

Consumption-based IT

Fujitsu uSCALE is a cloud-like, flexible and scalable business model for on-premise infrastructures via monthly consumption-based billing based on actual usage.

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What are “as-a-service” (aaS) models?

By 2025, 40% of newly procured premises-based compute and storage will be consumed as a service, up from less than 10% in 2021.

Source:

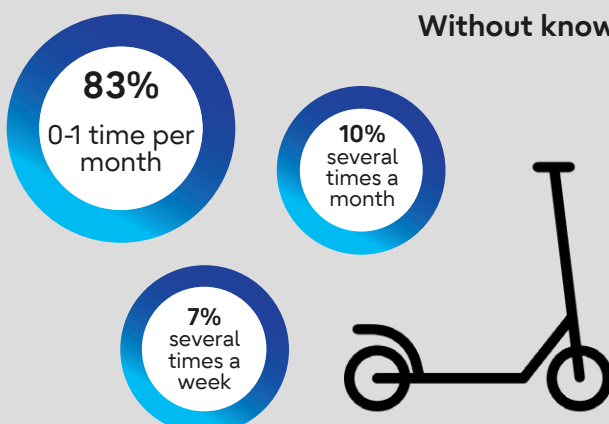
Gartner: [*“4 Predictions for I&O Leaders on the Path to Digital Infrastructure”*](#)

This is an approach whereby everything is made available and consumed “as a service”. The as a service business model shifts the traditional model of ownership to a model which evolves around the provision of a service on a non-proprietary basis. This new orientation is based on the idea that society is moving from a “goods-centric and customer-centric” to a “service-centric” society.

Products that were once routinely bought outright – like music CD’s or cars – are now being sold and consumed based on new, imaginative metrics for usage, service, and experience. Car usage first moved from outright ownership, often with finance, to a subscription model – multi-year leasing – and now this has shifted again to a consumption model, where people no longer own or lease any vehicle, but instead opt for the convenience of taking a taxi, an Uber or a DriveNow car when they need mobility. Furthermore, there is no need for phone calls or getting cash out, but instead a product is presented to the individual who easily navigates through the app to get the outcome they desire through coherently structured endpoints.

And even if someone decides to buy a car in the traditional way, it’s possible to benefit from as a service offerings. A leading German car manufacturer offers heated seats in selected countries as a consumption-based model with monthly billing. The heated seats can be booked for a handful of euros per month, with additional options for 1-year, 3-year, and unlimited terms. Other options such as a heated steering wheel are also available.

Without knowing it, we often use as-a-service models in everyday life.



According to a recent survey, 83% of respondents use E-scooters at most once a month. Buying one yourself would quickly cost several hundred euros. Therefore, the use of E-scooter sharing offers is a worthwhile alternative.

Even with IT infrastructures, it can take a long time before the one-time acquisition costs pay off compared to an as-a-service model.

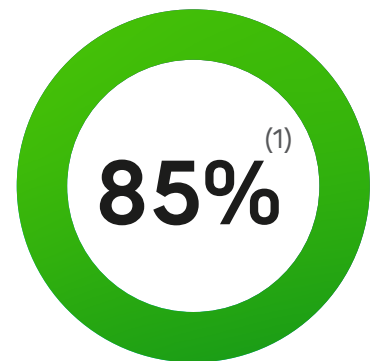
Why are organizations adopting as-a-service?

For some organizations, moving to the cloud has become the default position for modernizing operations. And there are good reasons for this considering the benefits of cloud migration in terms of cost, scalability, and flexibility. However, cloud strategies across industries, workloads, and applications differ significantly. Some apps, data, and workloads should continue to be operated on premises. The cloud, especially the public cloud, still has some disadvantages in terms of security and privacy. Sensitive business data such as personal customer and employee data or information on the economic position of the company should not leave the in-house IT premises. Another reason is latency; electronic data is fast, but with each leg of the data's journey to the cloud possibly involving a trip to the other side of the world, there might be issues for specific workloads.

Fujitsu uSCALE is a smart alternative for a complex and sometimes disturbing move to the cloud. It will provide you with a financially transparent, technically scalable and compliant IT setup for your business strategy and your on-premise data center with no need to disrupt the smooth operation of your IT department.

Fujitsu uSCALE brings the real cloud benefits into your data center.

of organizations already operate
in hybrid cloud environments
with on-premises being a
dominant location for data.



It's time to bring the benefits
of hybrid cloud into your data
center with Fujitsu uSCALE.

What is Fujitsu uSCALE?

uSCALE allows to consume infrastructure as-a-service with monthly cloud-like economics and agility that saves costs, enables dynamic growth, and realizes faster time to value. In practice, Fujitsu deploys sufficient capacity to meet your initial demand plus a buffer zone for growth. Each month billing is based on actual usage subject to a minimum volume lock.

Extra capacity can be installed ahead of demand – up, down and right-sized without interrupting the day-to-day flow of business. You only pay for what you use, and costs are transparent, measurable, and aligned to the business, thus eliminating business risk.

Fujitsu provides 24x7 multi-lingual support through the uSCALE Customer Success Center. We also assign a Customer Success Manager (CSM) dedicated to manage the ongoing relationship with the customer. The CSM is responsible for your Fujitsu uSCALE experience throughout onboarding assistance, during the installation & implementation phase, as well as service reviews, reporting, forecasting and ongoing customer engagement.

Our Customers are also provided access to the uSCALE Customer Success Portal (CSP). The portal allows to have visibility on system consumption data, order tracking, capacity management and forecast insights to fully utilize consumption-based, as-a-service resources. This fosters transparent cost structures, delivers effective expense monitoring and safeguards against unexpected cost escalations.



Workload Type	+	Key Features	+	Services	+	Additional Services	=	uSCALE Benefits
Server		Term (3 – 5 years)		Installation		Customer Success Center (CSC)		Cost
Storage		Start Capacity		Break-fix		Dedicated Customer Success Manager		Agility
SAP		Growth %		Capacity Mgmt.		Customer Success Portal (CSP)		Speed
Virtualization		Volume Lock %		Reporting				
...			

Reasons to work with the uSCALE business model



Keep control of your IT infrastructure and how you use your business and customer data whilst utilizing a flexible and scalable on-premise IT business model. With Fujitsu uSCALE's built-in buffer capacity, calculated according to your growth plans, you can respond flexibly to growing demand.



Benefit from an IT solution that is precisely aligned to your specific needs with a pay-as-you-go business model which offers flexible up and down options. Enjoy simple and predictable pricing and pay only for what you use - in your own on-site data center. No upfront investment is needed for your next level of agility and scalability.



Benefit from latest technologies in your on-premise location (or in your co-located data center). With flexible growth options while ensuring compliance and data security standards.



Eliminate or shorten purchasing cycles. Fujitsu uSCALE enables clear and transparent future planning by aligning service usage with costs.

When you work with Fujitsu you are working with people who understand both your uniqueness and your IT needs.

City of Ludwigshafen selects pay-per-use for storage



Digitization confronts us with unprecedented demands on storage systems. Fujitsu's pay-per-use solution is a precise fit for our requirements that need a high-performance and scalable storage infrastructure, with high availability and a performance buffer for future growth."

Bernd Gerber, Department Head DC Services and Network Services

Ludwigshafen Stadt am Rhein



Challenge

- High-performance, scalable SAN-on-demand
- Storage split between two production towers at two locations
- High complexity, due to data center relocation and latency optimization
- Unpredictable data growth because of digitization
- Global, component-related supply problems

Solution

- Fujitsu uSCALE in data center on-premise
- All-Flash technology: equal priority for all applications
- Flexible capacity adjustment: add or remove capacity as needed
- Real-time access to archive data (eFiles, among others).

Outcomes

- Zero CAPEX approach: no investments, monthly billing
- Risk minimization and cost transparency, thanks to pay-per-use
- Rapid data availability for many users simultaneously
- Cloud advantages in data center on-premise

Want to know more?

To understand how Fujitsu uSCALE could deliver cloud-like agility to your data center, please contact your Fujitsu Account Manager or visit www.fujitsu.com/uSCALE

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