Гернот Фельс, Главный менеджер по продуктовому маркетингу, Fujitsu
передовые внедрения – от Ашана до Яваты
Customers across all industries
Fujitsu portfolio – More than products

- Products since ages
  - Successful
  - Quality, reliability, performance
  - Efficiency (use and energy)
  - Supply chain flexibility

- Focus of this presentation
  - DC and workplace innovation
  - Cloud
  - Big Data
  - In-Memory computing

- Selection across industries and regions
Company
- Leading supplier of fertilizers

Challenge
- Run SAP for ~40 locations
- 1000s of users
- Provide services on demand

Solution
- FlexFrame for SAP

Benefits
- Significant cost reduction
- Improve agility and service quality

“The migration to FlexFrame for SAP from Fujitsu has given us greater operational agility, simplified administration and a significant reduction in costs.”
Dr. Ulrich Lamp, CIO, K+S Group
Company
- European leader in pre-payment systems
- E-voucher instead of credit card or banking account

Regular reports using SAP BW / DB2
- Operations, Controlling, Sales and Distribution
- Reporting to public authorities and management
- Fraud and AML (Anti-money laundering)

New demands
- Compliance with AML regulations
- Safe payment processes for customers
- Complex interactive ad-hoc queries
- Reliable response times
- Non-IT experts as direct users
Solution
- IMDB to eliminate I/O
- Fujitsu Appliance for SAP HANA

Achievements
- Loading 145M data sets – Reduced from several days to 2.5 hours
- Activating 145M data sets – Reduced from several days to 15 minutes
- Initial load after data model changes overnight
- <10 sec for comprehensive reports
- Ad-hoc queries with reliable response times
- Safe payment processes (compliance with AML regulations)

Great improvements by Fujitsu Appliance for SAP HANA.
Challenge

- DC space
- Energy and carbon
- Automatic recovery / failover
- Admin effort
- Flexibility and scalability

Solution

- Fujitsu Private Cloud
- PRIMERGY BX900 and ServerView ROR
- Lifecycle management for entire cloud stack

Benefits

- 90% less energy
- Easy transition to external cloud operation, if required
- Investment protection simplifying future growth

“By fully understanding the requirements of customers, Fujitsu Taiwan built a standardized, virtualized and automated cloud.”
Mr. Chen, Director IT Department Legislative Yuan, Taiwan

Private Cloud with heterogeneous virtualization technologies.
Company

Retail of window and door hardware

Challenge

Global growth, new branch offices
Adapt and expand IT infrastructure
Avoid increase of fixed costs and admin efforts

Solution

IaaS from Fujitsu Cloud
Server, storage, security systems as cloud services

Benefits

Cost reduction by 25%
Easy rollout to offices throughout the world
Free up personal resources
Flexibility for growth without additional manpower

“Our goal was to free up resources and cut fixed costs for infrastructure. We definitely accomplished that goal with the aid of cloud services from Fujitsu. We calculated that a cloud service from Fujitsu is about 25% cheaper than operating the infrastructure ourselves.”
Oliver Maisch, CIO, VBH Group
Company
- Car manufacturer

Challenge
- Dealer management mission-critical

Solution
- Delivery aaS from Fujitsu Cloud
- Monthly pay-per-use
- Flexible 3-year agreement

Benefits
- Fast, secure, stable
- Great user experience
- Flexible alignment to strategy
- Resource consumption control

“TUNE Dealer Management System is critical to our business performance. We needed a trusted leader in cloud services for this project and Fujitsu’s Cloud Services will provide us with a robust and secure IT strategy for this expanding application.”
James Scott, Manager IS Division, Toyota Australia
Big Data cloud services for agriculture

**Challenge**
- Transfer farming knowledge to younger generations
- Standardize work practices
- Increase crop production and harvest quality
- Visualize and reduce operating costs

**Solution**
- Collect, display, analyze data
- Combine sensor, camera, satellite data with regional agricultural expertise

- Experienced farm workers
- Farming knowledge
- Sensors (temperature, soil, moisture)
- Cameras (diseases, infects of plants)
- Mobile phones with GPS (keep track of location, time)
■ Challenge
  ■ Keep medical patient data and other clinical data on premise
  ■ Business continuity in case of disasters or other emergencies

■ Solution
  ■ Backup into Fujitsu Cloud

■ Benefit
  ■ Data access by evacuation centers or other medical institutions anywhere

Mission-critical data backup into Fujitsu Cloud.
**Challenge**
- Terminal servers for students, professors, office staff
- 120 servers in rack
- Poor server utilization
- From 10% to 90%

**Solution**
- Consolidate terminal servers
- 50 PRIMERGY BX920 blades
- VMware vSphere 4 Enterprise
- Citrix XenApp

**Benefits**
- From 7 to 2 racks
- 70% less floor space
- 48% less power consumption
- 120 t less CO₂ emission / year
- More efficient server usage
- Easy upgrade and SW updates

“*Our aim is to realize systems which lower electricity consumption to protect the environment. In the future, we wish to continue to face challenges in order to create even more efficient systems.*”

Mikifumi Shikida, Associate Professor, Information Science Centre, Japan Advanced Institute of Science and Technology

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Virtualization of terminal server environment.
Company
- Large stock trading company
- 137 branch offices in Korea
- Operations in NY, London, HKG, Tokyo, Shanghai

Challenges
- Security threats
- Avoid (even short) downtime
- Cost reduction
- Long term plan to move to cloud based operation

Solution
- VDI for 200 users (start)
- Citrix XenDesktop with SSL VPN
- PRIMERGY BX900
- ETERNUS DX80 in FC SAN

Benefits
- Mobile work environment
- Ensure business continuity
- Improve data protection
- 24 hour support
- Improve customer service
- Reduce operator workloads
- Reduce maintenance costs
- Reduce space
- Reduce TCO
Challenge
- Keep pace with growth and acquisitions
- Effective support for 25K users is critical

Solution
- Transform desktop infrastructure
- Managed Services (5-year contract) for virtual clients and mobile devices
- Central infrastructure hosted in Fujitsu DC

Business Benefits
- Better user experience
- Reduced carbon footprint

“As Centrica grows both organically and through acquisition, the IT capabilities and support we provide our people in doing their jobs is critical to our desktop services, which increasingly involve adoption of mobile devices, become ever more critical to the efficient running of our business and the IT experience we provide our people.

In July 2010 we appointed Fujitsu to run our internal IT service desk. This new contract builds upon that existing partnership.”

David Bickerton, Group CIO, Centrica

Managed desktop services and infrastructure hosting for utility company.
Company
- Mobile communications carrier

Challenge
- Deliver Mobile Secure Desktop aaS to customers
- Excellent user experience even with low bandwidth
- Secure, scalable infrastructure
- Fast deployment

Solution
- PRIMERGY BX, ETERNUS DX
- Citrix XenDesktop
- End-to-end support by Fujitsu

“To achieve a successful rollout of the new service NTT DOCOMO really needed a trusted partner with full strengths in SI and support capabilities. One that would not only help us deploy the core cloud foundation for our new service, but also operate the new cloud environment. Taking many factors into consideration … we concluded that Fujitsu would be the partner we could rely on.”

Takashi Toda, Solution Business Department, Corporate Marketing Division, NTT DOCOMO.BC
Situation

- 55K users
- Legacy desktop environment with Windows XP
- High office cost per user

Objectives

- OS upgrade without impacting users
- Change the way employees work
- Work from home (50% of employees for half a week)
- 20-40% productivity increase
- Reduce office cost
- BYOD
- Policy-based app access (device, location)
- Off-shore back-office functions within regulations
- Improve service quality
- Cost reduction
- Avoid recurring high migration costs
Implemented infrastructure

- 90% Hosted Shared Desktops
  - Published Desktops
  - Windows Server 2008R2 64-bit RDS with Windows 7 experience
- 10% Hosted Virtual Desktops
  - For developers / users needing admin rights
- Greater density
  - Less HW
  - Less energy
  - Less space
  - Less deployment efforts
  - Less operating efforts
  - Less cost
- Better ROI
Implemented infrastructure

- Hosted Shared Desktops
- Hosted Virtual Desktops
- Load balancing
- Policy-based access control
- App virtualization
- User Environment Management
- Local print
- Infrastructure products for DC
- 2 DC for DR
- Replace rich client when written off or on failure
- Operation and support at monthly price per seat
User-focused transformation

- Install SW for migration
  - User virtualization tool
  - Citrix Receiver
  - Self-service binaries
  - User migration scripts

- User and app discovery
  - Who uses device
  - Which peripherals
  - Which apps, when, how long
  - Find and remove unused apps
  - Identify app dependencies

- App analysis
  - Ready for Win7, App-V, HSD
  - App packaging

- Sync user data and profile
  - To central storage

- Transformation planning

- Self-service migration
  - User logs on as normal
  - Direct to Virtual Desktop
  - Lock device securely
  - Switch back to old desktop, if s.th. goes wrong
  - Remote cleaning after 30 days

- Handover to support

Fully automated in the background, while users operate as normal.
Why they chose us

- Proven technology for any use case
- Focus on end user experience
- Transformation without impacting users
- Understand internal governance (key for success)
- Experience in defining desktop strategy for maximized benefits and minimized risks
- Leader in Managed Workplace services
- Industrialized service
- Global (consistent) 24x7 coverage with multi-language service desk
- Flexible contract, lean processes, predictable cost
- Continuous improvement (Sense & Respond) built into contract
- ...

Confidence that all requirements could be met with our solution.
Summary

- More than products
  - Solutions supporting innovative trends
  - End-to-end services
  - Private / public (trusted) / hybrid cloud
  - ...

- Sourcing options
  - Self-managed
  - Fujitsu-managed (on-premise, off-premise)

- One-stop shop in any situation
  - Reduce complexity, time and risk
shaping tomorrow with you
строим будущее вместе