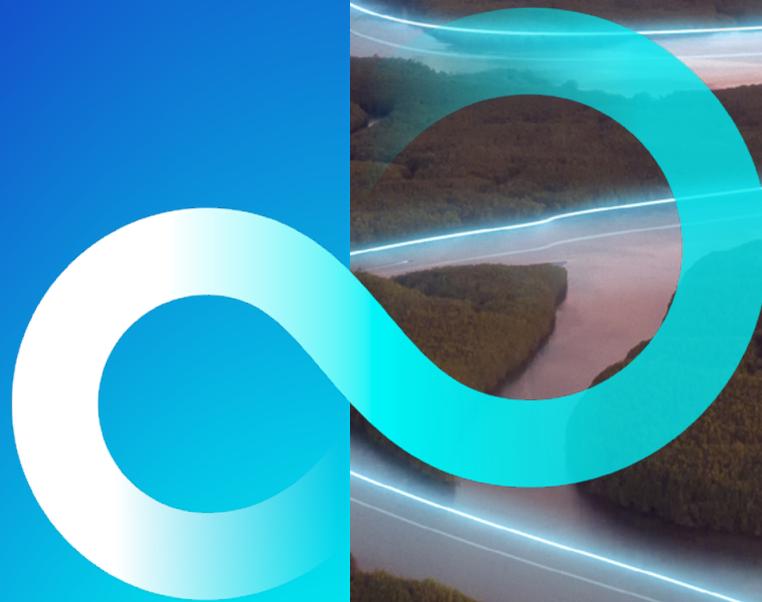


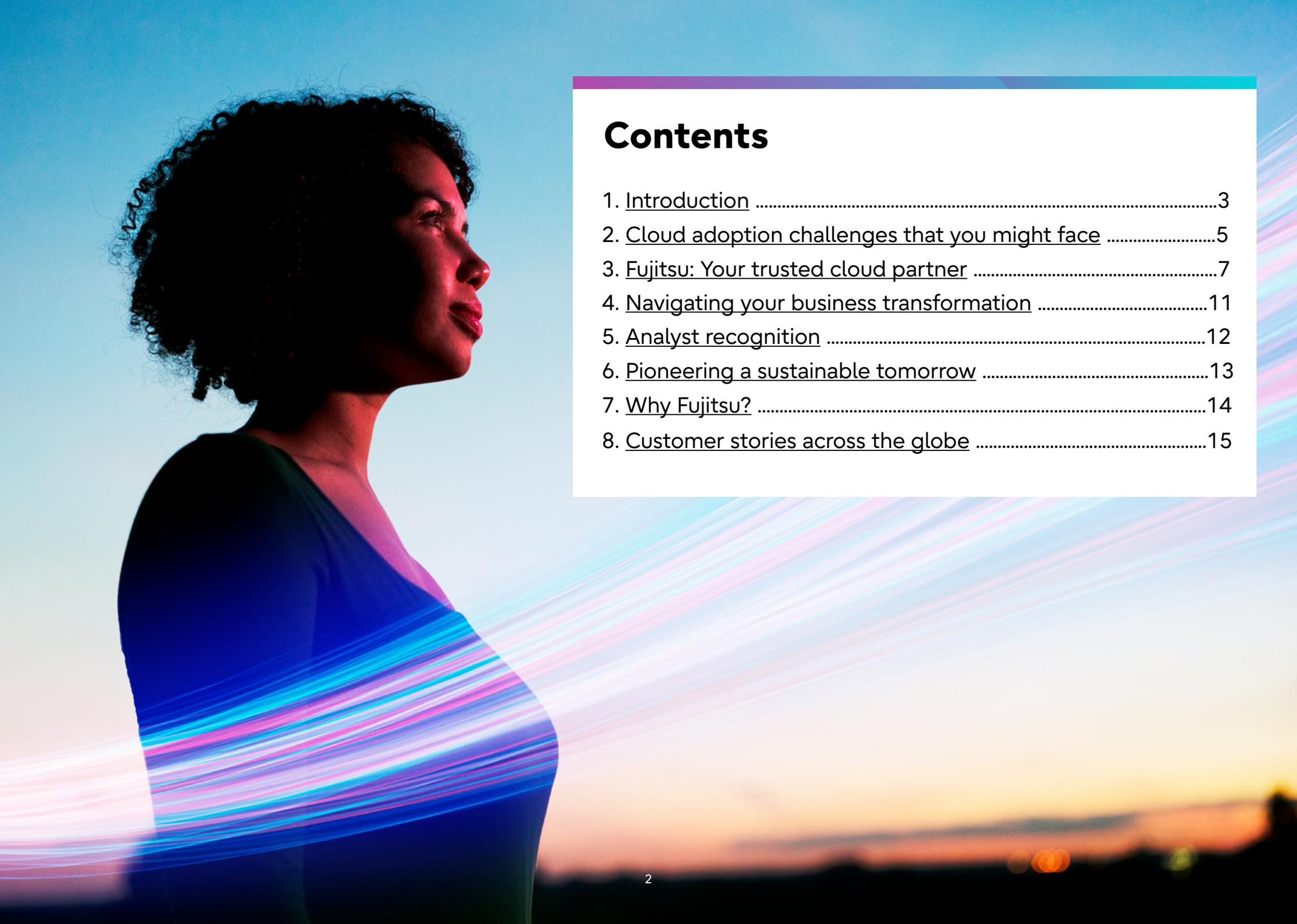


# Navigating cloud complexity to maximize business value



Solution guide





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# 1. Introduction

## The strategic path to cloud transformation

Navigate your cloud transformation with Fujitsu as your trusted partner, to help steer you through the often-complex landscape of cloud technology. Our commitment lies in empowering you to unlock the immense potential of data and intelligence, ensuring that every decision you make is data-informed and strategically sound.

For any organization, irrespective of size or sector, we'll create a blueprint together that not only sets the stage for an initial successful cloud transition but also supports sustained operational excellence in the cloud.

Our approach delivers:

- **Insightful assessment:** We assess your application environment, ensuring you have a clear and realistic roadmap for your cloud journey.
- **Strategic migration:** For every workload, we ensure the migration strategy is aligned with your broader business goals.
- **Strategic cloud journey:** We assess your application environment and create a roadmap that highlights the right transformation strategy per workload, aligned with your broader business goals.

# Emerging trends in multi-cloud adoption

## Navigating the multi-cloud maze

More than

# 90%

of enterprises will harness multi-cloud environments by 2026, up from 76% in 2020<sup>1</sup>.

## Seamlessness in hybrid and multi-cloud environments

# 74%

of businesses perceive a strategic and seamlessly integrated hybrid or multi-cloud environment as imperative for a competitive business<sup>2</sup>.

# 80%

of enterprises say managing or optimizing cloud costs is a challenge<sup>3</sup>.

# 40%

of enterprises will have changed their multi-cloud expectations by 2027, due to a better understanding of the benefits and challenges of multi-cloud computing<sup>1</sup>.

<sup>1</sup> A CTO's Guide to Multi-cloud Computing, published 30 March 2023, Gartner.

<sup>2</sup> The State of the Cloud: The Importance of Hybrid and Multi-cloud Environments for Business Success, published 29 November 2022, Frost & Sullivan.

<sup>3</sup> Predictions for the Cloud Industry, published 20 December 2022, Frost & Sullivan.

## 2. Cloud adoption challenges you might face

Cloud transformation isn't just a switch to new technology; it's about creating strategies that align with your organization's specific goals, like enhancing operational and financial efficiencies, or accelerating time-to-market. At Fujitsu, we've seen firsthand the challenges many businesses face during this journey, which might be the reason that many cloud migrations fall short of their goals.

### **Optimizing your resource allocation**

You might be in the process of crafting a financial strategy that aligns with your business ambitions. It's normal to face the challenge of creating cloud solutions that respect budgetary constraints. Common hurdles include grappling with managing costs, ensuring transparency, and maximizing the value of every dollar spent.

### **Navigating your hybrid cloud complexities**

You might have started with on-premises solutions, then dabbled in public cloud offerings, and eventually considered private cloud capabilities, all part of a best-of-breed strategy. The typical result is a diversified but complex IT landscape. How can you achieve a single pane of glass to manage all your cloud environments?





## Establishing a secure cloud base

You might have concerns around the escalating volume and complexity of threats. A proactive approach ensures security is embedded from the beginning, integral to your cloud infrastructure's architecture, rather than an afterthought addressed post-deployment.



## Application-centric cloud migration for agile innovation

You might envision a workplace where application evolution is at the forefront. An application-focused migration roadmap streamlines innovation, aligning technology with business goals. It ensures strategic, efficient application transformation, leveraging cloud capabilities for rapid value realization while embedding AI and data as integral drivers of continuous improvement.



## Bridging the skills gap

You might be facing a cloud skills shortage. Our Talent & Management capabilities and Cloud Center of Excellence (CCoE) offer a pool of specialists dedicated to closing this gap within your organization, complemented by automation and AIOps to lessen the reliance on scarce expertise.

# 3. Your trusted cloud partner

The journey to the cloud requires a partner who understands the realities of business transformation, offering a blend of technological expertise and strategic vision. We work closely with our customers to provide end-to-end cloud services tailored to align with your unique business needs. We achieve this through a four-phased approach, known as:

## Fujitsu's Sustainable Application Modernization framework

### Advise: Strategic Cloud Consulting

This first phase focuses on aligning your cloud strategy with business goals, evaluating cloud maturity, and identifying transformative opportunities while addressing gaps in competencies for a robust cloud adoption roadmap.

### Mobilize: Discovery, Assessment and Planning

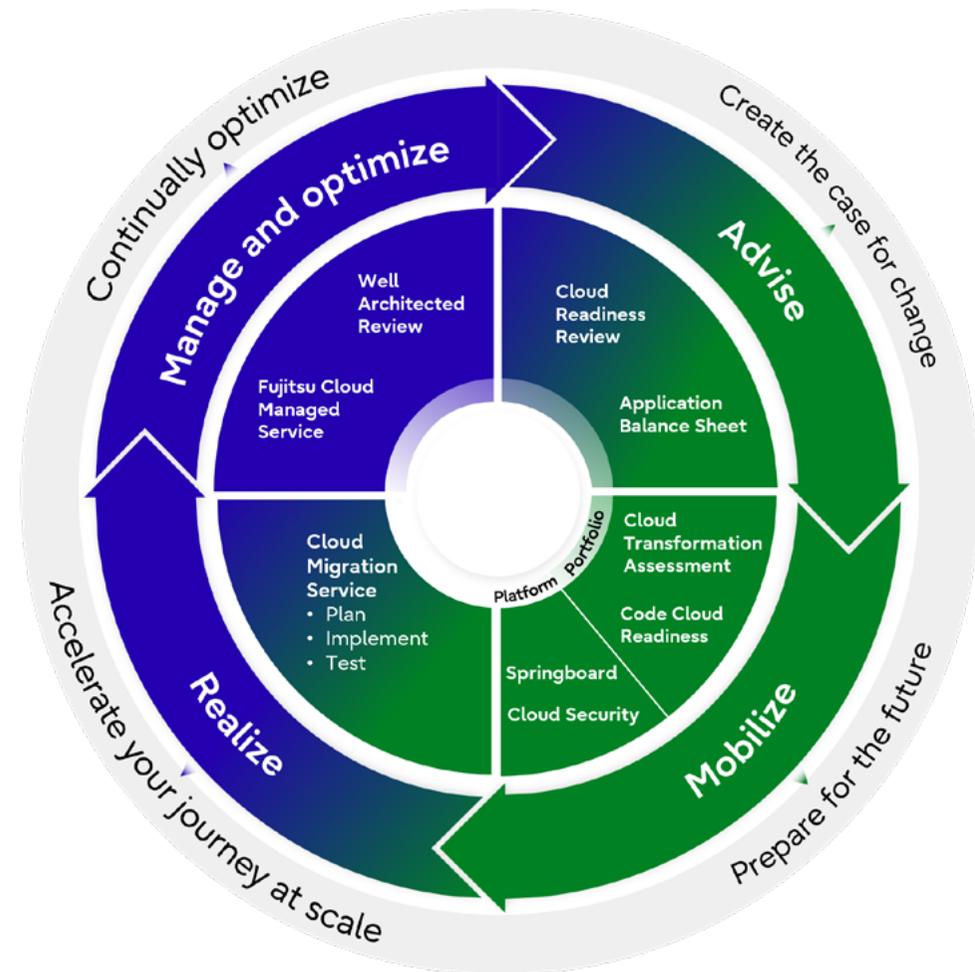
In this second phase, we gain a deep understanding of your IT landscape with industry-leading tools and expertise for a thorough analysis, guiding you towards strategic cloud decisions for migrations or transformations.

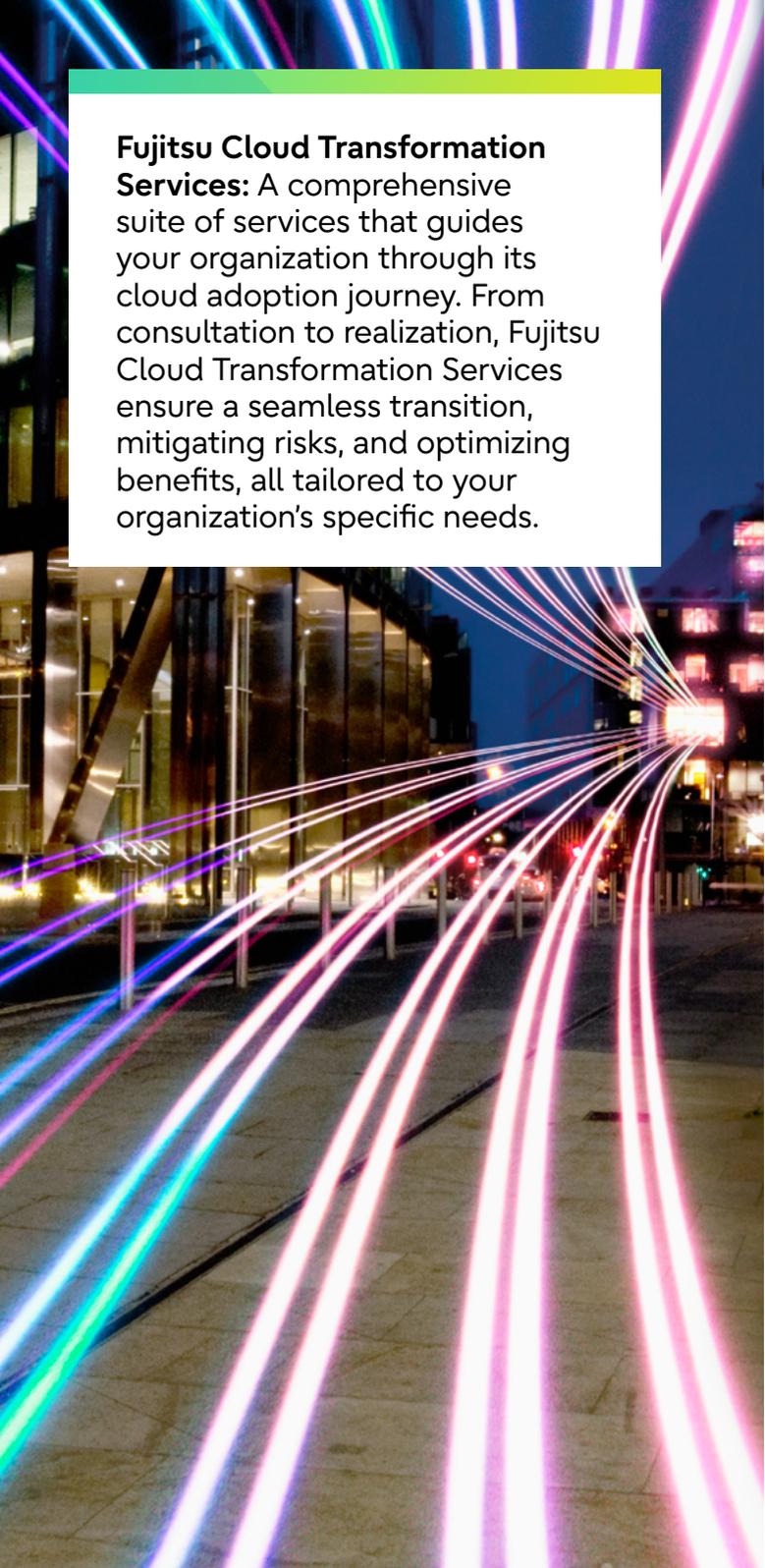
### Realize: Transformation Execution

This third phase is where we action your cloud strategy, automating migrations for secure, swift transitions, managing vulnerabilities, and ensuring a seamless cloud adoption to meet your transformation goals.

### Manage & optimize: Cloud Ecosystem Management

Post-migration, this fourth phase ensures continuous performance tuning and cost efficiency of your cloud ecosystem, leveraging AI, automation, and skilled management for sustained value realization.





**Fujitsu Cloud Transformation Services:** A comprehensive suite of services that guides your organization through its cloud adoption journey. From consultation to realization, Fujitsu Cloud Transformation Services ensure a seamless transition, mitigating risks, and optimizing benefits, all tailored to your organization's specific needs.

## Advise

- **Cloud Readiness Review:** This is a light touch service that delivers recommendations to facilitate cloud adoption. It features a structured workshop and subsequent analysis of cloud maturity against key pillars essential for adoption, along with recommended actions.
- **Application Balance Sheet:** A comprehensive overview of your organization's application assets and liabilities to inform strategic decision-making and ensure that cloud transitions are guided by a clear understanding of the existing application landscape.

## Mobilize

- **Cloud Transformation Assessment:** This service involves conducting an in-depth analysis, culminating in detailed transformation recommendations, indicative costs, and planning insights and risks.
- **Code Cloud Readiness:** To help your organization prepare for the future, we support in automating and accelerating code analysis, facilitating informed decisions about cloud adoption and modernization.
- **Springboard™:** A standardized accelerator specifically designed for building CAF-aligned landing zones. It combines consulting expertise with the robustness of infrastructure as code, ensuring that cloud infrastructure is aligned with business requirements and ready for the demands of multi-cloud environments.
- **Cloud security:** This service incorporates industry best practices for securing cloud landing zones by ensuring that they are aligned with cloud service providers' cloud adoption frameworks.

## Realize

- **Cloud Migration Service:** This service streamlines the relocation of workloads into the cloud, emphasizing minimal disruption and adherence to best practices. Our Rehost and Replatform services handle workloads needing transformation, utilizing automation for consistency and efficiency.

## Fujitsu Cloud Managed Service:

A comprehensive cloud management solution that simplifies the intricacies associated with multi-cloud environments.

## Fujitsu Cloud Managed Service



### Service management

Asset  
Change  
Incident

Problem  
Reporting  
Request



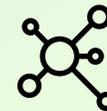
### Service leadership

Cloud service management  
Cloud architect  
Cloud engineering



### Business value

Maximize agility and reduce risks  
Focus on growing business not basic operations  
Optimize cloud cost



### Technical value

Leverage higher automation  
Adopt DevOps and SRE methods  
Rely on certified expertise

### Availability & continuity



Availability  
management



Backup  
management



Disaster  
recovery

### Provision & configure



Blueprint  
template  
management



Self-service  
provisioning

### Operate & optimize



Cloud  
optimize



Logging



Event  
management  
& monitoring



Path  
management



Governance  
& guardrails

### Access & security



Identity  
& access



Cloud  
Security



Encryption

✓ IaaS & PaaS services

✓ Infrastructure as Code

✓ Immutable & mutable

## Manage & optimize

- **Fujitsu Cloud Managed Service:** A cohesive management solution across major cloud platforms such as Azure, AWS, and VMware. Our focus is on utilizing cloud-native capabilities and adhering to best practices, like using standard blueprints, to ensure your cloud operations are streamlined and efficient. We are aiming for an 'automate by default' approach, with the dual aim of bolstering operational efficiency and delivering tangible cost benefits, and also mitigating the prevalent skills gap. Fujitsu Cloud Managed Service provides market leading support by harnessing the power of AI and automation, tailored for optimal user experience and ensuring your cloud operations run seamlessly and efficiently.
- **Well Architected Review:** Discover where your cloud is benchmarked against operational excellence, security, reliability, performance efficiency, sustainability, and cost optimization. Post-review, you receive recommendations for bolstered performance and scalability, with the added benefit of continuous improvement to meet your evolving organizational and technology requirements.



# 4. Navigating your business transformation

Business transformation is not solely about embracing new technology; it's about forging a path that offers tangible rewards, enhancing your operational efficiency, stimulating business growth, and amplifying customer satisfaction. Here's what you can expect when partnering with us.



**Maximizing performance with smart resource management**

Our systems monitor cloud usage, flag cost risks, and reallocate for optimal efficiency, automatically adjusting resources to maintain steady performance.



**Smooth sailing through hybrid complexity**

Effortlessly navigate hybrid environments with our unified dashboard simplifying oversight and slashing Time to Resolution. Integrated AIOps autonomously handle incidents, freeing you to concentrate on strategic goals.



**Secure cloud foundation**

Our 'Secure by Design' approach embeds zero-trust protocols into your operations, ensuring meticulous verification of users and devices for seamless integration of trust and compliance in your cloud ecosystem.



**Supporting innovation with continuous service enhancement**

With Fujitsu Cloud Transformation Services and Fujitsu Cloud Managed Service we provide the basis for application evolution. Our services are regularly upgraded, integrating new cloud services for data-driven insights, therefore ensuring your cloud investments continually yield business benefits.



**Bridging the skills gap with advanced AI automation**

Our AI-driven 'Automate by Default' strategy uses self-healing systems and standardized blueprints to preempt disruptions and lighten manual taskloads, enabling strategic focus.

# 5. Analyst recognition

## Recognized as a Leader in

- ISG Provider Lens™ report Private/Hybrid Cloud - Data Center Services across 6 categories and 5 countries.
- ISG Provider Lens™ report Microsoft Cloud Ecosystem Partner across 4 categories in Australia and the UK.



## Identified as a Visionary in

- Gartner Magic Quadrant™ Data Center Outsourcing and Hybrid Infrastructure Managed Services, Worldwide 2023.
- Gartner Magic Quadrant™ 5G Network Infrastructure for Communications Service Providers.



## Identified as a Niche Player in

- Gartner Magic Quadrant™ Primary Storage.

## Key partnerships with:



## Gartner Magic Quadrant™ Data Center Outsourcing and Hybrid Infrastructure Managed Services 2023:



- Fujitsu is a good fit for cloud-driven DC transformation, hybrid infrastructure deals and legacy outsourcing, which requires commitment from a reliable global player with strong sustainability focus.
- Clients interested in a partner that continues to innovate and bring new offerings to its data center and hybrid infrastructure outsourcing needs may find Fujitsu to be a suitable partner.
- Fujitsu has adopted its Fujitsu Uvance approach toward a standard global engagement model for hybrid IT services while adapting to local customer and market requirements.



[Read our latest blog >>](#)

Fujitsu: A Visionary in Datacenter Outsourcing and Hybrid Infrastructure Managed Services



## 6. Pioneering a sustainable tomorrow

At Fujitsu, sustainability is integrated deeply into every aspect of our operations. As the business environment evolves, sustainability becomes paramount, compelling leaders to harmonize with global initiatives, rigorous regulations, and an informed customer base.

We've distilled our commitment to this cause into two distinct perspectives.

### 1. Making sustainability your organization's default

- **A DNA of sustainability:** Fujitsu is built upon principles that intertwine innovation and sustainability, ensuring that each technological step is geared towards a greener future.
- **Value beyond borders:** Every Fujitsu initiative is planned to amplify value environmentally, socially, and in business. This resonates globally, enriching communities and reinforcing environmental preservation.

### 2. Sustainable cloud capabilities

- **Green data centers:** Efficiency and environmental friendliness converge in our data centers, demonstrating our dedication to a sustainable future.
- **Scalable, eco-friendly solutions:** We emphasize energy conservation in our customized, high-performance solutions.
- **Circular economic approach:** Championing an approach where resources are strategically allocated, idle capacities are recycled, and energy-efficient IT services prevail, our solutions stand at the forefront of a greener economic model.

By weaving sustainability into every cloud strategy, we not only align with but set new Environmental, Social, and Governance (ESG) benchmarks. Our drive is to ensure that as we progress technologically, we do so responsibly.

# 7. Why Fujitsu?

When you choose Fujitsu, you're selecting more than just a service provider; you're joining forces with a global team that prioritizes collaboration, sustainability, and excellence in everything we do.



**End-to-end capabilities  
in digital transformation**

With a track record of managing over 500,000 servers and guiding almost 1,000 clients through their cloud transitions, we deliver bespoke cloud solutions crafted from diverse sector experiences, ensuring your challenges are addressed end-to-end.



**Local touch,  
global reach**

We pride ourselves on blending global proficiency with local insights. Operating 100+ managed data centers worldwide and supporting nearly 2 million ERP users, our solutions reflect world-class expertise tailored to local needs.



**Collaborative  
human-centric  
co-creation**

At Fujitsu, the customer always comes first. We don't just provide, we co-create. Collaborating closely with your teams, we align solutions to your specific goals and hurdles, ensuring a tailored cloud strategy.



**Sustainability  
at our core**

Fujitsu's commitment to sustainability is embedded in our purpose and DNA. Integrating green principles like our Sustainable Application Modernization framework ensures that your digital journey today is eco-conscious and future-ready.



## 8. Customer stories across the globe



### Automated hybrid IT operations for Whitbread

Hotel chain [Whitbread](#) engaged us to manage their cloud migration by making use of the Fujitsu Cloud Management Service. This provided positive outcomes for Whitbread, including better decision-making and efficiency through transparent governance, accelerated time to market, and a more environmentally sustainable platform.

### Elevating the Environment Agency's alert system with AWS ensuring resilience during environmental crises

The [Environment Agency](#), part of the UK government, needed to improve the reliability and flexibility of their emergency warning services for environmental crises, all while being mindful of costs. With our help, they moved and updated their applications to AWS. This accelerated the alert process, ensuring that crucial warnings were communicated promptly during emergencies, thus protecting both people and the environment.



### Perpetual migrates to Azure Cloud with no rollbacks

Financial services company [Perpetual](#) worked with us to migrate over 220 servers to Microsoft Azure cloud. By leveraging our migration factory and working through issues quickly, Perpetual completed the migration over multiple weekends with no rollbacks. This enabled Perpetual to eliminate disruption, reduce complexity, optimize resources, and position itself to leverage cloud capabilities to innovate its services.

### Toll Group modernizes data management with Azure Cloud

Global logistics provider [Toll Group](#) worked with our team to migrate its legacy on-premises databases to a modern Azure cloud data platform. This improved data accessibility through easy-to-use self-service reporting tools. The cloud migration also boosted security with centralized data access controls. The project delivered over 50% cost savings by decommissioning legacy systems and users achieved a 96% reduction in report generation time.



## Take your next step with Fujitsu

Whether you're just starting your cloud journey or are already well on your way, we are here to enhance every step of your journey. We invite you to reach out and discuss your specific needs so we can energize your transformation journey. Benefit from a partnership that is grounded in global expertise, innovative solutions, local experts and a genuine commitment to your success.

**Let's navigate your cloud transformation together.  
Get in touch.**

- [activate.fujitsu/en/uvance/hybrid-it/](https://activate.fujitsu/en/uvance/hybrid-it/)
- [www.fujitsu.com/global/hybrid-it](https://www.fujitsu.com/global/hybrid-it)