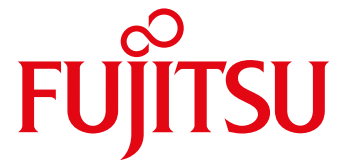


shaping tomorrow with you



Profit without boundaries

How do you ride today's volatile business landscape to uncover new routes to revenue?

With Fujitsu, you get three ways to beat the competition and stay out in front.

Read on to understand how each one will add value to your existing service offering and ensure you profit from new sales opportunities.



Intel® Xeon® Scalable processors.

We will help you _____
deliver for your customers
_____ through:



Higher
performing
products



Solutions
precisely tailored
to individual
customer needs



Commercially
innovative
finance and
service options

Intel® Xeon®
Scalable processors.



How Fujitsu can make a difference for Service Providers

Your market is tough and getting tougher. The arrival of hyperscale global cloud providers, together with growing competition from low cost emerging market companies is causing real disruption across the region. Costs and margins are under real pressure, while service providers have to work harder than ever before just to stay where they are.

The only way you can keep your customers loyal and your margins up against this kind of competition is through superior service, absolute reliability and outstanding value for money. Fujitsu will make the difference for you.

- Higher performing products
- Solutions precisely tailored to individual customer needs
- Commercially innovative finance and service options.

Fujitsu is the world's 4th largest IT business and has spent 50 years as a leader in the global technology market. We understand Service Providers and their priorities, so Fujitsu is always free to act in our clients' best interests.

The only way you can keep your customers loyal and your margins up against this kind of competition is through superior service, absolute reliability and outstanding value for money.

Higher performance

Better by design

Intel® Xeon®
Scalable processors.



- Industry-leading energy efficiency
- Superb Performance even at very high temperatures
- Boringly reliable, chosen by NASA for Mars robots
- Built to stay fast even at full capacity/load, enabling lower TCO



Built to lead

Your customers expect outstanding reliability- and they don't listen to excuses. The quality and dependability of Fujitsu PRIMERGY servers and ETERNUS storage products make it easy for you to meet and exceed customer expectations, while keeping your business more profitable.

Fujitsu products are better by design, delivering:

- Much lower downtime
- Better scalability
- Enhanced performance at high temperatures
- Outstanding speed and responsiveness at 100% capacity

Working with Fujitsu makes it possible for you to offer clients service and performance SLAs that competitors cannot match.

Energy efficiency

Fujitsu PRIMERGY servers and ETERNUS storage systems use close to 20% less energy than competitor products to carry out the same tasks. That leads to major cost savings in operation and improves profitability.

In the past 5 years Fujitsu PRIMERGY servers have set 32 world records for energy efficiency, giving independent confirmation that Fujitsu technology is ahead of the competition.

Outstanding performance at high temperatures

Fujitsu products all include our unique Cool-Safe™ technology, which safeguards performance even at temperatures as high as 40°C while under full load, 24x7. A rise of 1 degree in temperature normally leads to cost increases of between 5 to 6% in air conditioning costs. With Fujitsu products these costs can be eliminated.

Built to stay fast and flexible even at full capacity

Fujitsu ETERNUS storage products perform better than any other product at full capacity. While competitor products start to slow down at 70% or even 45% capacity, ETERNUS Storage products show no perceptible decrease in speed and response times, even at 100% capacity (see Figure 1).

As with all Fujitsu performance advantages, the secret to excellence is superior design:

- The ETERNUS Operating System has a small footprint, leaving more of the cache to be used for its proper purpose.
- The design specification includes 12 gigabit backend and enough channels to move data at extremely high speed, no matter what the load levels.
- This leads to a very even performance curve, with fall-offs that remain very small as load factors rise.

In the past 5 years Fujitsu PRIMERGY servers have set 32 world records for energy efficiency.



Highest reliability levels in the market

Clients expect complete reliability from you: anything less will undermine your business model. Once again, Fujitsu PRIMERGY servers are designed for mainframe levels of reliability from the ground up. The design focus is on continuous availability, offering our clients:

- Highly redundant x86 PRIMERGY server design with self-healing capabilities in PRIMEQUEST servers
- Fast and simple hot replacement of components on the PRIMERGY and PRIMEQUEST server ranges
- Embedded feature set to improve fault tolerance levels
- Ability to deliver online firmware updates without the need for downtime

These and other features are designed to identify and eliminate potential reliability issues before clients notice them. Even entry-level systems come with 99.997% reliability (a statistical 16 minutes annual downtime) as standard, while large enterprise systems reach 99.999% reliability as a matter of course (5.26min annual downtime or less).

Fujitsu runs an annual competition to identify and recognise products that have been running continuously for 15 years or more. In 2015 the “oldest PRIMERGY alive” award went to the Serbian Postal Service, with PRIMERGY servers now into their 18th year of non-stop operations- and counting...

This also helps to explain why the same Real-Time Operating System used in Fujitsu ETERNUS storage products were chosen by NASA for use in their Mars robotics systems, where sending a technician round is not possible and only near-perfect reliability will do.

Confirmed as the best in objective tests

Fujitsu has been consistently benchmarked as best in breed by leading technology consultancies (such as Gartner) and respected professional comparison sites, such as spec.org, with PRIMERGY servers setting a total of 98 world records in the past 5 years.

For you, the ability to offer near perfect reliability and high performance is the key to competitive edge in the market. Choosing Fujitsu products is the first step towards out-performing your competitors.

Intel® Xeon® Scalable processors.



Our product
excellence
gives you competitive edge

Winner of 32 energy efficiency awards
The PRIMERGY server family

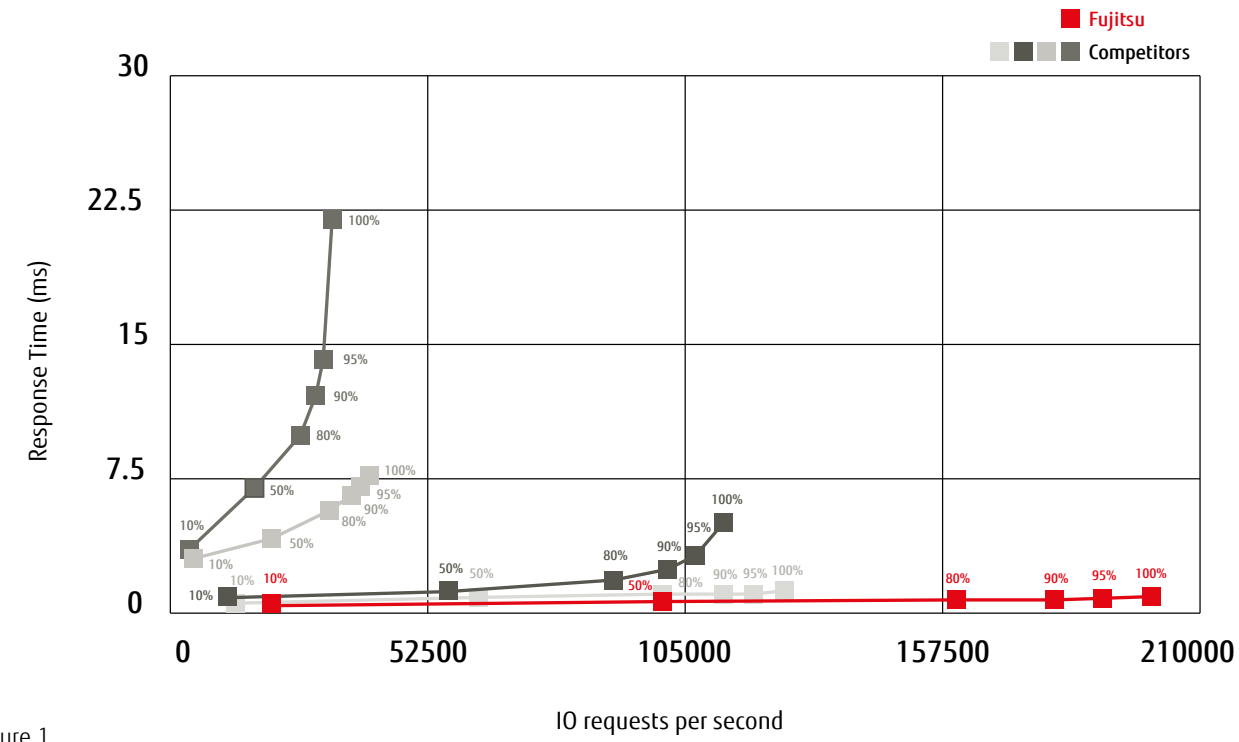


Figure 1.
Ramp Phase Response Time/Throughput Curve

Tailored to your needs

Solutions made for you

Intel® Xeon®
Scalable processors.



- Designed to evolve with your business
- Rapid scaling, no disruption
- Flexible support options
- Built to stay fast even at full capacity/load, enabling lower TCO



Built together

Fujitsu works collaboratively with a network of world-class technology partners to provide exactly the right solutions

You not only require highest levels of reliability, you also need the ability to build flexible solutions that match the changing operational realities of your businesses.

Fujitsu has designed its products and support services for maximum flexibility, enabling you to build targeted solutions for your customers in ways that protect margins, reduce risks and keep you fully in control of your own future development.

Fujitsu is expert in Hybrid IT, enabling you to create solutions that fit in with your customers' existing investments and strategies. We are also leaders in Software-Defined Storage solutions, enabling you to deliver world-class responsiveness, agility and cost-efficiency to end-user clients.

Designed to evolve with your business

Fujitsu PRIMERGY servers and ETERNUS storage products are designed as integrated families of products. There is a smooth and easy way to manage series of steps from entry level products to the highest performance enterprise systems.

Fujitsu products are based on a consistent design approach to ensure maximum interoperability, with use of the same components and functions wherever possible. This applies both to our comprehensive range of x86 PRIMERGY servers and the ETERNUS storage product range.

Innovations are applied across the entire family at the same time, while the single product architecture used right across the product families makes it easier for you to stay in control. There are no new licensing costs as you evolve and upgrade, and while rapid scaling can be achieved with no disruption to business.

In any case, Fujitsu offers enterprise standard performance even at entry level, with a high density approach to deliver a footprint that is up to 50% lower than for comparable competitor offerings.

Dynamic scaling

ETERNUS storage products are designed for easy scaling, with between 2 and 24 storage controllers to manage growth smoothly and at low risk. Dynamic load balancing is used to make scaling simpler, while automated Quality of Service ensures that performance remains consistent all through periods of rapid capacity growth.

The Fujitsu design approach means that there is less need for upgrades, as both PRIMERGY servers and ETERNUS storage products continue to perform to the highest levels as capacity limits are reached. Investments work harder for you: now you can buy the smallest- and lowest cost- system first, knowing that expansion will be quick and easy.





Most important, there is no need to migrate to new platforms when upgrade becomes necessary. The step up in capacity is smoother, easier, less risky and less costly as a direct result.

Now you don't need to guess at future needs and invest in extended capacity upfront to avoid disruptive migration. Working with Fujitsu means you need only invest in what you need, when you need it.

Flexible support options

Fujitsu recognises there will never be a "one size fits all" approach because customers and businesses are all different. That is why Fujitsu works with you to develop support packages that are truly fit for purpose.

All options are open when it comes to creating the right package. If you want to by-pass typical Level 1 support (Help Desk) and move straight into direct contact with Fujitsu experts, for example, you can do just that. The customer calls the shots in this relationship.

Local consultants with global links

As the world's 4th largest IT company Fujitsu has more than half a century of accumulated know-how and a truly global reach. Fujitsu employs more than 160,000 people and has operations in more than 100 countries.

As one of the world's leading IT consulting businesses, Fujitsu can deploy extraordinary levels of expertise to support customers.

Fujitsu delivers solutions that are right for your business realities today, and will seamlessly evolve with you as your business needs develop and change. Tailor-made solutions, supported by a world-class network of technology partners, backed by service and consultancy skills that are both local and global: that is the Fujitsu difference.

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Derisking your growth

Commercial innovation

Intel® Xeon®
Scalable processors.



- Bill your clients before Fujitsu bills you
- Clear cost structure, enabling growth, no capacity licensing
- Service options that reduce your TCO
- Family concept, best of breed technology



Built to last

The case for commercial innovation

When it comes to business relationships, innovation is not just about technology: it is also about how we structure our commercial approach. Fujitsu continuously looks for ways to help you be successful and gain competitive advantage. That's why we work tirelessly to reduce the risks you face, making growth easier and more profitable.

Bill your clients before Fujitsu bills you

Fujitsu starts to make a difference from the very beginning: in our terms and conditions. We promise you that, in many cases, your clients will pay you before you need to pay Fujitsu. You simply decide whether you want to buy or lease. Then you can take delivery, putting your products to work at once while knowing you have nothing to pay for up to 9 months after delivery.

Now you can directly link your product purchases from Fujitsu to services bought from you by end user clients, so income from clients should be received before you pay Fujitsu. And remember, when you shake hands on a contract with us, you have a deal you can rely on.

Fujitsu understands the pressures and challenges you face and we work to build commercially innovative deals that directly address these requirements. Working with Fujitsu means that you can be aggressive in going for growth while knowing your risks are always under control.

Clear cost structure, no capacity licensing

Fujitsu aims to do everything we can to make business easier for you, and that's why our cost proposals are simple and transparent.

Take service costs, as a key example. Fujitsu charges a competitive service solution contract with your first order. When the business grows and you add disk shelves, you don't have additional solution contract costs.

And the same is true for software capacity licensing. You don't have any additional license costs when you expand the system, so growing your system will create additional margin/discount possibilities for you.

Working with Fujitsu, you pay only for what you need today. There is no need to guess about the future, both because of Fujitsu's flexible technology and flexible commercial terms.

Family concept, best of breed technology

All Fujitsu products are designed as families, using a high proportion of common components and operating systems. There is no learning curve as you upgrade: when you know one Fujitsu product, you know the entire product family, too! That also means upgrade due to volume growth does not normally require migration to a new platform, so scaling becomes simple and non-disruptive.

Working with Fujitsu means
that you can be aggressive
in going for growth while
knowing your risks are
always under control.



Backed by high density, giving an exceptionally small footprint, and products that deliver enterprise performance from entry level products, Fujitsu's product family approach delivers outstanding value for money.

Opening new business opportunities

We know that you can't afford to stand still. The market is constantly changing and competition is constantly growing. So Fujitsu will help you to develop new opportunities for your own customers, based on our best in class technology and maximizing the potential of our world-class technology partnerships.

- Because operational costs and upfront investments are lower than usual, you can either build your margins by transferring the cost benefits to your bottom line, or offer keener prices to clients, growing sales without reducing margins.
- The power of Fujitsu technology goes further than that. Fast-scaling and high levels of reliability mean you can now offer a range of fast-access services (offering new levels of flexibility as a competitive differentiator) and a set of Premium services for the most demanding clients (building on the proven reliability levels of Fujitsu technology).

In a market as crowded and competitive as this, you will gain a clear and potentially decisive edge because of Fujitsu's commercial innovation. That helps minimize risks and maximize profits.

Making the difference – with Fujitsu

Superior design, empowerment, a collaborative approach

Fujitsu is a fully-empowered business that uses collaborative working and commercial innovation to build tailored solutions right for individual customer needs.

Building on Fujitsu's proven technology leadership and global reach, we will work with you to deliver competitive advantage in a crowded marketplace.

Find out more:
AskFujitsuHQ@ts.fujitsu.com



shaping tomorrow with you



Intel® Xeon®
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