



# Fujitsu Computer Systems' Renewed Shift in Customer Centricity — Beyond Sun Clone

*Brad Day*

## Catalyst

Intelligence from the Giga hotline —reaction to new Fujitsu Computer Systems company

## Question

Does the new Fujitsu Computer Systems organization change the company's position/mindshare with the enterprise systems buyer? Is the Sun clone perception finally being eliminated?

## Answer

While the new Fujitsu organization, **Fujitsu Computer Systems** (North America), has gone through a name change from the previous Fujitsu Technology Solutions Inc. moniker, customers considering Fujitsu now have the ability to negotiate the sourcing of enterprise systems solutions, ranging from the most compact Intel-based tablet PC to the highest-end Unix mainframe server alternative — all from one executive management organization, from one contract point of negotiation. It is essentially now capable of sourcing a full “silicon through services” (and everything in between) enterprise portfolio of products and services to meet all enterprise IT requirements within companies that continue to have the same classic mission-critical demands for their business architectures.

The new Fujitsu organization actually began operations on Oct. 1, 2003. Fujitsu PC (home of Primergy servers and Intel-based client desktop, notebooks and tablet PCs) essentially merged with Fujitsu Technology Solutions Inc. (home of Fujitsu's Unix PRIMEPOWER server business) to offer a one-stop shopping we believe is critically important to our top IT client companies. While both companies had been business partners for a long time, it was critical for Fujitsu to collapse the two separate business models and go-to-market strategies into one integrated unit. In North America, especially in Canada and the US, customers of Fujitsu Intel-based servers and Solaris-based PRIMEPOWER solutions had often expressed the need for one strategic business partner to provide a single point of contact and contract negotiation, capable of focusing on the full spectrum of enterprise systems architecture requirements — covering the full metal jacket of Linux, Solaris and Windows-based solutions, wrapped up with the renewed depth of break-fix maintenance service and support FTSI was known for as best-of-breed in the US.

In addition, recent Giga IT hotline intelligence from potential Unix customers of PRIMEPOWER shows the new Fujitsu Computer Systems organization has made great strides in eliminating the mistaken identity of Fujitsu as just a Sun “clone vendor.” While PRIMEPOWER customers realize just how inaccurate that perception is — in the past, a Solaris prospect considering Fujitsu had a hard time getting past the “Sun clone” perception. This perception, brandished by Fujitsu competitors and exasperated by a lack of education of Fujitsu at the “C” level of the Fortune 500 market segment, is now showing significant signs of change, in part related to the upswing of Fujitsu cutting a larger swath in remaining on customers' short lists for the more demanding mission-critical Unix deployments.

In reality, Fujitsu has its own microprocessor development effort (SPARC64), with sizeable investments in both engineering human resources (located in Japan, Germany and the US) and in the resources required to

maintain its own microprocessor design efforts and road maps (independent of Sun and/or Sun/**Texas Instruments**). Fujitsu's research and development (R&D) efforts in no way rely on Sun's investments in its UltraSPARC — either relative to microprocessor road maps and/or release milestones, or relative to the core systems technology. In fact, most of the R&D effort behind Fujitsu's SPARC64 microprocessor core competency is resident in Fujitsu's systems labs in Japan and incorporates mainframe-class reliability features. Most IT organizations are unaware that Fujitsu's SPARC64 microprocessor development is based on a Joint Programming Specification developed with Sun and has actually turned out seven generations of SPARC-based microprocessor technology between the years 1989 and 2002.

While Fujitsu Unix systems business is truly global in nature, the company's European and US operations (Fujitsu-Siemens and Fujitsu Technology Solutions, respectively) could almost be considered the best systems integrator and channel of a larger Fujitsu company, consisting of semiconductor, microprocessor and systems architecture core competencies. On the one hand, the joint programs, products and services created from strategic partner alliances with Fujitsu headquarters in Japan are truly global in nature, leveraged through Fujitsu Japan, Fujitsu-Siemens and Fujitsu Technology Solutions. On the other hand, each of these companies has the opportunity to respond to its customers and prospects either with an all-Fujitsu solutions portfolio, or in select packaging with its alliance partners. These global partners include: **Computer Associates, Oracle, VERITAS, EMC, Network Appliance, Microsoft, Intel, Siebel, SAP, Baan and i2.**

Based on intelligence garnered from IT executives through Giga's inquiry process, as well as our own findings, Fujitsu should continue to be considered as a short-list Unix systems contender in Solaris shops relative to the following strategic selection criteria:

- *PRIMEPOWER architecture*: By combining the previous generation and current generation of PRIMEPOWER systems, a Fujitsu customer can run an applications portfolio covering all four versions of the Solaris operating system (Solaris 2.6, 7, 8 and 9), which is an important history relative to server consolidation projects.
- *High-availability and full systems clusters*: Fujitsu's PRIMEPOWER delivers choices in high-availability solutions. The company offers highly capable failover solutions due to a strong alliance with VERITAS' Cluster Server (VCS) and storage management solutions and provides an alternative PRIMECLUSTER product. VCS is an important choice for customers that have already invested heavily in VERITAS products, training and human resources, as well as those that would like to preserve their existing Solaris base using VCS in the PRIMEPOWER Open Cluster solution. PRIMECLUSTER offers application clustering technology built on the well-established Reliant Cluster software.
- *Partitioning solutions*: A sound systems partitioning solution is offered with PRIMEPOWER XPAR technology, which is a critical technology underpinning within most Solaris shops involved in some type of systems consolidations project. XPAR was developed through engineering collaboration between the engineers of Fujitsu Japan, Fujitsu-Siemens and Fujitsu Technology Solutions.
- *Server consolidation trends*: While Giga recommends that systems partitioning and workload management technologies be considered for a variety of Fujitsu PRIMEPOWER consolidation scenarios, we encourage IT managers to also seriously consider the learning curve, internal expertise and service-level responsibilities required by each line of business before partitioning takes on widespread adoption within a production environment. In addition, as with all enterprise systems vendors, the costs associated with this technology must be weighed against the business advantages it delivers, which — based on Fujitsu's comprehensive product and services portfolio — are numerous and include the following:
  - *Customized partitioned performance*: The ability to run multiple independent servers or partitions, each with its own processors, memory and disks, within a single Unix SMP server permits customers to have customized partition performance. This allows a single system to

be fully optimized for both interactive and other advanced workloads.

- *Multi-tiered applications:* Hard partitions provide a cost-effective solution for multi-tiered applications environments offered by enterprise resource planning (ERP) vendors. Hard partitions allow Unix server users to create multiple partitions defined as applications servers and one partition defined as a DBMS server.
- *Consolidation to lower cost:* Consolidating multiple Unix servers to fewer, yet independently functioning, larger Unix servers using hard partitions reduces overall data center operational costs pertaining to maintenance and support of both hardware and software.
- *Consolidation of decentralized servers:* Consolidating multiple Unix servers into regional or country partitions on a single Unix server allows each one to have its own set of system values, language features, time zone and business applications.
- *High-speed data replication:* With an internal high-speed bus-to-bus communications capability, hard partitions provide a method for quickly replicating data from one partition to another. A second copy of the data can also be used to perform read-only transactions, such as queries or transforming operational data into a data warehouse for business intelligence.
- *Application and new release test environments:* Customers can continue to run business-critical applications while testing new and emerging applications or for new Unix operating system release functions.
- *Performance scalability:* Based on synthetic (e.g., TPC-C) and applications-specific (e.g., SAP) performance benchmark results, PRIMEPOWER systems have had consistently higher performance scalability range at lower systems price points than select models of equivalently configured Sun Fire alternatives.