



Fujitsu Technology Solutions Press Conference

05th March 2012

Technology Trends 2012



The Top Ten 2012¹

Media Tablets

Next Generation Analytics

Mobile Apps & Interfaces

Big Data

Social User Experience

In Memory Computing

Internet of things

Server with low energy Consumption

App Stores & Marketplaces

Cloud Computing



¹ Gartner

Fujitsu's CeBIT Motto



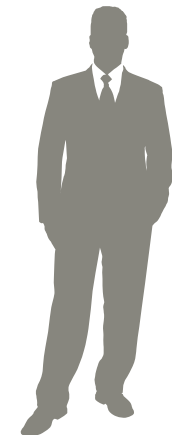
Reshaping IT
Reshaping Business



As an IT manager you have to make decisions

- How do you use cloud computing as a competitive and cost advantage?
- How can you increase efficiency and economic viability in the data center and in the workplace?
- How can you react in an even more flexible way to new business requirements?

Reshaping IT
as the driving
force for
Reshaping
Business



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Consumerization drives workplace innovation






Reshape the workplace with ...

... strong focus on workplace IT innovation and in meeting the highest user expectations.

- Innovative, reliable, green and human-centric workplace devices
- 30 years of innovation and of IT experience
- Complete portfolio from desktop PCs to notebooks, workstations and accessories

Fujitsu's workplace systems optimize working productivity and comfort

New form factors emerge

- Fujitsu's first waterproof tablet PC 
 - Technology demo, available in Japan
- New media tablet for business and private use 
 - STYLISTIC M532 answers the growing trend of "Bring Your Own Device"
 - Easy and secure integration into Virtual Desktop Infrastructure (VDI)
- Preview on Fujitsu's upcoming slim and responsive Ultrabooks™ 



Preview on Fujitsu LIFEBOOK Ultrabooks™



Ultrabooks – a new mobility trend

- Users desire lightweight devices they can flexibly take along
- Ultrabooks are below 21 mm thin
- Weigh much less than 2 kg
- No limitations regarding performance and usability



Fujitsu's preview on LIFEBOOK Ultrabooks e.g. for Premium model

- Full magnesium housing, 35.6 cm (14-inch) frameless display
- Less than 1.5 kg
- Ultra-slim with only 16 mm
- Latest connectivity options with 4G/LTE, WLAN, Bluetooth
- Ultimate security features fingerprint, TPM module, FDE, ATP



New Fujitsu STYLISTIC M532 Media Tablet




Work and Enjoy with Confidence

For Mobile Professionals in SME

Highlights

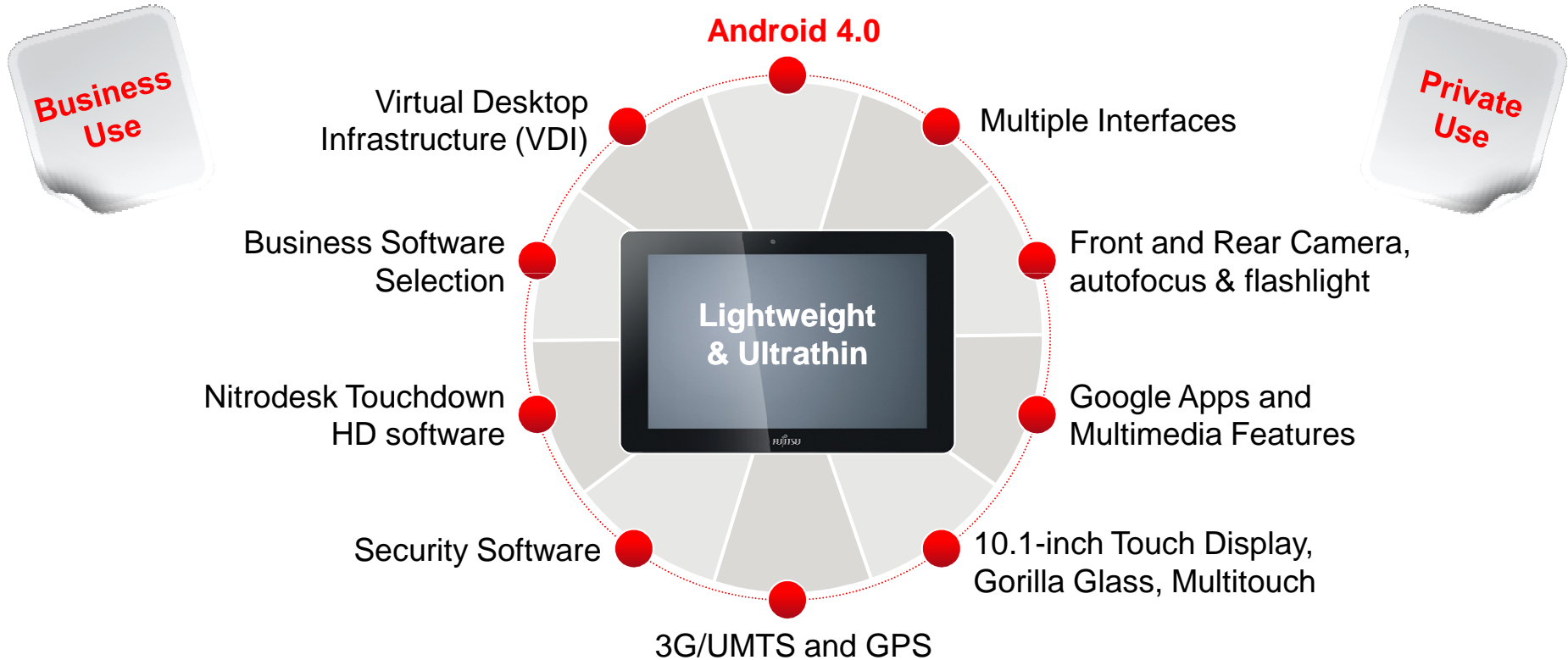
- **Business Ready** – VDI ready (Citrix, Windows and VMware environments), business software like Office application and Nitrodesk TouchDown for secure email and calendar management, Android 4.0 OS
- **Secure Working** – System protection: Absolute Computrace Mobile ready, data protection: Norton Tablet Security and Full Disk Encryption
- **Boundless Mobility** – NVIDIA® Quad Core processor, Touch Panel with Gorilla Glass, multiple interfaces, enriched usability with front and rear camera, Google apps, integrated 3G/UMTS and GPS



 560 g

 25.7 cm (10.1-inch)

Work and Enjoy with Confidence



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Simplify with Innovation



The challenges

- Rapid data growth
- System performance and scalability have reached their limits
- Network congestion
- High cost for power and cooling



New Fujitsu PRIMERGY servers meet tomorrow's demand – today!

Fujitsu PRIMERGY Dual Socket Generation



- Increase overall performance by up to 70% without spending more Watt
- Handle up to 33% more data per system
- Scale modular for longer use cycle
- Designed to break energy efficiency records
- *Never did you need less energy per system*

Fujitsu PRIMERGY CX 400 Multi-Node Server



- Scale-out Smart for HPC & Cloud
- Use new "4in2U" density for scale-out server deployment
- *Never could you run more performance per U*

New Fujitsu Mainframe Servers



- Mainframe DNA in Innovation Platform
- SQ210 deliver more power and functionality

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Simplify the SAP Infrastructure



The challenges

- Current SAP installations and infrastructures are grown over the years causing low flexibility regarding changes with high maintenance efforts and costs
- The rise of "big data" is changing business processes and economics



The Fujitsu way to run SAP more efficiently

FlexFrame™ on Windows for SAP®



- End-to-end dynamic infrastructures solution for **SAP – now also based on Windows server**
- Complete management of servers, virtual machines, storage, network AND SAP applications
- Typically 50% plus savings in investment and operational costs

Fujitsu Infrastructure Solution for the SAP HANA Platform



- PRIMERGY servers preinstalled with SAP HANA software and tailored services, ensure mission-critical computing with low TCO
- Business One Analytics powered by HANA – Software for B1 Analytics pre-installed – with Fujitsu as the preferred Infrastructure supplier for SAP Ramp Up

Fujitsu SAP HANA End-to-End Offering



Optimized and SAP validated infrastructure based on PRIMERGY RX600
Fujitsu as the first company with a HANA mission critical ready environment

- Scalability up to 8 TB today, concept designed for significant further growth
- High-availability
- Backup/Restore
- Disaster resilience (two site concept)

Fujitsu easy admin concept allows easy upgrade and maintenance of HANA infrastructure



Infrastructure Solution Support
(Fujitsu Solution Contract)

Fujitsu as a single point of contact
for all infrastructure support issues

- End-to-end services for fast and non-disruptive implementation and integration
- Staging: pre-installed, pre-tested, customized and quality assured delivery (optionally)
- Fujitsu SmartStart – a rapid deployment of SAP HANA, which includes pre-defined use cases

Fujitsu HANA Ramp Up offering for SMEs



SAP CERTIFIED

More information on
PRIMERGY TX300
S6 Available at
www.primergy.com



Deliverable: Fujitsu HANA Appliance

- PRIMERGY TX 300 S6
- SUSE Linux Enterprise Server for x86
- SAP HANA Software for B1 Analytics pre-installed
- HW maintenance included

Benefits

- Special Demo offerings available
- Easy start through ready-to-connect delivery
- Real-time decision making and faster response
– now also for the SME market

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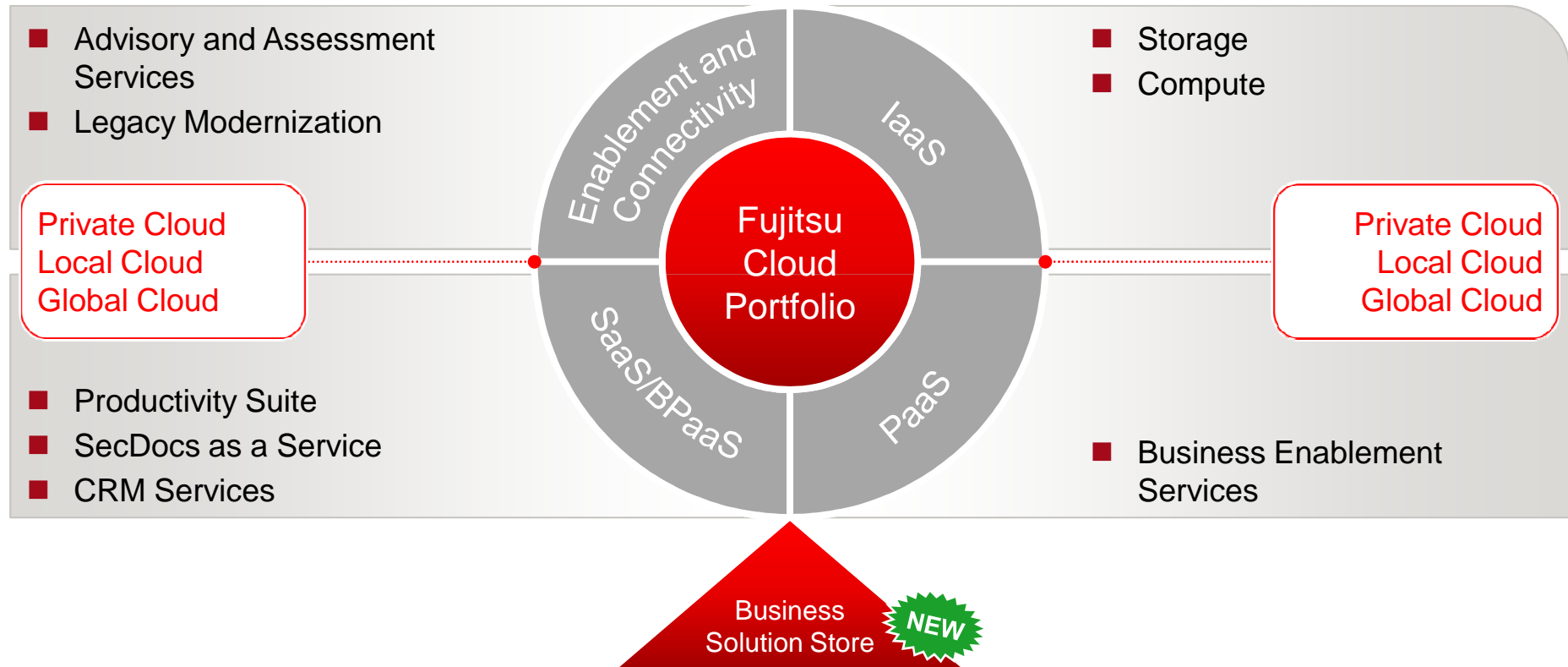
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Our Offerings for Your Cloud Journey



What is the Business Solutions Store?

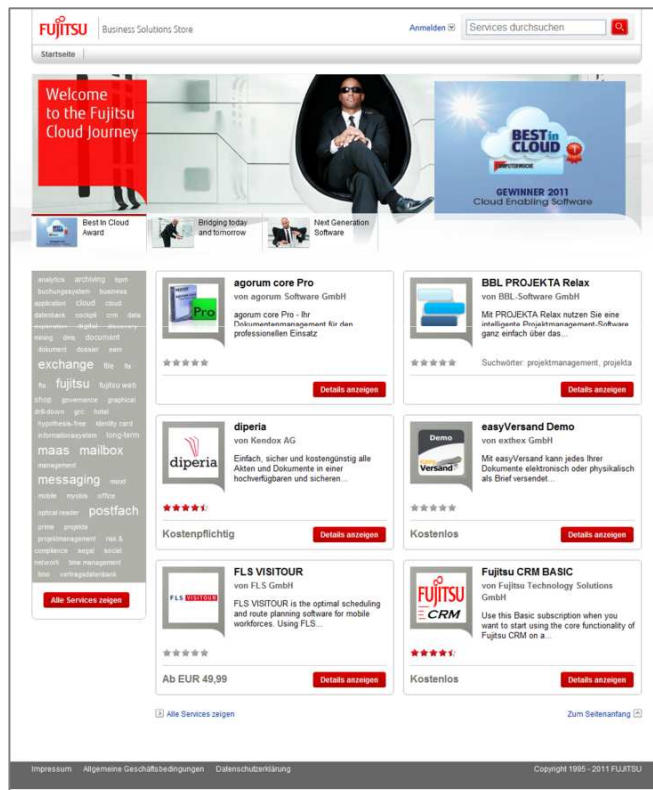


It brings sellers of Business solutions ...

... with the buyers of Business solutions ...



Value for software vendors



NOT JUST a Marketplace

Cloud ecosystem

Cloud business services

Enabling SME & LE software providers to sell Online

Marketplace

Bring existing software into the cloud

Hosting included

Software solutions offering for IT-buyers of SME and LE addressing their business issues

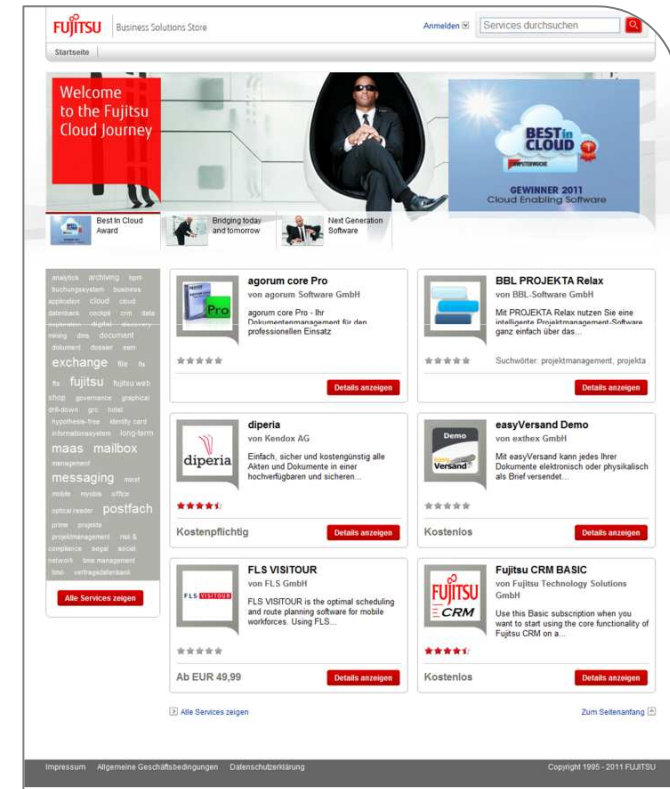
Value for the end customer



The Fujitsu Business Solutions Store offers sellers and buyers of business solutions an all-encompassing one-stop ecosystem to do business on demand in the Cloud.

Value for Buyers

- Buy, deploy and use business applications in click-speed
- Immediately evaluate and select appropriate business solutions based on online recommendations
- Avoid capital lock-in: benefit from pay-as-you-go pricing – only pay for what you use
- Accelerate implementation of your business requests
- Don't bother with licenses



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shaping tomorrow with you