



Intel Inside®.
Powerful Solution Outside.



Fit for faster business cycles?

Fujitsu servers
and storage
provide the right
gear for greater
efficiency.

Many IT professionals dream of having endless resources at their fingertips, but in reality resources are limited: especially time and money. Using virtualization alongside integrated IT solutions can both yield efficiencies and take the pain out of configuring your own systems.

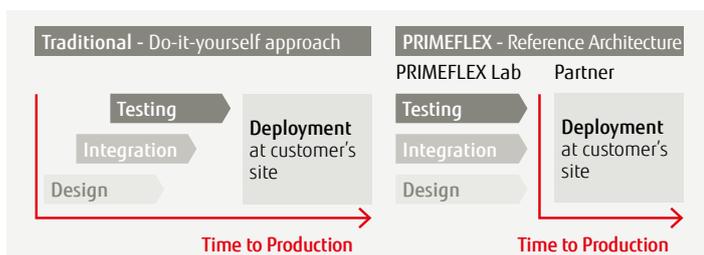
Many people are nowadays deciding for a so-called "integrated system", because they include already pre-defined, pre-integrated and pre-tested combinations of IT components, such as server, storage, network connectivity and most likely also software. The Fujitsu way is simple, because we offer everything from a single provider so you don't have to deal with multiple support contracts.

FUJITSU Integrated System PRIMEFLEX can help reduce complexity, cost, time and risk, while increasing operational efficiency. They are based on proofs-of-concepts, best practices and extensive project experiences, and are proved in Fujitsu's cloud operation. All PRIMEFLEX offerings are built from best-in-class components – own technologies, as for instance our PRIMERGY and ETERNUS systems, both based on Intel® Xeon® processors, combined with those from leading technology partners.

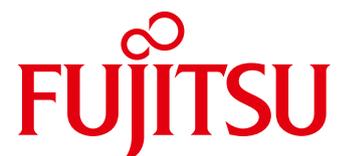
One good example is **PRIMEFLEX Cluster-in-a-box**. Mark Kirkwood, IT Manager at Barrie Knitwear describes it like this:

"Fujitsu's Cluster-In-a-Box is a resilient, reliable and flexible platform that will support our business and growth... It allows us to quickly provision new services while minimizing downtime. It is a cost-effective, simple solution that meets our needs exactly."

Another popular integrated system is **PRIMEFLEX vShape** – a reference architecture for virtualization and private cloud environments. It supports the consolidation of IT, which means you need less hardware and can use what you have more efficiently, reducing operational costs and efforts. With these scalable architectures the purchase cost, deployment time and provisioning time are all lowered. Furthermore, the overall flexibility and simple expandability, means that vShape is equipped to meet the needs of both small, growing IT environments, and large established ones.



shaping tomorrow with you



"PRIMEFLEX vShape has given us a new level of confidence in our organisation. It has allowed us to streamline what was a complex IT landscape and transform it into a hardware profile that can be used for many years to come."

Peter Bradbury, Director of Finance, Ashgate Hospicecare

Easy and Affordable Storage

Efficiency translates to many areas – including online storage. You could be looking for better service levels for non-stop operations, with as much automation as possible in order to cut operational costs.

With ETERNUS DX disk storage systems and the highly-advanced ETERNUS SF management software, enterprises can increase system utilization by up to 90% and thus significantly improve ROI. It also includes advanced automation functionalities such as automated Quality-of-Service management.

Increase
system
utilization by
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Perhaps your data is distributed across several hard disks and storage systems, you have dedicated storage systems being utilized for specific workloads, and you are searching for a solution that will cost you less time and money? Again, the ETERNUS DX, powered by Intel® Xeon® processors, can address this issue: the online storage family effectively aligns storage management with business requirements for better results. So, storage managers can drive the business forward without complex and expensive workarounds.

"Our new Fujitsu ETERNUS high-end systems have enabled us to increase our storage capacities by more than 40% while reducing energy costs by 45%. Ultimately, this will allow us to save more than 500,000 Euros over the next five years."

Carsten Meyer-Rühen, Chief Technology Officer, PwC Germany

Energy Efficiency

Speaking of lowering your expenditure, data center costs not only consist of pure hardware costs, but also expenses for cooling, which is why our PRIMERGY servers are being continuously optimized to provide the highest possible levels of energy efficiency. From the mainboards, developed and manufactured in Germany, through to the components, everything is aimed at providing very low power consumption along with the best computing performance. As testimony to these efforts, we regularly achieve world records and top rankings in SPECpower benchmarks; with the current PRIMERGY generation being up to 25% more energy efficient than the previous generation, which was already leading in this area.

Finally, our PRIMERGY and ETERNUS systems are largely equipped with Cool-safe® technology, with which systems can be operated within greater temperature ranges in order to lower air condition costs for the server room. Moreover, since 2015 even Cool-central® Liquid Cooling for selected PRIMERGY systems is an award-winning technology for better efficiency.

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"Fujitsu server technology is reliable, cost-effective and high-performing – that's just what our business needs. We fully expect it to support our dramatic growth now and into the future."

Goran Rakić, IT Director, DIS

And in 2013, we even won the German Data Center Award for Fujitsu's energy management solution.

Efficient Backup

Not only should your online IT environment be efficient, but also your backup. Backup appliances with deduplication are on the rise, because they bring many great advantages. One major benefit is deduplication, which can reduce your data volume enormously, and shorten your backup windows. Read and write activities can also be done in parallel, which is not possible with tape systems, saving you a lot of time and money.

An ETERNUS CS800 performs like a top athlete, and can reduce typical disk capacity requirements for disk-to-disk backup by up to 95%, saving space and money. As a turnkey appliance it is very simple to implement and manage. If you are looking for tighter integration of backup software, the ETERNUS CS200c can deliver that. It integrates correctly-sized hardware, backup software and licenses into a complete backup solution. Both appliances provide maximum disk performance and highest scalability and can be easily integrated into your existing backup infrastructure.

Virtualization as Efficiency Driver

Both, PRIMERGY servers as well as ETERNUS DX storage systems are the ideal platform for virtualized environments. They provide not only the needed performance, but also include tools and plug-ins that work perfectly together with different virtualization hypervisors for easy management and smooth, efficient operation.

Easy IT Management

Every minute you save is a bonus; so why spend time on complicated IT management? You might like to investigate the ETERNUS SF storage management software, available for the ETERNUS DX range. It's easy to use and provides centralized management for your entire online storage environment including the integrated servers. Or, for your PRIMERGY server environment, check out the comprehensive Fujitsu Software ServerView Suite which enables IT administrators to carry out tasks such as system updates, controlling the hardware setup or running diagnostic tests on components.

To sum it up:

"Fujitsu provides us with a flexible and cost-effective solution to scale up our infrastructure to further accommodate our present and future business in the media industry."

Ravinder Mawa, Chief Information Officer, Surya Citra Televisi (SCTV)

Finally, Fujitsu PRIMERGY servers and ETERNUS storage systems are not only the right gear for efficiency on their own. They form a winning team when it comes to solutions such as PRIMEFLEX integrated systems.

Get to know Fujitsu and its products
on Fujitsu Forum, Fujitsu World Tour
or in one of the Fujitsu Demo Centers!