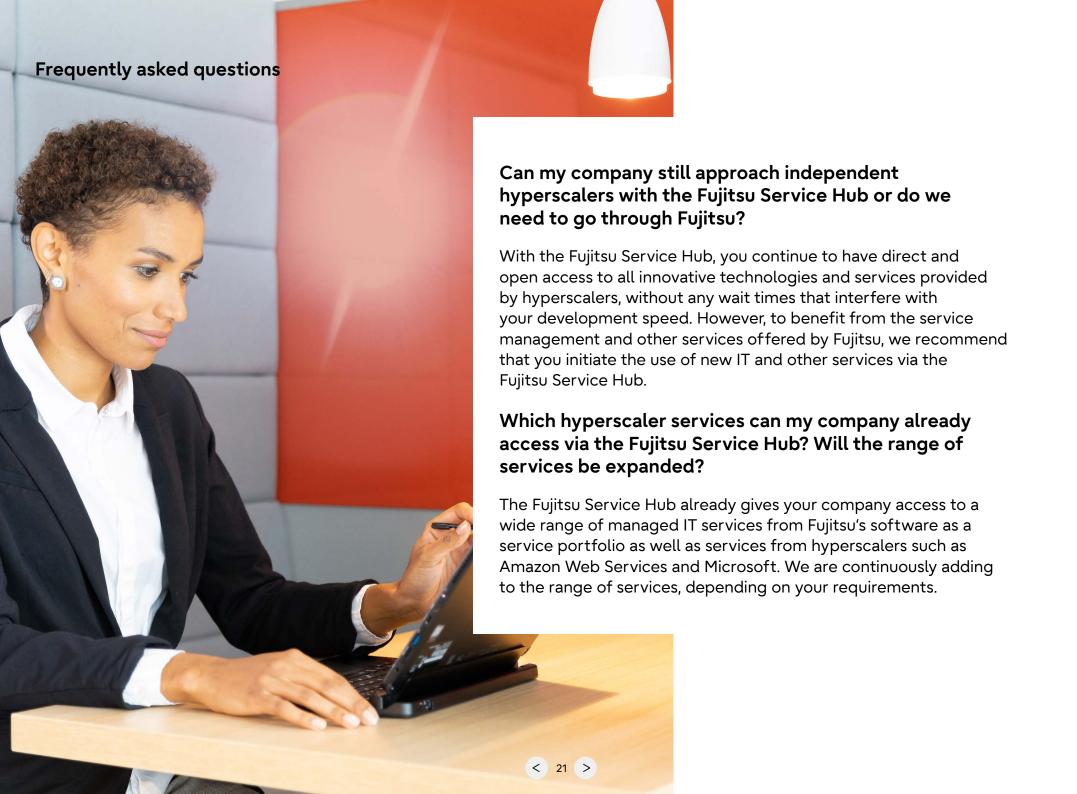
Thank you very much for your time.

Nothing is better than talking to a

Book your expert







Frequently asked questions

What certifications and requirements does the Fujitsu Service Hub meet?

Fujitsu operates an integrated management system that is certified annually according to common industry standards such as ISO 9001, ISO 20000-1, ISO 27001 and ISO 14001. The Fujitsu Service Hub, which is subject to this management system, will also obtain industry-specific certifications according to TISAX and GxP. The regulatory requirements of the financial sector have also been incorporated into the service hub development—by design. We round out the picture with testing according to ISAE 3402 and C5, the "Cloud Computing Compliance Criteria Catalog" of the German Federal Office for Information Security (BSI).

Isn't there the danger of vendor lock-in?

A multi-cloud platform like the Fujitsu Service Hub gives companies the option of using the services of a wide range of hyperscalers and also to switch between them. The platform acts as a kind of technical adapter for multiple clouds. It is not limited to a specific hyperscaler. The customer simply selects the desired service, and Fujitsu takes care of the service management. To ensure flexibility, we also rely on industry standards. That means that all managed IT services purchased via the Fujitsu Service Hub run in standard environments. As a result, there is no danger of vendor lock-in.

Do you and your organization have little or no experience with hybrid environments?

No problem. We will work with you to come up with your own individual migration concept.

Feel free to get in touch with us!





IT becomes service

The agile, digital, and future-oriented company of tomorrow needs an IT environment even today that allows it to quickly and comfortably combine standardized and automated services from different providers as needed – from conventional applications to cloud-native development platforms.

As your partner, Fujitsu opens up a new world of managed IT services. IT infrastructures and services are provided, billed, and managed as naturally as the proverbial flow of electricity from the wall outlet. Everything on a central platform: the Fujitsu Service Hub. So that you can finally use your resources right where they add the most value.

So that you no longer have to ask yourself "What if..." Instead, you can experience the future right now. With hybrid IT that is fully equipped to handle future tasks and optimally supports your business strategy.

Fujitsu Service Hub. Our service. Your future. That's IT.



Have we whetted your interest? Would you like to set up a personal consultation on the services provided by the Fujitsu Service Hub?

If so, feel free to contact us at cic@ts.fujitsu.com

Contact