Reshaping ICT
Reshaping Business
Fujitsu IT Future 2013

Federico Francini
Presidente e Amministratore Delegato
Fujitsu Technology Solutions Italia
Our Sponsors

Platinum

Gold

Silver
Fujitsu-NetApp a strong alliance for our customers

- The common vision from NetApp and Fujitsu
  - We develop own IT technologies where we have our strength
  - We offer a combined and harmonized portfolio in almost any delivery model
  - We partner to build complete IT solutions for an agile and dynamic IT
Fujitsu IT Future Agenda

- **10:30** Reshaping ICT: nuove opportunità di Business  
  Federico Francini, Presidente e Amministratore Delegato Fujitsu Technology Solutions Italia

- **11:15** Human Centric Intelligent Society  
  Satoru Hayashi, Executive Vice Chairman of the Board, Fujitsu Technology Solutions

- **12:00** Ma cos’è questa crisi? Cosa può fare l’IT quando cambiano i punti cardinali?  
  Sebastiano Barisoni, Vice Direttore Radio 24 e conduttore Focus Economia

- **13:00** Lunch & Exhibition Area

- **14:00** Sessioni Parallele:  
  - Reshaping the Workplace  
  - Reshaping DataCenter  
  - Smart Sourcing  
  - Channel business
The world is changing

1972 Club of Rome publishes "The Limits to Growth"

1992 First Hearth Summit held

2010 Internet Users
2011 No. of Internet-Capable Devices
2011 Data Volume

2012 Rio+20 Conference held

2020

2007
Ecological Footprint
2010 CO₂ Emission
2011 Population

2020 Internet Users
2020 No. of Internet-Capable Devices
2020 Data Volume

2050
Ecological Footprint
2050 CO₂ Emission
2050 Population

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Evolution of Computing Technology

**CPU**
- MIPS (million instructions per second)
- Frequency of operation
- Number of core

**Memory**
- Maximum capacity per DRAM element
- Interface speed

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Evolution of ICT infra in spiral

- **Mainframe**
  - **1980~**
  - leased circuit
  - workstation

- **IA server**
  - **1995~**
  - high capacity metro/core optical network

- **IP network**
  - **2000~**
  - Blade server
  - mobile network

- **Cloud computing**
  - **2005~**

- **SDN, M2M**
  - **2010~**
  - distributed computing, Big data

- **Internet of Things**
  - **Internet of Things**

### Innovation (year)
- **1980~**
- **1995~**
- **2000~**
- **2005~**
- **2010~**
4 Driving Forces

- Extreme Behaviour
- Global Class Delivery
- Pervasive Access
- Big Context
The Era of Human Centric ICT

Productivity Improvement

Business Process Transformation

Knowledge Creation, Activity Support

Computer-centric

Network-centric

Human Centric

Mainframe

Client-Server

Internet

Cloud

Mobile

Big Data

Vendor

IT Dept.

Human Centric Business Strategy

Range of the use of ICT

1990

2000

2010

2020

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Today

- People are driving a **convergence** of Big Data information, Social interactions, Mobility and Cloud

- Mobile, Social, Big Data and Cloud will make existing architectures **obsolete**

**Business/ IT issue or opportunity?**
Today Enterprise IT directions

1. Go to the CLOUD first to buy new technology
2. Shift from structured data focus to sentiment, trends and prediction analysis
3. Share systems with other members of our industry
4. Use mobile and consumer technologies in the main
5. Use technology to engage with customers
6. Manage an ever more complex mix of services
Why Fujitsu is the best partner for you?

- A flexible and **different** ICT company
- **End-to-end** ICT solution company with global delivery capabilities
- No legacy business model to defend but always **projected to the future** rising the innovation wave
Fujitsu a global player

- Established 1935, a rich history over 75 years
- 47 billion $ revenue
- Approximately 169,000 Fujitsu people support customers in more than 100 countries.
- A global delivery capability: >90 datacentres globally
- Committed to deliver local service globally
- We do everything in ICT.
- We use our experience and the power of ICT to shape the future of society with our customers.
A big global services company

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<tr>
<th>Rank</th>
<th>Company</th>
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<tr>
<td>#1</td>
<td>IBM</td>
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<td>CSC</td>
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Source: Gartner, "Market Share: IT Services, 2012" Gartner, 03/2013
Fujitsu in Gartner’s Magic Quadrants

Figure 1. Magic Quadrant for Help Desk Outsourcing, Europe

Source: Gartner Magic Quadrant for Help Desk Outsourcing, Europe, by Gianluca Tramacere, Claudio Da Rold, and Frank Ridder (29 August 2012)

Figure 1. Magic Quadrant for Desktop Outsourcing, Europe

Source: Gartner Magic Quadrant for Desktop Outsourcing, Europe, by Frank Ridder, Claudio Da Rold, and Gianluca Tramacere (15 September 2012)
Global delivery capability

Global Coverage

- Scale and integration
- Knowledge, assets and expertise
- Delivery capabilities
- Project management

Global Service Desks (supporting 29 languages)
Global delivery centers (remote infrastructure and apps management)
Global Program Management Office (global on-site services hubs)
Fujitsu Global Cloud Platform (GCP) locations

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Complete portfolio of Products and Services

**Services**
- End User Services
- Data Center Services
- Systems Integration Consulting
- Front-end Technologies (ATMs, POS systems etc.)
- Outsourcing Services
- Network Services
- System Support Services
- Security Solutions (PalmSecure)

**Products**
- Personal Computers
- Mobile Phones
- Car audio and navigation systems
- Mobile communication equipment
- Automotive electronics

**Systems Platform**
- Servers (HPC, UNIX, mission-critical x86 servers and industry standard x86 servers)
- Appliances/Engineered Systems
- Storage Systems
- Software (operating system, middleware)
- Network Management Systems
- Optical Transmission Systems
- Mobile Phone Base Stations

**Device**
- LSI Devices
- Semiconductor Packages
- Batteries
- Structural components (Relays, connectors, etc.)
- Optical transceiver modules
- Printed circuit
Fujitsu helps customers to modernize their existing ICT systems and create innovation through advanced technology.
Focus on Cloud

- Simple user interaction with IT
- Reduced complexity of user's device
- Flexible access to business anywhere and from any device
- Fast provisioning of data and business logic to users
- Higher employee productivity
- Shorter IT projects, quicker ROI
- IT organization can blend own and external delivery of apps – transparent to users
- High flexibility regarding sourcing options

Increased end user productivity, flexibility and efficiency.
Sourcing options for cloud infrastructures

**Build your own cloud**
Stay in control, data security, compliance, individual set-up

**Do both**
Balancing own and external capacity

**Use external clouds**
Unlimited scalability, reduced integration and maintenance efforts, efficiency, cost transparency

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Fujitsu helps you to simplify Cloud adoption

- Components from various vendors
- Implementation error-prone, time-consuming, expensive
- Very demanding skill set
- High maintenance efforts and costs

**Cloud infrastructure**

- Service Catalogue
- User/identity Management
- Self-service Portal
- SLA Management
  - Workflow
  - CMDB
  - Integration

- Service Desk
- Service Metering
- Service Accounting
- SLA Monitoring
  - Monitoring
  - Provisioning
  - Lifecycle Management

- Resource Orchestration

- Server Management
- Network Management
- Storage Management
- Server Virtualization
- Network Virtualization
- Storage Virtualization

- Server
- Network
- Storage
Cloud Service

Cloud services enable people to make maximum use of information in business and social infrastructure areas.

Fujitsu will provide agile integration of highly reliable global cloud services that flexibly meet our customers’ requirements.

Cloud Service Integration
-Application of best practice cloud integration model-

Optimal choice from 100+ Fujitsu or Fujitsu partner clouds

PaaS to provide interface for 1,800+ cloud services

RunMyProcess

Integrated operation to observe 150+ cloud services

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Fujitsu integrates own and partner technologies

- Server, storage, middleware products tuned for cloud usage
- Solutions base on proven technologies used for public cloud platform
- Public cloud provider expertise utilized for products and solutions sold to customers
Why Fujitsu

- A flexible and different ICT company
- End-to-end ICT solution company with global delivery capabilities
- No legacy business model to defend but always projected to the future rising the innovation wave
- Fujitsu contribute to the creation of a networked society, rewarding and secure, bringing about a prosperous future.
shaping tomorrow with you