

# Developing New Cloud Solutions and Delivery Models



## Fujitsu transforms UK and global operations, improving operational efficiency and service delivery

### EXECUTIVE SUMMARY

**Customer Name:** Fujitsu

**Industry:** Global Systems Integrator

**Location:** Worldwide

**Number of Employees:** 11,400 (UK)  
170,000 (worldwide)

#### Challenge

- Develop and market a compelling cloud collaboration solution in the UK
- Optimise WAN and cloud delivery capabilities globally
- Enhance customer service levels and improve operational efficiency

#### Solution

- Fujitsu Cloud Connect Collaborate, based on Cisco Hosted Collaboration Solution, delivered through Fujitsu Services
- Cisco Unified Fabric, connecting six Fujitsu global cloud computing and seven service delivery centres around the world

#### Results

- Already 20,000 UK users for new collaboration solution
- Platform and standard for delivering cloud services globally
- Improved agility and provisioning times

### Challenge

Fujitsu in the UK is part of the global Fujitsu Group, delivering IT-based business solutions to customers in 70 countries. This regional structure helps enable customers to share in best practices and knowledge gained from deployments around the world, while local operations make sure that solutions address individual country requirements.

Strongly positioned as a network-enabled systems integrator, Fujitsu UK is equally at home helping its impressive list of private and public sector clients fully exploit ICT solutions, or building out carrier-grade networks on behalf of other operators. These UK operations employ 11,400 people and account for about £1.7 billion in annual revenue.

In addition, Fujitsu UK is always looking to create attractive new offers, while simultaneously seeking opportunities to improve its own operational efficiency and service levels. With such a renowned computing heritage, cloud is a cornerstone of its growth plans.

“We’re seeing a real appetite from customers for simple, pay-as-you-go cloud solutions,” says chief technology officer, hosting and networks at Fujitsu UK, John Keegan. “The something-as-a-service model must provide customers with the flexibility to onshore or offshore their data and applications too. So, the name of today’s game is to have a flexible delivery platform that combines fast service provisioning with on-demand network and server resources.”

With a longstanding relationship as a Cisco Gold partner, Fujitsu joined forces with Cisco. The aim of the partnership was to provide customers of both companies with added value: first, by developing a joint cloud collaboration proposition in the UK; and second, by boosting Fujitsu’s WAN and cloud delivery capabilities globally.



**“We’ve secured early-mover advantage in a high-growth market that’s ready to take off.”**

John Keegan  
Chief Technology Officer, Hosting and Networks  
Network Solutions Division  
Fujitsu UK

## Solution

Tackling the UK challenge first, Cisco helped create [Fujitsu Cloud Connect Collaborate](#). Designed to help ensure easy migration, for both existing Cisco® Unified Communications customers looking to move to an outsourced IT model, and new clients looking to upgrade technology, Cloud Connect brings together the desktop, unified communications and collaboration, and the bring-your-own-device (BYOD) revolution, into a single unified workspace.

At the centre of Cloud Connect Collaborate is the [Cisco Hosted Collaboration Solution \(HCS\)](#), a pre-validated platform that allows service providers to offer Cisco video, voice, instant messaging and web conferencing applications on a price-per-user basis. These applications include Cisco Unified Communications Manager, Unity® Connection, Unified Presence, Unified Mobility, WebEx® Meetings and Unified Enterprise Attendant Console.

“We wanted an open and proven architecture that we could trust,” says Gary Pooley, alliances director, hosting and networks, Fujitsu UK. “By fusing Cisco HCS with our systems integration and installation expertise, we’re able to offer customers a way of maximising their investment in operating systems, virtual desktops and mobile devices with a solution that will work from day one.”

In fact, Fujitsu UK was so impressed with its Cloud Connect creation that it has deployed the solution itself to improve productivity, collaboration and mobility for its own 4,000 employees (rolling out to 11,000) across 25 sites.

Next, the two partners set about unifying and optimising Fujitsu’s WAN and cloud delivery capabilities. With over 100 hosting facilities worldwide, Fujitsu global cloud computing centres form a key interconnection point for corporate and enterprise customers via the company’s global WAN. This critical infrastructure delivers industry-leading quality of service and is underpinned by service delivery centres, which provide first and second line support using a follow-the-sun approach with multilingual specialist agents.

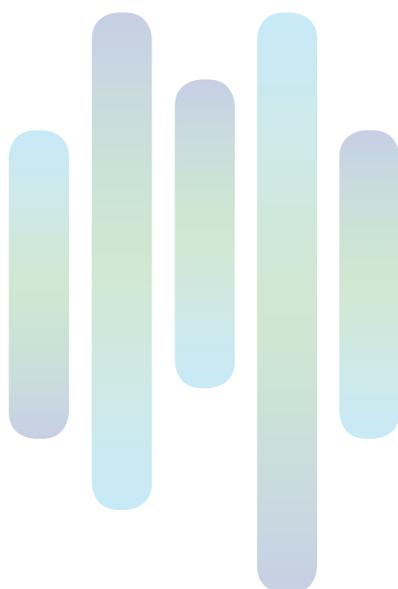
Moving these facilities onto one unified fabric based on Cisco Nexus® switching technology has provided Fujitsu with a highly-agile service delivery platform and its customers with greater choice over where their data and applications can be housed. “For example, a local government client may want to onshore in order to satisfy strict data compliance requirements,” says Pooley, “while an enterprise client may view factors such as risk, privacy and price differently and be looking for an offshore solution that also provides international presence.”

Comprising Cisco Nexus 5000 and 7000 Series Switches, the new platform connects cloud computing centres in the United Kingdom, the United States, Australia, Japan, Singapore and Germany; and service delivery centres in the Philippines, Malaysia, India, Russia, Costa Rica and Poland.

“With Nexus it’s very easy to switch workloads between centres if we need to respond to changes in customer requirements,” says Pooley.

## Results

Fujitsu has transformed its business at a UK and global level. With Cisco HCS, it is one of only a few UK systems integrators able to deliver a full range of cloud collaboration solutions. Recently launched, the Fujitsu Cloud Connect service has already gained 20,000 new users. “We’ve secured early-mover advantage in a high-growth market that’s ready to take off,” says Keegan. “Ultimately, it’s about giving customers greater choice. We can deliver a service from our secure data centres, or a hybrid service utilising a mix of different on-premise and cloud delivery methods.”



**“As well as being in a much stronger position to pass the benefits on to customers, we have greater insight when it comes to helping them to build business cases with realistic outcomes.”**

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Gary Pooley  
Alliances Director  
Hosting and Networks  
Fujitsu UK

Fujitsu has put cost effective, easy-to-deploy collaboration tools into the hands of UK employees in the office, on the road and at home. The ability to quickly locate, contact and interact with colleagues, partners and customers (for example, via Cisco WebEx Meetings or Cisco WebEx Connect IM) is enabling faster and better informed decision-making.

Productivity has increased by an estimated 15 per cent, while access to voice messages from an IP phone, mobile phone, web browser, email client or a desktop client has improved organisational responsiveness. With predictable costs per user, it's also much easier to manage IT costs across a large and distributed organisation.

“Rolling the solution out across our UK organisation gives us the added advantage of seeing the business gains materialise. That means, as well as being in a much stronger position to pass these benefits on to customers, we also have greater insight when it comes to helping them to build business cases with realistic outcomes,” says Pooley.

On a global level, the Cisco Nexus platform has supported a major step forward in network consolidation by introducing Cisco Virtual Device Context (VDC) technology that helps enable switches to be virtualised at the device level. VDC runs as a separate logical entity within the switch, maintaining its own set of running software processes, having its own configuration and being managed by a separate administrator.

“Moving to a Cisco Unified Fabric has helped improve agility and provisioning times,” says Keegan. “And we're also seeing a significant reduction in operating costs.”

By standardising on Cisco Nexus, Fujitsu can also streamline and improve operational processes, thanks to advanced Nexus features, such as In-Service Software Upgrade for high availability and Overlay Transport Virtualisation for efficient data centre interconnection. That eliminates, for example, issues caused by Spanning Tree Protocol.

#### For More Information

To learn more about the Cisco solutions featured, go to:

[www.cisco.com/go/hcs](http://www.cisco.com/go/hcs)

[www.cisco.com/go/unifiedfabric](http://www.cisco.com/go/unifiedfabric)

For further information on Fujitsu Cloud Connect, go to:

[www.fujitsu.com](http://www.fujitsu.com)



## Product List

### Routing and Switching

- Cisco Nexus 5000 and 7000 Series Switches

### Collaboration

- Cisco Unified Communications Manager
- Cisco Unity Connection
- Cisco Unified Presence
- Cisco Unified Mobility for Nokia, iPhone, and Google Android clients
- Cisco WebEx Meetings
- Cisco Unified Enterprise Attendant Console

### Services

- Cloud Connect delivered by Fujitsu Services



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