



The Unstoppable Rise Of Fujitsu



Q ASSOCIATES

Q Associates Limited, 7-8 Langley Business Court, Beedon, Newbury, Berkshire RG20 8RY



Q ASSOCIATES

The Unstoppable Rise of Fujitsu

Ask your average person in the street if they have heard of Fujitsu and most will say 'Aren't they the company that used to make film for cameras?' Speak to those in the ICT industry and they'd probably say, 'Isn't that the public sector outsourcing company?'

Of course, if you ask Google whether Fujitsu is a public sector outsourcing ICT Company, it'll probably produce a few hundred pages that tie Fujitsu to this government project or that, either here or somewhere in Europe. But is that really all Fujitsu is, a public sector outsourcing company?

Not Exactly a One-Trick Pony

Fujitsu is in fact the world's third largest ICT service provider in terms of revenue and is the second oldest having been formed way back in 1935. Fujitsu may have dominated the public service sector since time immemorial but they are also a remarkably progressive company spanning more markets than they're known or given credit for.

As an example, over the past year they began challenging the European retail sector over its lack of provision of a seamless shopping experience for customers. As a result, they have formed part of the solution with their 'Retail Solution Market Place' Omni-channel application.

And it doesn't stop there. When it comes to providing services such as IaaS (Infrastructure-as-a-Service), Fujitsu is one of the biggest. Fujitsu Cloud provides a pool of scalable, robust, secure and standardisable resources. It has a network that spans the globe and it already has a solid presence in both the UK and Europe. Even some of the largest global service providers are still yet to achieve this level of presence.

Whatever your preconception of Fujitsu, there's no getting around the fact that their strategy and capability is far broader than just the areas that they're best known for.

While other vendors have all taken turns in the limelight, Fujitsu have continued to grow both in size and reputation and we believe we know why.

The 'How'

All the tools and deployment methods to ensure an organisation can survive in a rapidly changing digital world are available within Fujitsu's digital business platform MetaArc. Fujitsu is demonstrating its understanding of the need for 'Fast IT' delivery and has set about delivering it.

Similarly, its engineers have extensive experience of meeting customer needs around SoE and SoR. This has led to what Fujitsu calls 'Robust IT': connecting digital initiatives with core but often legacy systems to monetise the value locked in existing data and systems.



Q ASSOCIATES

At the core of MetaArc is the highly rated open standards Fujitsu architecture K5. Likewise its integrated infrastructure stable, Primeflex, is now considered by Gartner to be a very strong challenger to the likes of EMC, HP and Cisco. Not a bad result since the rollout only completed in June 2015 and offers an impressive portfolio of over 20 integrated systems.

In from the Cold and Shaking up the Partner World

Fujitsu is also making some pretty smart choices regarding the partners positioned to help deliver its vision. The acquisition of French company UShareSoft, which already has a strong base in the US and Europe, is an illustration of how Fujitsu is determined to bolster its position in the channel.

UShareSoft brings a highly rated application suite (UForge) for automating the build, migration and governance in multi-cloud environments. Fujitsu has also made UShareSoft its European R&D centre for all things cloud.

Kevin Matthews, Head of Channel and Direct Services at Fujitsu's approach of enabling and empowering specialist partners such as Q Associates is also likely to be a key contributor to the success of bringing this vision to life and achieving scale. His approach, one of servicing and addressing the needs of the partner community sends a clear message that he is looking to "reinvigorate" and "disrupt" a market dominated by HP and Dell.

Andy Griffiths at Q Associates also believes Fujitsu now has a credible offering. "I'd be interested to see how their cloud announcement around MetaArc plays out with the channel because the market and therefore the channel has to be moving to a hybrid model," he said. "I think Fujitsu's announcement around MetaArc keeps them relevant to the customer because they now have a cloud play."

It's no longer about the badge - It's all about Value

From a customer perspective, unless you are wedded to your vendor of choice, there is plenty to be excited about. Apart from the raw tech Fujitsu are openly committed to:

- ▶ Building a comprehensive global digital platform
- ▶ Providing seamless integration to monetise legacy systems
- ▶ Actively promoting a co-operative innovation process to drive technology forward
- ▶ Creating a vision of helping build a human-centric IoT
- ▶ Enhancing multi-cloud service management
- ▶ Building a robust partner ecosystem



Q ASSOCIATES

Clearly Fujitsu's tech is as good as, if not better, than the main players and it is rapidly evolving. Gartner viewed Fujitsu's major weaknesses as mainly a lack of market presence, not tech or solutions, which is an issue well and truly on the mend.

Fujitsu wants to provide the premier platform to facilitate businesses being able to tap effectively into the key areas of data analytics, mobility and device integration and maximise the value from each.

The IoT will bring billions more devices into the digital ecosystem over the next five years. That means more data and undoubtedly more complexity. Device connectivity to the IoT will be as much of a challenge as analysing the scale of data available to businesses and the public alike. Fujitsu's digital business platform is designed to help meet both those challenges.

Why 2016 Could Belong to Fujitsu

With many technological commentators predicting 2016 as the year of the cloud, the stage seems set for Fujitsu to shake off the traditional image. Undoubtedly there are reasons why Fujitsu is synonymous with certain markets, many of them because they have developed and earned sustainability.

Fujitsu is still the market leader of outsourced data centres, which means they specialise in service provision and in the cloud service marketplace their reputation for reliability will serve them, their partners and their customers well. Combine that with the introduction of MetaArc, Kevin Matthews and a channel strategy that is set to ruffle a few industry feathers, Fujitsu are most certainly on the rise once more.

If you are currently between vendors, falling out of love with the one you're with or simply can't decide which technology is best for you, speak with one of our Fujitsu specialists using the details below.

Contact our Fujitsu team on:

Tel: 01635248181 or Email: fujitsu@qassociates.co.uk