

Fujitsu Will Help Enterprises Build Secure Clouds in Their Own Data Centers

The Associated Press

Fujitsu today announced it will be offering end-to-end enterprise cloud services designed to help enterprises and ISVs in North America quickly reap the cost and agility benefits of reliable, secure cloud computing. Fujitsu enterprise cloud services will let companies migrate existing multi-platform and multi-vendor mission-critical systems to enterprise clouds. Clients moving to the cloud will minimize their capital expense-intensive investment in technology and instead purchase a service that can be tailored to meet their specific business requirements, allowing them to align their IT costs with revenue. In preparation for a Q1 2010 launch, Fujitsu has upgraded its environmentally-friendly data center at its Sunnyvale, Calif., headquarters to the Tier III level and will also support the cloud application interface (API) specification, which it recently submitted to the Open Cloud Standards Incubator (<http://bit.ly/6pnB9s>) of the Distributed Management Task Force (DMTF) in an effort to promote interoperability of cloud computing environments. CoolRock Software (<http://bit.ly/82qSPb>), an ISV specializing in email management software for archiving, ediscovery and collaboration, and Intershop Communications (<http://bit.ly/4EjQ7R>), a leading ecommerce solutions ISV, intend to leverage the Fujitsu cloud computing solution to offer their software to clients using a SaaS business model.

Designed for enterprises in manufacturing (<http://bit.ly/6AqVyt>), finance (<http://bit.ly/8ZtkL7>), healthcare (<http://bit.ly/51dSYn>), retail (<http://bit.ly/8jGblk>) and other compute- and data-intensive industries, Fujitsu is offering a complete array of cloud solutions, including system construction, operations, maintenance services and full-featured vertical applications. In order to comply with vertical industry standards and regulations, retail transactional applications will be hosted in a PCI-compliant data center and health care applications will be hosted in a HIPAA-compliant environment.

News Highlights

For enterprises, Fujitsu is offering new platform products and related support and services to help clients employ their existing multi-vendor, multi-platform, mission-critical systems as enterprise clouds. Fujitsu is working with partners in a variety of verticals, including finance, healthcare and retail, to provide tailored services and applications that will accelerate the time-to-value for cloud deployments. Fujitsu enterprise cloud services will help companies achieve greater scalability and agility, obtain faster response times from their systems, and reduce overall IT costs while simultaneously transferring their capital expenditures to an operating expense. ISVs can leverage hosted, pay-as-you-go cloud computing services from Fujitsu to quickly offer their software solutions using a SaaS model -- while staying focused on their core business and paying only for the infrastructure they really need. By

partnering with Fujitsu instead of attempting to build their own cloud infrastructures, ISVs gain agility and scalability to react quickly to changing market conditions, and eliminate the cost and disruption of continually upgrading a data center. The Fujitsu solution also provides ISVs with a secure, performant and trusted platform upon which to build, test and demonstrate their solutions for clients. CoolRock Software (<http://bit.ly/82qSPb>), an independent software development company, provides corporate and government sector markets with TEAL (Transparent Email Archiving Library), a suite of enterprise software products for email archiving and management. CoolRock Software will partner with Fujitsu to offer its hosted email archiving service in North America. Intershop Communications AG (<http://bit.ly/4EjQ7R>) (Prime Standard: ISH2) is a leading provider of comprehensive, state-of-the-art ecommerce solutions and a business process outsourcing provider, covering all aspects of online retailing, including fulfillment. Intershop Communications will partner with Fujitsu to offer as a SaaS solution the Intershop Enfinity high-performance software package for Internet sales. Scheduled for completion in early 2010, the multi-million dollar upgrade and expansion of the Fujitsu data center in Sunnyvale, Calif., will more than double available raised floor space, reduce carbon emissions by 21%, increase available power and cooling capabilities that will dramatically expand the data center's effective capacity by over 800%, and include Tier III-level enhancements to both electrical and mechanical redundancy. In keeping with continued commitment to Fujitsu "Green Policy Innovation," (<http://www.fujitsu.com/global/news/pr/archives/month/2009/2009107-01.html>) the data center design will incorporate green technology including a hydrogen fuel-cell generator supplying power to the cooling systems and the utilization of bio-fuels in the expanded generator farm. The redesign leverages market-leading technology from Fujitsu, including its PalmSecure(TM) (<http://bit.ly/6I04vW>) palm vein recognition technology for physical access control, Fujitsu 10-gigabit switch technology (<http://bit.ly/7OfwsT>) for core backbone fabric, and Fujitsu PRIMERGY(R) server (<http://bit.ly/86oJmK>) and ETERNUS(R) storage (<http://bit.ly/8a12X8>) technologies. Sunnyvale will join other premier Fujitsu Tier-III+ and Tier IV facilities in the Americas, including Dallas, Montreal and Trinidad, in delivering high-availability IT solutions. Fujitsu recently announced enhancements to its Interstage(R) Cloud BPM (<http://bit.ly/8YxXaC>) service and new programs that let ISVs and enterprises cost-effectively build process-based applications while remaining focused on their core competencies. The goal of the cloud API submitted by Fujitsu to the Open Cloud Standards Incubator (<http://bit.ly/6pnB9s>) of the Distributed Management Task Force (DMTF) is to maintain interoperability among various cloud computing environments, so clients do not need to worry about vendor lock-in when adopting a particular cloud computing platform. Fujitsu plans to actively participate in the standardization process of the DMTF and aims to implement the API as part of its next-generation IaaS (Infrastructure as a Service) platform. Fujitsu has previously announced enterprise cloud services in Japan (<http://bit.ly/5sfbzj>) and EMEA (<http://bit.ly/6tAJTC>). The announcement in North America is another step in a global rollout.

Quotes Jean S. Bozman, Research Vice President, Enterprise Platforms, IDC: "For companies doing Web-enabled commerce, having access to a highly reliable and secure cloud platform, whether deployed as an enterprise cloud or consumed by

ISVs as a pay-as-you-go service, is a welcome offering that avoids further capex costs. By providing a highly available platform for enterprise applications, Fujitsu is offering IT flexibility to organizations that need to adapt rapidly to changing business conditions while reducing IT infrastructure costs."

Richard Bone, Managing Director and CEO, CoolRock Software: "Fujitsu is renowned for the quality of its product and services and a commitment to client success, making it CoolRock Software's ideal partner for meeting our business objectives. With the Fujitsu pay-as-you-go cloud services, CoolRock Software will be able to continue to grow our business without worrying about data center costs spiraling out of control. We will also gain the scalability and agility we need to meet the diverse requirements of our customers for the long term."

Dr. Ludger Vogt, President Americas, Intershop Communications AG: "Many of Intershop Communications' customers have told us their onsite ecommerce infrastructures are at the breaking point. By partnering with Fujitsu and utilizing the Fujitsu pay-as-you-go cloud service, Intershop Communications will be able to offer our customers a secure, highly reliable, hosted ecommerce solution. Fujitsu gives us the flexibility to establish a pricing model that best fits our needs and the needs of our customers, and it relieves our customers of the burden of maintaining their own infrastructures."

Jack Noble, Executive Vice President, IT Services, Fujitsu America: "Offering Fujitsu cloud services in North America is another important step in our global rollout of end-to-end cloud computing. The new Fujitsu cloud services will provide our global partners and clients with the opportunity to control costs, massively scale their infrastructures and applications on a pay-as-you-go basis, and confidently support a whole new generation of computing solutions on a future-proofed infrastructure."

About Fujitsu Fujitsu is a leading provider of IT-based business solutions for the global marketplace. With approximately 175,000 employees supporting customers in 70 countries, Fujitsu combines a worldwide corps of systems and services experts with highly reliable computing and communications products and advanced microelectronics to deliver added value to customers. Headquartered in Tokyo, Fujitsu Limited (TSE: 6702) reported consolidated revenues of 4.6 trillion yen (US\$47 billion) for the fiscal year ended March 31, 2009. For more information, please see: www.fujitsu.com (<http://www.fujitsu.com>) .

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