

SPECIAL ADVERTISING SECTION

# One Fujitsu, Many Strengths

**With a unified approach to the market, Fujitsu has transformed itself into one of the world's largest IT providers—one with an effective combination of global reach and local focus, and an end-to-end lineup of services and products for Oracle users.**

**B**usiness today is increasingly fast, competitive and global, and that requires ever-greater adaptability and efficiency from a company's information technology. To deliver, IT departments need to work with a perspective that is more holistic and more integrated—one that enables them to keep cost, quality and speed in step with the needs of a global business.

That reality is at the heart of fundamental changes that have been taking place at Fujitsu. "Fujitsu has had a significant presence worldwide for many years," says Richard Christou, president of the Fujitsu Global Business Group. "But now we are creating a truly global organization that can provide a full spectrum of end-to-end products and services." This "One Fujitsu" strategy has created a \$47 billion company with some 190,000 employees—one of the largest IT providers in the world, with a global corps of experts and a comprehensive, end-to-end suite of services and technologies.

Much of the company's offerings and expertise are

focused on Oracle technology and applications. Indeed, the move to the One Fujitsu model positions Fujitsu to extend and strengthen its long relationship with Oracle, which encompasses everything from applications, middleware, databases, infrastructure and edge solutions to Oracle's recently acquired Sun technologies. "Oracle and Fujitsu have worked together for more than 20 years, covering a variety of initiatives," says Judson Althoff, senior vice president of Worldwide Alliances and Channels at Oracle. "With One Fujitsu, our joint customers have the opportunity to draw on the technologies and expertise of two worldwide organizations that have the depth and reach to help bring greater integration, flexibility and efficiency to IT—which empower customers of all sizes to compete more effectively in the global economy."

### **Fujitsu's Global Transformation**

The maxim "think global, act local" has been around for some time—and traditionally, Fujitsu has put more weight on the "act local" element, which allowed various Fujitsu companies to focus on their specific technologies and geographic markets. But now Fujitsu is taking a more holistic approach. With its One Fujitsu governance model, the company is transcending those traditional local boundaries and strengthening the "think global" element of the equation.

The company has established a Global Business Group, which directs marketing, delivery, client management

and business management for Fujitsu operations outside of Japan. "As a more global company, we can bring greater consistency to the customers we work with, especially those who operate globally," says Christou. "We can leverage scale and worldwide expertise to strengthen development, deliver solutions and drive innovation." In essence, the new structure allows Fujitsu to continue to work closely with customers in a given market, while backing those efforts with the deep resources, expertise and best practices of a global company.

A number of significant changes have already taken place in Fujitsu's operations. For example, in North America, the company has established Fujitsu America, which brings together the wide-ranging consulting services offered by Fujitsu Consulting, the platform sale and maintenance capabilities of Fujitsu Computer Systems, and the retail solutions of Fujitsu Transaction Solutions. The integration of these three companies has created a unified structure for the provision of comprehensive IT solutions in North America. In Europe, Fujitsu Siemens Computers has been converted into a consolidated subsidiary and has increased collaboration with Fujitsu Services, providing skills across the breadth of Oracle applications, middleware, databases and infrastructure. In Australia, Fujitsu's acquisitions of IT services and consulting firms have improved its ability to deliver integrated services in that region. And in China, Fujitsu's operations are being consolidated into two organizations to drive greater collaboration across that large market.

The reach and strength of Fujitsu's globalization efforts can be seen in the company's Global Infrastructure Services group, which provides integrated outsourcing services. This group encompasses 85 data centers worldwide, as well as 47 service desks that offer the ability to respond in 26 languages—a vital capability in global business. Through this group, Fujitsu experts around the world collaborate on infrastructure services such as data center services, desktop services and help desk services to provide a uniform level of services worldwide.

### **Seamless Access to Services, Systems and Expertise**

Such efforts are giving customers increasingly seamless access to Fujitsu products and services from one source. "We can provide end-to-end technology, services and expertise for Oracle users, from consulting to design, build, implement and maintain activities," says Takanori Katayama, corporate vice president of Fujitsu. For Oracle users, these offerings include:

- **Comprehensive IT, business and infrastructure services.** These include a number of Oracle-specific managed and professional services, covering applications, infrastructure and business imperatives such as operational excellence and customer experience. Companies can turn to Fujitsu for services such as application management, outsourcing, implementation, upgrades, training and international 24/7/365 support. With more than 2,500 Oracle professionals worldwide, Fujitsu is an Oracle Global

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Partner and an Oracle Platinum Partner, and has experience and expertise with Oracle E-Business Suite, Siebel, PeopleSoft, and JD Edwards and Oracle edge and industry solutions, as well as Oracle Fusion Middleware and Oracle Database. One of the world's largest Oracle E-Business Suite solutions was implemented and run by Fujitsu. And Fujitsu is drawing on this Oracle expertise in its own global transformation efforts. Last year, the company implemented its own Oracle Hyperion Financial Management reporting system across some 30 countries in just three months. This is now being used by the Global Business Group's regions, as well as by the group's executive management team and Fujitsu Limited in Japan.

- **A range of data center technologies.**

As a global organization, Fujitsu will continue to focus on the creation and delivery of "Dynamic Infrastructures" supporting Oracle applications and technologies. The company's Dynamic Infrastructures strategy is designed to provide companies with choice in cost-effective, tailored, flexible infrastructures that enable greater business efficiency and agility. This portfolio encompasses four main categories: Infrastructure Products and Services, Infrastructure Solutions, Infrastructure as a Service and Managed Infrastructure. Dynamic Infrastructures combine products, solutions and services that enable companies to assign IT resources dynamically to services as required, and to choose sourcing models that best fit their businesses, bringing IT flexibility and efficiency to the next level.

### Oracle, Sun and the New Fujitsu

As the long-standing partnership between Fujitsu and Oracle evolves, the two companies can build on a strong foundation. They have a shared focus on innovative applications and middleware solutions, service-oriented architectures, data management, business-critical computing and grid computing. Today, Fujitsu is the only company that supports three out of five strategic Oracle development platforms—Linux, Windows and Solaris—running on Fujitsu's Intel-based PRIMERGY servers and SPARC Enterprise servers. And the two companies work together in Oracle-focused technical centers in Germany, Turkey, Russia and the UK; these are complemented by a Mobile Migration Center that can be set up on customer premises.

This multifaceted relationship has led to clear results in a number of areas. For example, in the middleware arena, extensive cooperation has led to Fujitsu being authorized to sell Oracle Fusion Middleware and Oracle Database. The two companies have also worked together to develop FlexFrame for Oracle, a pre-integrated, dynamic, IT infrastructure solution. The first automated management solution for Oracle grid computing, it delivers agility, scalability, high availability and reduced costs for both native and virtual servers. For example, when a European railway company used the solution to consolidate servers, the effort paid for itself in two and a half years and led to projected savings of €3 million a year. Similarly, a US university used the FlexFrame

### EXECUTIVE SUMMARY

Under its One Fujitsu strategy, Fujitsu has created a truly global organization. The company:

- Is one of the largest IT providers in the world, offering comprehensive, end-to-end services and technologies.
- Offers a full spectrum of managed and professional services covering applications, middleware, databases and infrastructure, and business imperatives such as operational excellence and customer experience.
- Provides a range of data center technologies designed for cost-effective, tailored, flexible infrastructures that enable greater business efficiency and agility.
- Builds on a strong relationship with Oracle that encompasses applications and edge solutions, middleware solutions, service-oriented architectures, grid computing, cloud computing, and Sun and SPARC technologies.
- Is an Oracle Platinum Partner and has more than 2,500 Oracle professionals.

solution to consolidate 500 servers down to 175, dramatically increase server utilization and reduce IT overhead by as

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much as 60 percent. Based on these results, Fujitsu was given the Oracle Innovation Award for the solution.

Fujitsu has also been recognized with a number of Oracle-related awards. Customers recently voted to name Fujitsu a Cost-efficient Partner of the Year, Public Sector Partner of the Year, E-Business Suite Partner of the Year, Shared Services Partner of the Year, and Database Partner of the Year. Oracle UK gave Fujitsu the 2010 award for Technology System Integrator Partner of the Year, which acknowledges the company's Oracle focus and success with Oracle technology, middleware and applications. Fujitsu was recognized as a "Strong Performer" in the "Forrester Wave™ Oracle Service Providers, Q4 2009," Forrester Research Inc. (October 2009).

"Fujitsu has a large footprint in the Oracle community, and the One Fujitsu approach lets us leverage that footprint to help companies use IT more effectively," says Takanori Katayama. Oracle's recent acquisition of Sun, he adds, is only expanding that footprint. Fujitsu has deep expertise in SPARC technology; it has provided SPARC technology to Sun and been an Innovation Partner of Sun's for years. "The Sun acquisition strengthens the Oracle partnership even more," he says.

For example, Fujitsu and Oracle Japan have established a SPARC Enterprise-Oracle Database Solution Development Center. The center is charged with testing and development using SPARC Enterprise, Exadata and Oracle Database 11g, creating solutions for next-generation standard IT infrastructures and developing approaches that companies can use to migrate to those infrastructures. "The Oracle and Fujitsu technologies are a natural fit in this area," says Stephen Boyle, group vice president of Worldwide Strategic Alliances at Oracle. "Such joint efforts are designed to give companies effective, integrated SPARC and Oracle technologies that can help them increase performance while reducing complexity."

### **From Green to the Cloud**

Looking forward, there are a number of areas where the two companies' philosophies are in synch. These include consolidation, simplification, integration, grid computing and, increasingly, green computing. Fujitsu has been committed to environmental activities since the mid-1990s, supports Oracle's green initiatives

and participates jointly with Oracle in sponsoring eco-friendly events.

An increasingly important area of focus for both companies is cloud computing. Here, Fujitsu brings several strengths to the table. The company has long been a leader in telecommunication and enterprise technologies and data center technologies, which will play a key role in delivering cloud computing services. It also has extensive experience in outsourcing, providing infrastructure as a service and software as a service, and managing the systems of its numerous customers. "As a global company, we are committed to leveraging our expertise to create and integrate cloud-based systems, while keeping an eye on delivering the technology's potential business benefits, such as lowering the cost of IT, increasing security and reliability, and accelerating customers' innovation," says Chiseki Sagawa, president of the Service-Oriented Platform Office at Fujitsu.

Fujitsu is combining basic research, server, software and other development resources for the cloud under the auspices of a new Cloud Architect Office. Among other things, this office is bringing together solutions experts from different vertical industries to tap into their real-world experience and know-how from the frontline of business. Fujitsu has also created a Cloud Implementation and Verification Center, which is charged with quickly translating the innovations produced by the Cloud Architect Office into the development and implementation of new infrastructures.

Business is always changing, and as a truly global company, Fujitsu will be better equipped to help companies adapt to that change. "We can give customers simpler, more seamless access to our offerings and our knowledge," says Richard Christou. "That enables us to work all the more effectively with companies to help them apply IT to the business in order to be more efficient, agile and successful."

**For more information** on Fujitsu's global approach, and on Fujitsu products, services and information for Oracle users, please visit the Fujitsu-Oracle site at [www.fujitsu.com/oracle](http://www.fujitsu.com/oracle)

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