The Age of Hybrid IT

Ensure your infrastructures serve your business

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Human Centric Innovation

Digital Co-creation

Digital Waves in ICT

4th Wave
AI and Robotics
Knowledge & automation

3rd Wave
The Internet of Things
Convergence of physical & digital

2nd Wave
The Mobile Internet
Real-time, anywhere

1st Wave
The Internet
Connected, online

Online consumer business
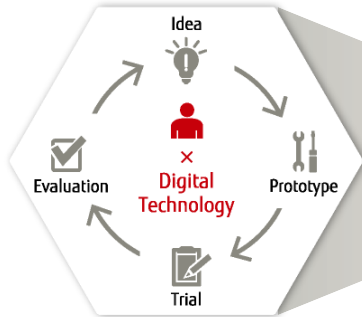
Hyperconnected World
A huge impact to every industry

Digital Transformation at Three Levels

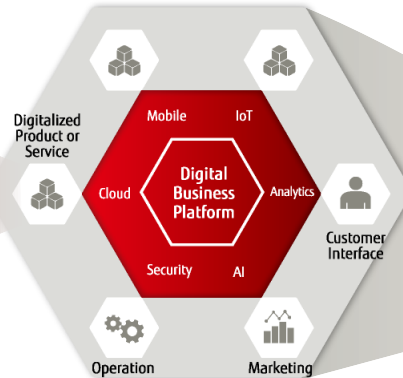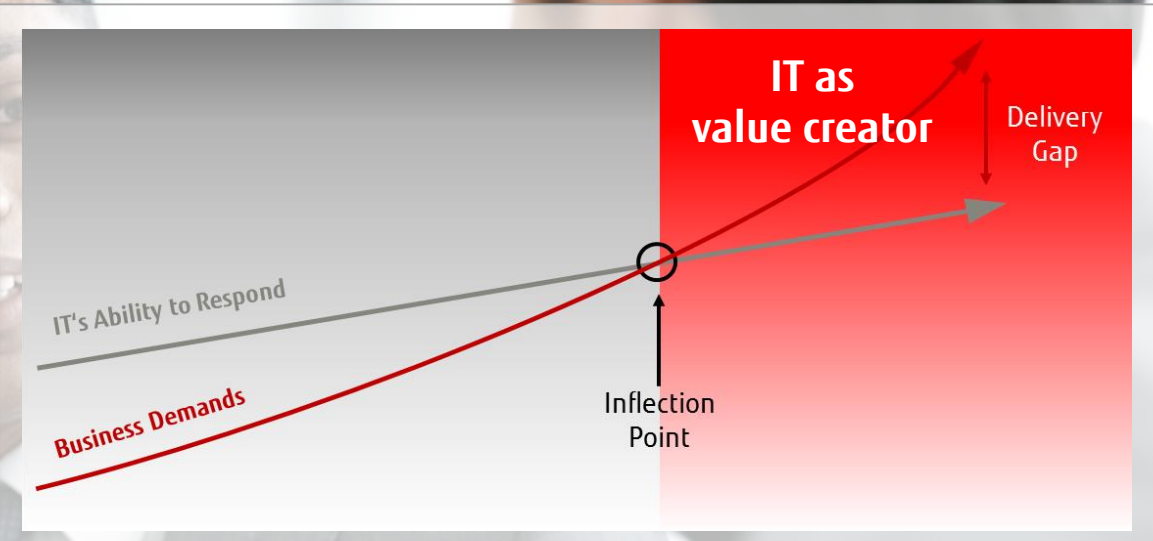| Digital Project	Digital Business	Digital Arena
■ Apply digital to a function or a product / service	■ Apply digital to the core of business ■ Extend Digital Ecosystem	■ Move from an existing industry and work in a new Digital Arena

Creation

Platform

Orchestration

Heading towards the inflection point

Digital business demands are outpacing IT's ability to deliver at the speed required by the business

IT infrastructure as cost center

IT as value creator

Delivery Gap

IT's Ability to Respond

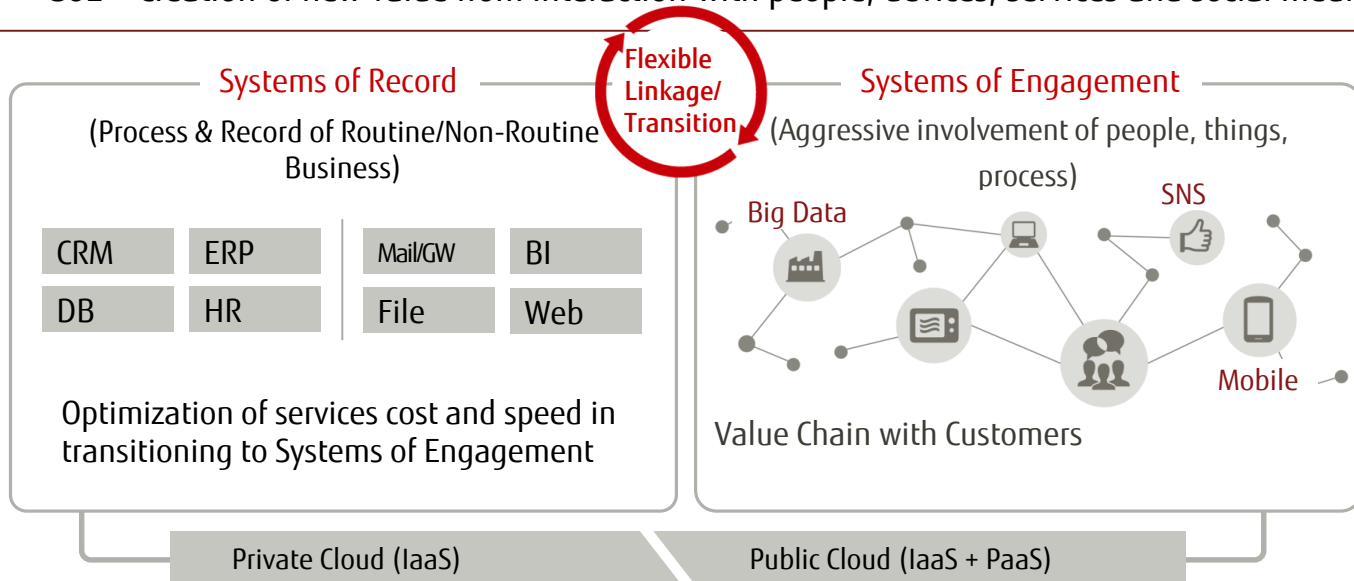Business Demands

Inflection Point

Where do you see yourself today?

The Need for Hybrid IT

The Need for Hybrid IT – Systems of Record / Systems of Engagement

- SoR = Integration utilizing knowledge accumulated from development experience as a service
- SoE = Creation of new value from interaction with people, devices, services and social media

Systems of Record

(Process & Record of Routine/Non-Routine Business)

CRM	ERP		Mail/GW	BI
DB	HR		File	Web

Optimization of services cost and speed in transitioning to Systems of Engagement

Flexible Linkage/ Transition

Systems of Engagement

(Aggressive involvement of people, things, process)

Big Data

SNS

Mobile

Value Chain with Customers

Private Cloud (IaaS)

Public Cloud (IaaS + PaaS)

Hybrid IT: The perfect balance

Getting the perfect balance between supporting powerful innovation and robustly managing the associated risks, costs and benefits

Hybrid IT Benefits

At the core of hybrid IT is **flexibility** and the ability to change the balance over time to mirror any organization's needs.

Hybrid IT balances agility, innovation and doing things better alongside governance, managing risk and cost management.

Growth

- Hybrid IT supports growth, competitiveness and innovation across industry sectors and globally delivering scalability and enabling pay-as-you-go IT services.

Risks and costs

- Adopting Hybrid IT you can manage security and cost risks while innovating at pace.

Productivity

- Users get access to services much faster, while CIOs can deliver the level of operational management control any board expects.

Hybrid Challenges

More cloud creates different challenges

Organizations are identifying new challenges as managing multiple clouds alongside traditional systems becomes the reality

New data security, service disruption and regulatory compliance risks emerge

Risk

Unified management

Cloud and non-cloud systems must be managed alongside one another

Business unit leaders say integration issues prevent them getting the best out of departmental clouds

Integration

Cost control

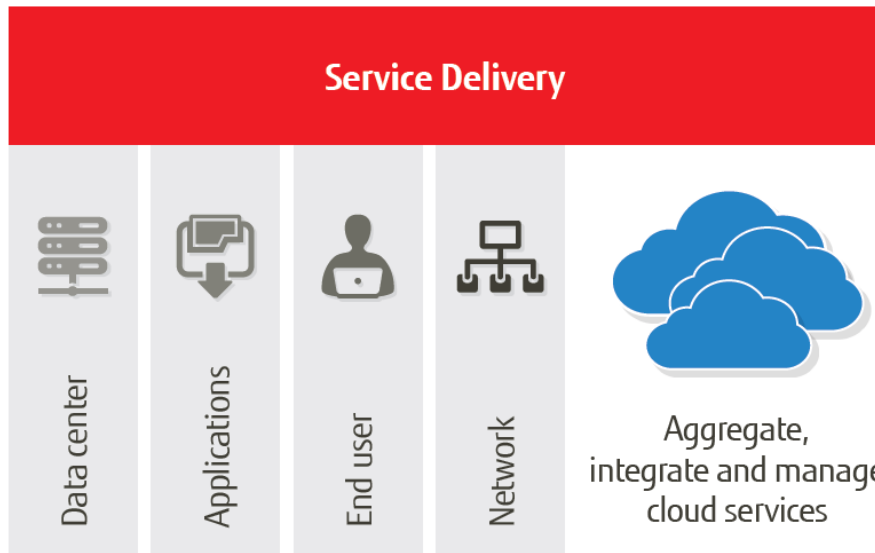Faster cloud adoption increases need to manage costs transparently

Managing Hybrid IT Landscape

A new kind of IT environment is rapidly emerging

Typical service tower model

Service Delivery

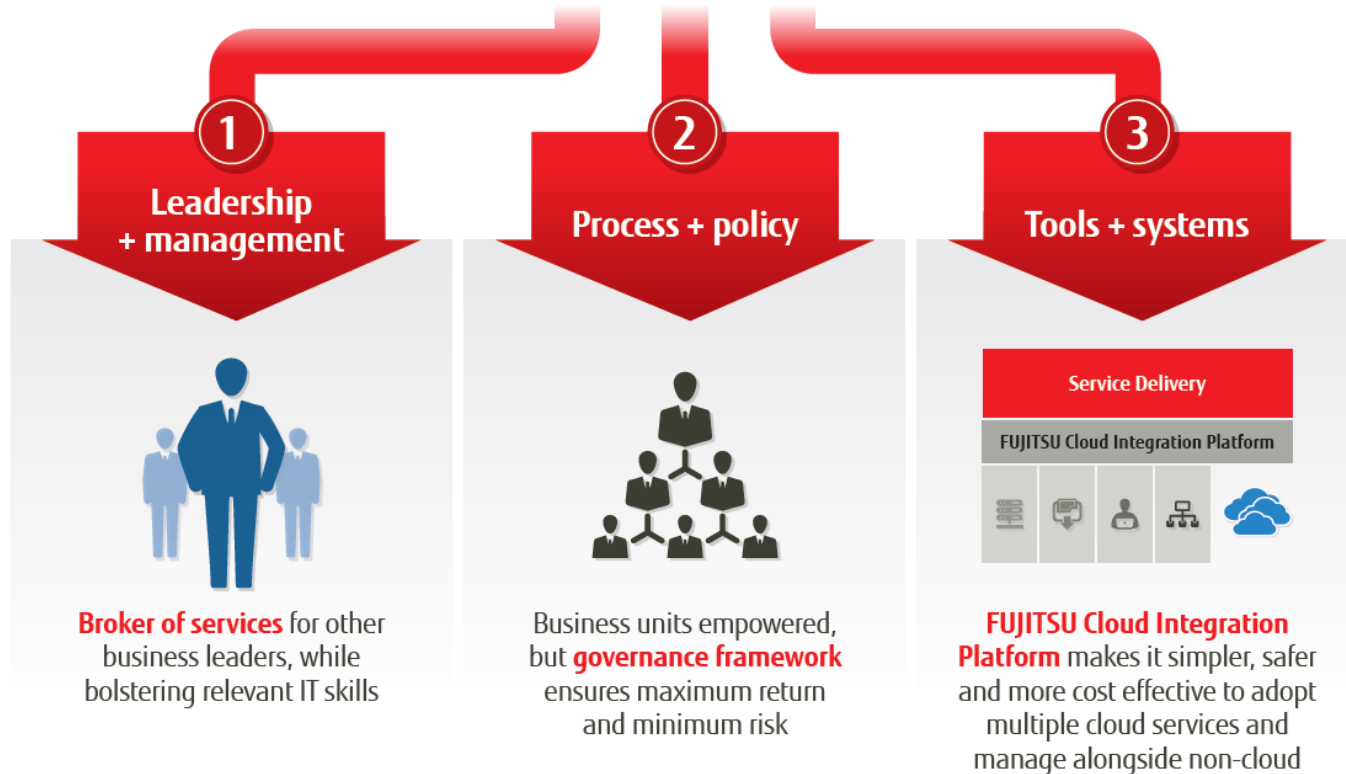Data center | Applications | End user | Network

New 'hybrid IT' model

Service Delivery

Data center | Applications | End user | Network

Aggregate, integrate and manage cloud services

Managing Hybrid IT Landscape

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IT must adapt

Governance models, integration processes and management systems must evolve

1

Leadership + management

Broker of services for other business leaders, while bolstering relevant IT skills

2

Process + policy

Business units empowered, but **governance framework** ensures maximum return and minimum risk

3

Tools + systems

Service Delivery

FUJITSU Cloud Integration Platform

FUJITSU Cloud Integration Platform makes it simpler, safer and more cost effective to adopt multiple cloud services and manage alongside non-cloud

Our journey

2017

Human Centric Innovation
Digital Co-creation

2016

Human Centric Innovation
Driving Digital Transformation

2015

Human Centric Innovation in Action

2014

Human Centric Innovation

2013

Fujitsu Technology and Service Vision launched

Digital Co-creation

- Blending business expertise and digital technology

- Creating new value together with eco system partners and customers to shape a different future

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Human Centric Innovation

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Human Empowerment
- Better Experience
- Decision support
- Quality of Life
- Acquisition of knowledge & skill
- Creative work

Connected Infrastructure
- Sensors
- Smart Agriculture
- Smart Home
- Smart Healthcare
- Smart Cars
- Smart City
- Smart Factory
- Robots

Creative Intelligence
- Information from people and things
- Information Analysis
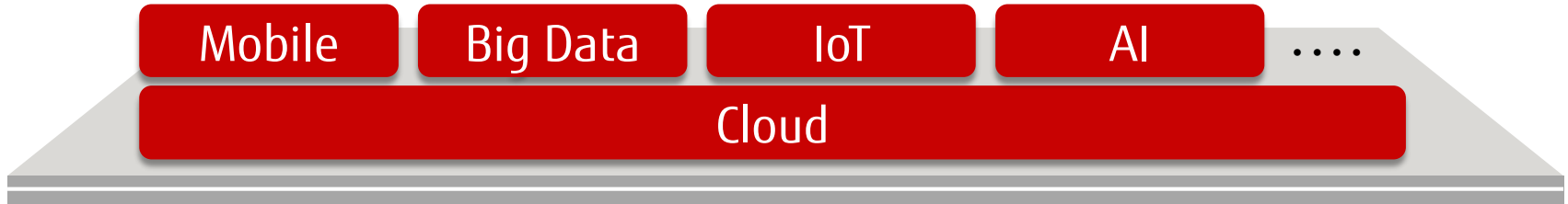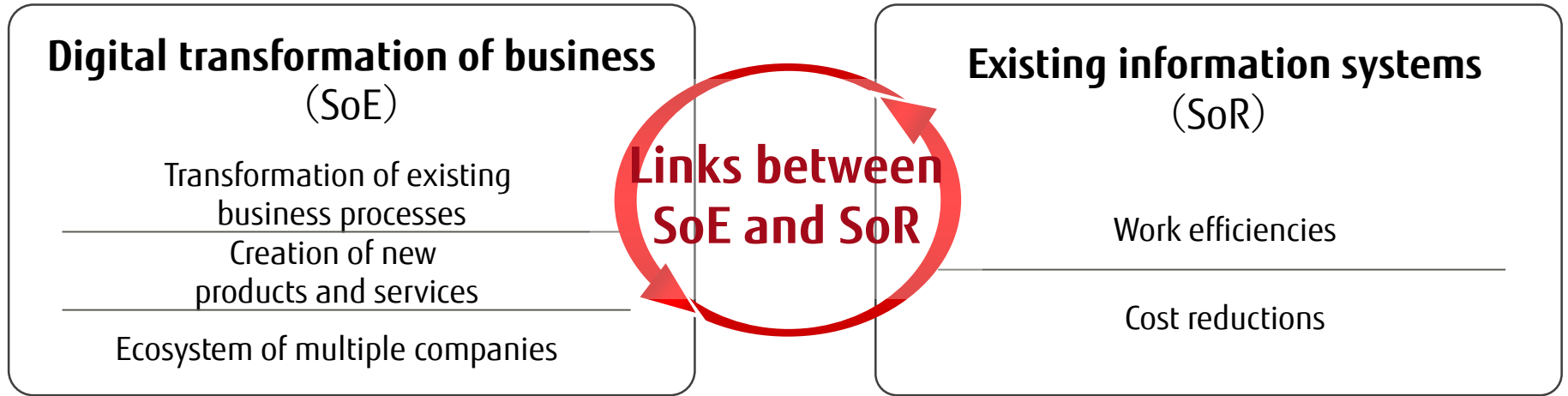- Algorithms
- Information from business and society
- Security & Privacy

Digital Technology Potential

The evolution of technology enables the unthinkable breakthrough.

What is MetaArc?

Digital transformation of business
（SoE）

Transformation of existing
business processes

Creation of new
products and services

Ecosystem of multiple companies

**Links between
SoE and SoR**

Existing information systems
（SoR）

Work efficiencies

Cost reductions

| Mobile | Big Data | IoT | AI | .... |
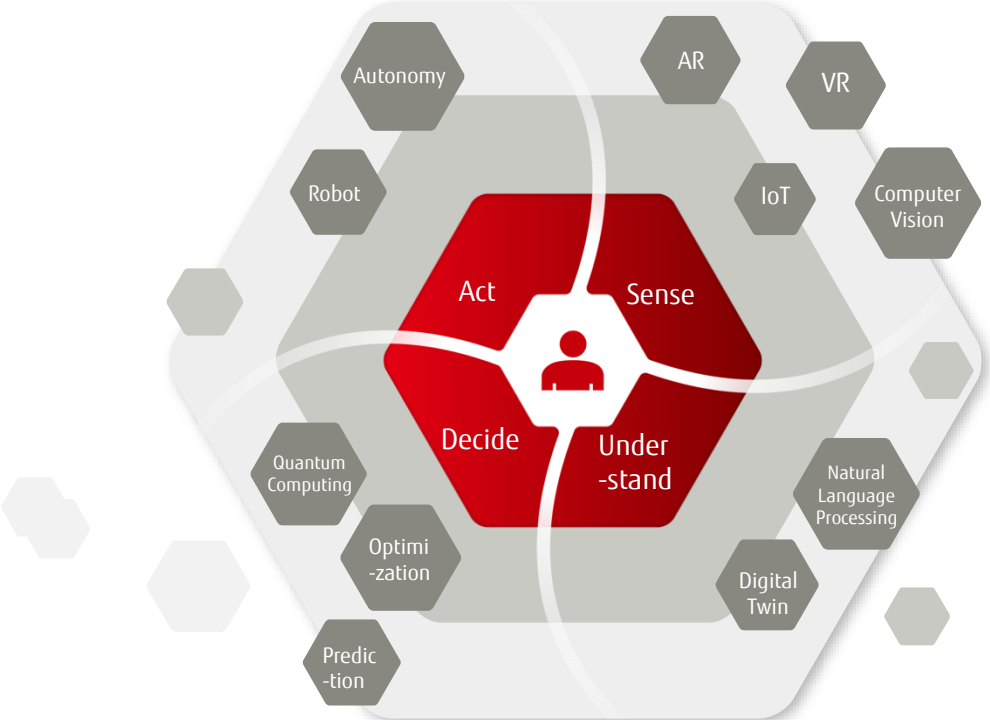
Cloud

Digital Business Platform

MetaArc

Propositions

Hybrid IT	Digital	Business Centric Infrastructure

Multi Cloud Integration, Managed Service

Platform Service

Mobility   Big Data   IOT   AI

Cloud Service	Private Cloud Product

Global WAN

Fujitsu Group Clouds

Other Clouds

Enabled by

Digital Business Platform MetaArc:

A set of technologies, cloud solutions, multi-cloud and hybrid IT management, professional and managed services and an ecosystem of partners

Combination of "Meta" and "Arc": Meta = Beyond in Greek, Arc = Connect

Mobilizing the enterprise: Market drivers and trends impacting the workplace

The need to evolve traditional workplace to support the next Digital revolution

Achieving the perfect balance

Technology

- Big Data and Analytics
- Artificial Intelligence
- Automation, Robotics and chat bots
- IOT
- Biometrics
- Hyper-connectivity
- Mobility & Social

Market Drivers

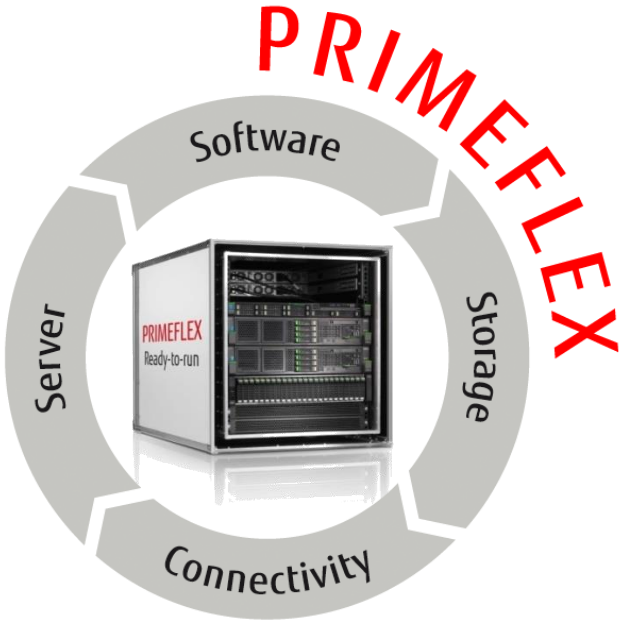- Competitive Advantage
- Cost Reduction
- Agility – "Fail Fast"
- Enhanced Productivity
- Moving Digital to centre stage
- Engaging customers & employees
- Supporting Generational Fusion

FUJITSU Integrated System PRIMEFLEX

Infrastructure to ensure a Hybrid Transition

PRIMEFLEX

Software

Server

Storage

Connectivity

PRIMEFLEX
Ready-to-run

Pre-configured

Pre-integrated

Pre-tested
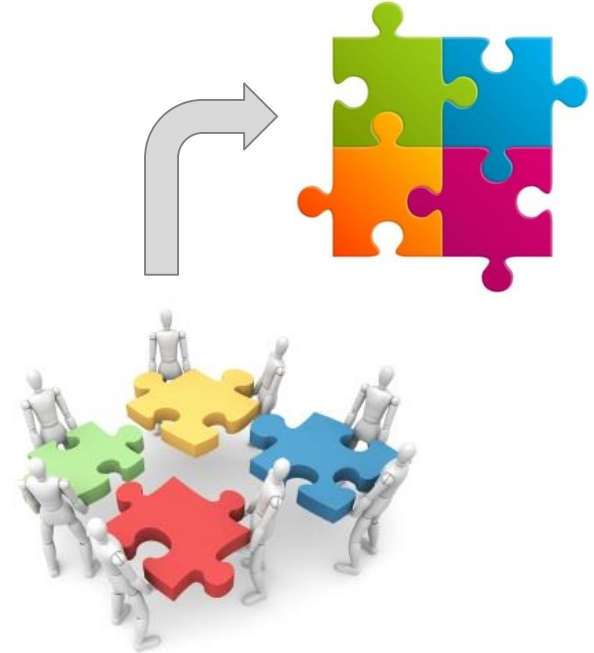
Reduce complexity, time, risk and cost. Increase operational efficiency.

PRIMEFLEX |Addressing our customers' needs

General Purpose		Purpose Built		
Virtualization	**Private Cloud**	**SAP**	**Big Data**	**HPC**

PRIMEFLEX for
VMware vSAN

PRIMEFLEX for Storage
Spaces Direct

PRIMEFLEX
Cluster-in-a-box

PRIMEFLEX for
OpenStack

PRIMEFLEX for
SAP Landscapes

PRIMEFLEX
for Hadoop

PRIMEFLEX
for HPC

PRIMEFLEX for SAP HANA

PRIMEFLEX vShape
PRIMEFLEX for VMware Cloud Foundation

The Art of Balance

IT has transformed into a value creator

Business is the center of all activity

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