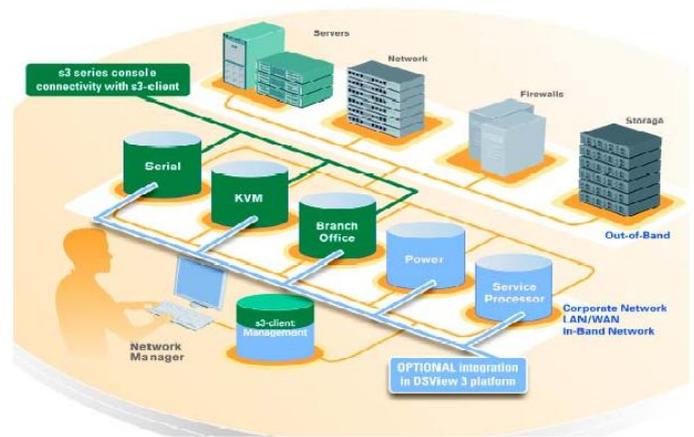


Product Insights

Qualifying the customer: Selling the right Server Management solution

When selling the Fujitsu Servers, what are you doing to drive additional revenue and margin into your deals? Here is a simple guide to help steer the conversation toward the right KVM Solution for your customers and the higher-value sale for you.



If a customer needs help:

- Must reduce the complexity of managing IT environment and operations
- Have to develop expertise in a variety of environments and applications
- Enable IT to offer a broader spectrum of services
- Need to be in more than one place at one time
- Balancing daily fire fighting with strategic mission
- Asked to do more with less

Qualifying Steps	Questions to help guide your server management discussion
Data Center Basics	<ul style="list-style-type: none"> • How many servers do you have? • What type of server growth do you expect in the next few years? • Do you need to manage a heterogeneous server environment? • How many administrators do you have dedicated/shared in each data center? • Are mission-critical servers in different parts of the building? • How do you access servers from remote locations? • Who needs secure access to specific servers?
Problems	<ul style="list-style-type: none"> • Is server availability an increasing priority for your data center? • Does the complexity of multiple server platforms increase training budgets or add support issues? • Will server failure during off hours cost your business loss of revenue?
Implications	<ul style="list-style-type: none"> • What effect do these problems have on your competitive position? • Do high operational costs hamper your group's ability to do its job? • If you could solve problems faster, would this free you to focus on other opportunities?

Overcoming common objections

Q: Why do I need KVM over IP? Doesn't my server have remote access built in?

A: It doesn't matter what the brand or type of server is, KVM over IP gives you access to all your servers through a single pane of glass. As you've probably seen, internal remote access schemes are always changing. Because KVM over IP provides a physical connection, it doesn't matter if your server is 10 years old or from 10 years in the future. It gives you remote monitor, keyboard, mouse and even virtual media through an external USB connection.

Q: Is it also possible to add serial devices under one single pane?

A: Sure, if you want to add a serial device like Router, switches, etc., you can add it seamlessly with the correct Interface Adapter and administer under one single pane.

Q: Will we have to replace all our existing KVM solutions? That will be expensive.

A: Save the investment of your existing analog switches (s2-0801 and s2-1602) and add a second IP layer before (s2-0411). So it is **not necessary** to replace the existing and already paid for analog switches and you have the flexibility of remote access with s2-0411. For all new investigation, we can add a flexible remote system like s3-1621, without cascading.

Connect answers to products

If a smaller customer is buying just an 8-port switch, but their servers are increasing, you should probably tell them to consider buying the 16-port now.
"If you ever buy just 1 more server, you just saved yourself 30% by not having to buy a second switch. Also, by connecting them to a single appliance, you save power, rack space, reduce heat, etc."

If a customer has a lot of servers and existing Fujitsu switches but is buying a simple analog, we need to find out why.
"Your existing Fujitsu Switches can cascade into a s4-0822 as entry digital switch or up to s4-3242 to give remote access to your entire data center."

If uptime is important to your customers, a solution with Virtual Media Capabilities will allow them to keep servers running regardless of where their administrators happen to be when servers fail.
"You can boot any s3-USB2 connected server from a drive anywhere in the world with an s4-0822 / s4-1622 or s4-3242 KVM. That can save valuable time if server failures happen in off hours or remote data centers."

If they have other devices, recommend the KVM over IP product, the s4-0822 / s4-1622 or s4-3242.
"It attaches externally to your servers to provide local access at the rack, as well as remote access to those devices from around the world."

If in doubt, sell with this in mind

KVM s3-0801 (1x8 analog switch)
 KVM s3-1601 (1x16 analog switch)

KVM s4-0822 (2x2x8 digital switch)

KVM s4-1622 (2x2x16 digital switch)
 KVM s4-3242 (2x4x32 digital switch)

They're getting KVM, make sure it's Fujitsu
 Double your revenue with a simple "room to grow" Message
 Ideal for "Remote Branch Offices" with no local administrators
PLUS: Add the s4-0822 as IP layer in front of the existing analog switches to offer Remote access without replacing all.
 Bringing the power of "Remote Access" and "VirtualMedia"

Optional

Does the customer need more? Ask the following question:

Power

How will you monitor your power consumption on rack level for all IT infrastructure?

Virtualization

Do you have both physical and virtual servers and want to consolidate under one single platform?

Service Processors

Do you have different server brands and want to manage the existing Remote Access Cards under one single platform?

If you answer one of these questions with **YES**, there is the possibility to integrate the Fujitsu Console Switches in the Avocent DSView® 3 Management Software (one Plug-in per appliance is necessary DSV3-AVP-16).

Selecting the right Fujitsu solution

When selecting your Fujitsu Technology Solutions KVM Switches, it is important to get the right solution for your needs. The table below should help simplify the decision-making process.

Fujitsu product	KVM s3-0801 (analog)	KVM s3-1601 (analog)	KVM s4-0822 (digital)	KVM s4-1622 (digital)	KVM s4-3242 (digital)
Part Number	S26361-F4473 – E801/L801	S26361-F4473 – E601/L601	S26361-K1393 – V8	S26361-K1393 – V16	S26361-K1393 – V32
KVM Interface Adaptors	<p>KVM s2-Adapter PS/2-VGA</p> <p>KVM s2-Adapter USB-VGA</p> <p>KVM s3-Adapter USB2-VGA (Virtual Media Connection) s4-3242 KVM only</p>	<p>Part No: S26361-F2293-E201/L201</p> <p>Part No: S26361-F2293-E202/L202</p> <p>Part No: S26361-F2293-E203/L203</p> <p>Note: Virtual Media functionality with the s4-0822 / s4-1622 / s4-3242 KVM only</p>			

Description		
	<ul style="list-style-type: none"> • CAT5 cabling with industry-standard RJ45 connectors for secure, quick connections • Non-intrusive operation that does not interfere with critical server operations or network resources • Intuitive graphical interface and multi-platform support • Password protection for access control within the rack environment 	<ul style="list-style-type: none"> • Remote Management KVM over IP of the appliance and the attached server from anywhere in the world using the Fujitsu s3-Client software (included with product) or the On-Board-Web-Interface • Virtual Media capabilities when connected with a KVM s3-Adapter • CAT5 cabling with industry-standard RJ45 connectors for secure, quick connections • Intuitive graphical interface and multi-platform support • Password protection for access control within the rack environment • Easy Firmware upgrades through the Ethernet port, ensuring future hardware compatibility • LDAP Integration

For detailed technical data please refer data sheets on Fujitsu Internet and Extranet web sites.

Optional Avocent Management Tools to expand Fujitsu solution

Avocent DSView 3 Plug-In for Fujitsu Switch	Part number: DSV3-AVP-16 (local buying)
Avocent DSView 3	<ul style="list-style-type: none"> • Manages KVM over IP and serial connectivity • Blade support • Supports VMWare® and XenServer™ • Supports IPMI-enabled servers- service processor management (see also Mergepoint series) • Support of Avocent PDUs and 3rd Parties (APC) for Power Management
Avocent Mergepoint® Series	Support of Fujitsu integrated Remote Management Card (iRMC), Dell® Remote Access Card (DRAC), HP® Integrated Lights-Out (iLO), IBM® Remote Supervisor Adapter II (RSA II), Sun® Advanced Lights Out Management (ALOM), Sun Integrated Lights Out Management (ILOM) and IBM BladeCenter (IPMI, versions 1.5 and 2.0)
Avocent PM Series	Different series (PM10, PM20, PM2000, PM3000) for monitoring only or monitoring and switching per unit or outlet

Questions?

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And on the Fujitsu Technology Solutions' Extranet pages:

<https://partners.ts.fujitsu.com/com/products/servers/primergy/rackcomp/components/switches/Pages/default.aspx>