

Fujitsu BS2000/OSD Mainframe Summit 2012

28. Juni 2012 | Allianz Arena München

Business
IT reshaping
IT reshaping Business
Business
reshaping

Welcome

Marcel Schneider,
Vice President/Managing Director Cluster of
the Regions Germany, Austria and
Switzerland

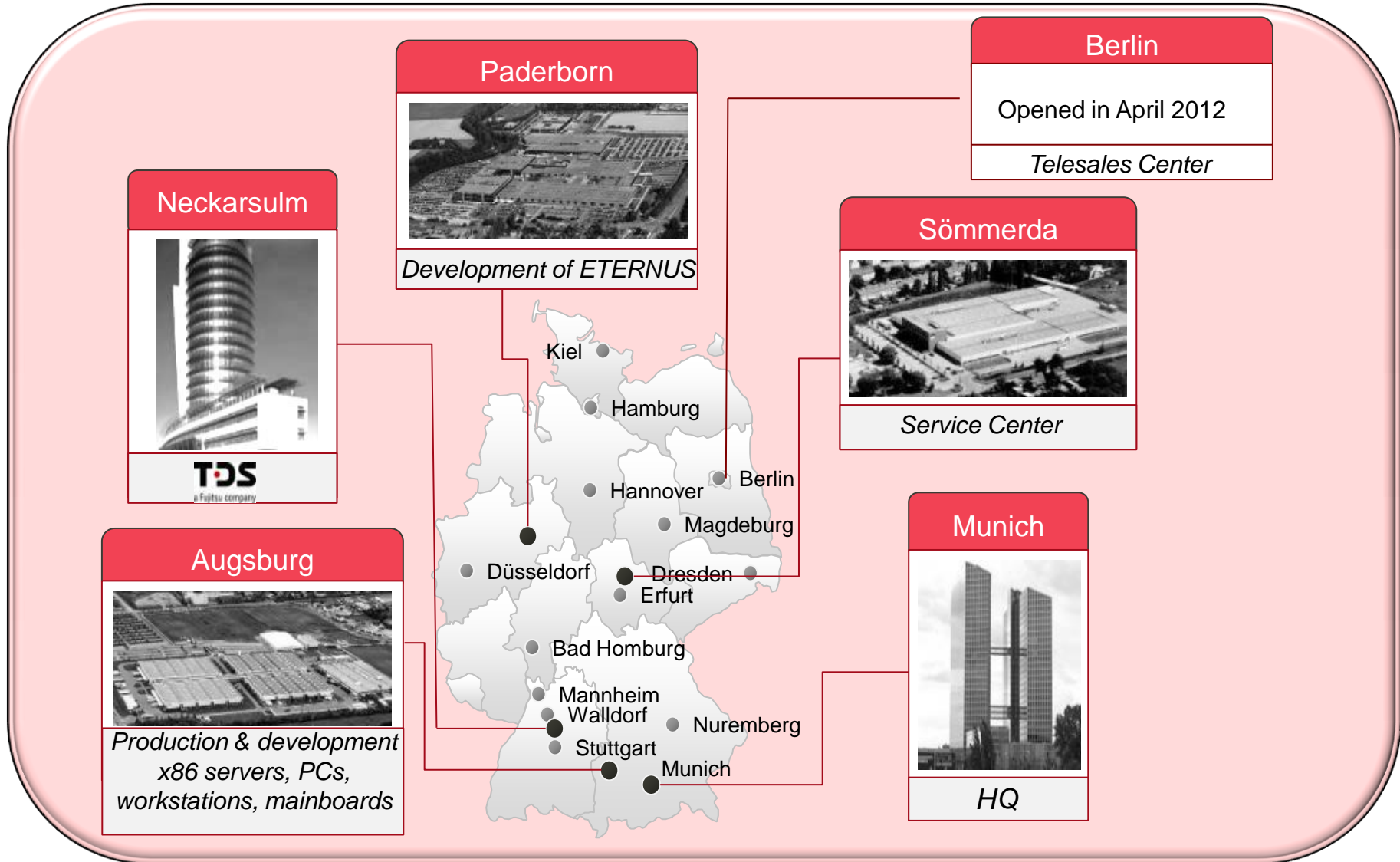
Agenda

- 1. Fujitsu in Germany**
2. Reshaping IT – Reshaping Business

- Approx. 6000 employees at FTS/FS in Germany
- Approx. 1,200 employees at TDS AG
- Important market for Fujitsu Technology Solutions
- Fujitsu has been investing in Germany locations



Marcel Schneider,
CEO Germany at
Fujitsu
Technology
Solutions GmbH



A view of our Augsburg factory



Quality “Made in Germany”

**Lead factory
for the worldwide
production of
FUJITSU
PRIMERGY
servers**

**“Made in
Germany“ – the
combination of
German and
Japanese
engineering
quality**

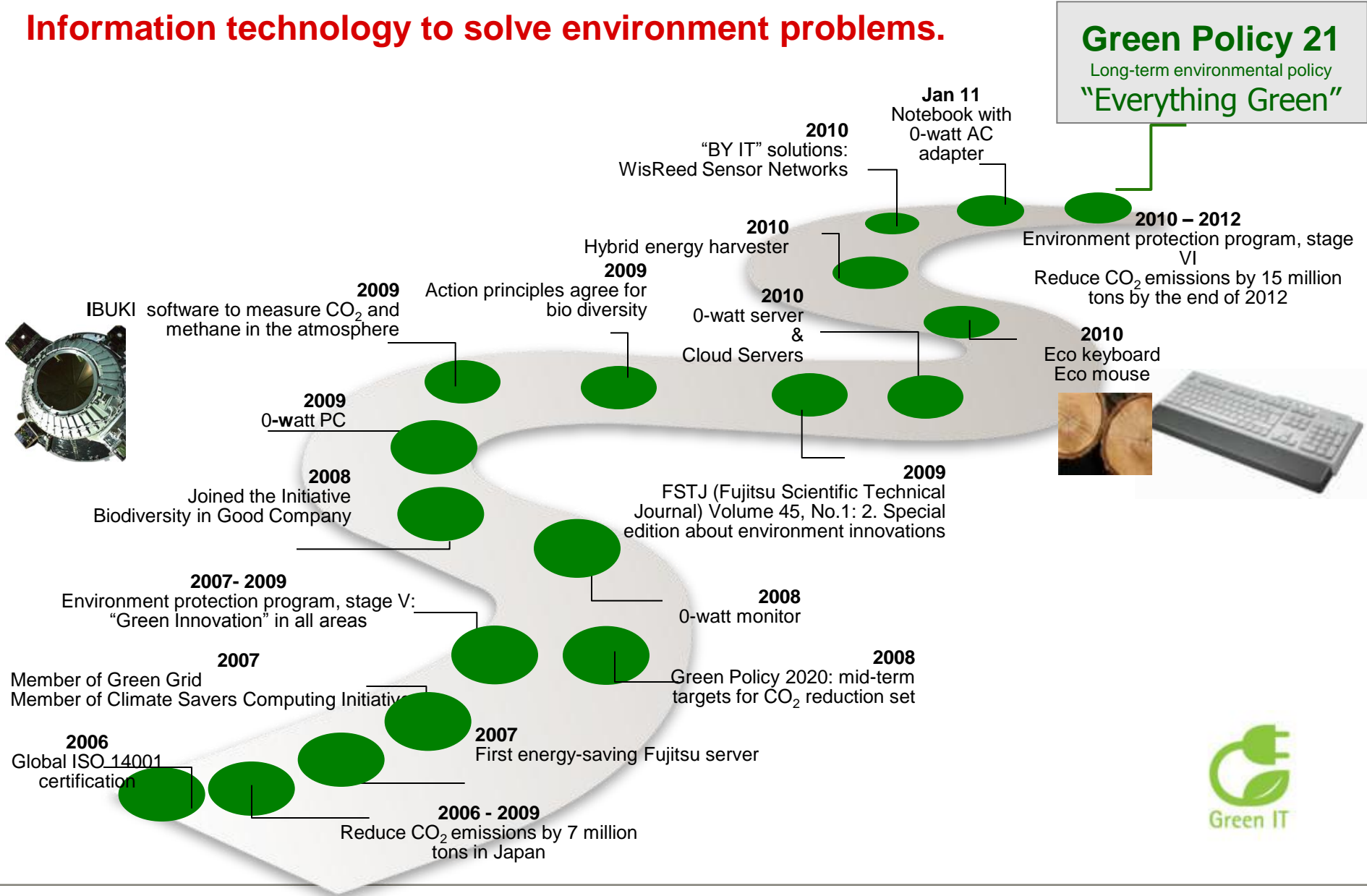
**Integration
of R&D and
production
supported by a
continuous
improvement
process**

**An entire new
alignment of
production lines
has established
excellence within
Supply Chain
Management**

Added value via commitment to environmental protection

Information technology to solve environment problems.

Green Policy 21
 Long-term environmental policy
 "Everything Green"



Agenda

1. Fujitsu - an overview
- 2. Reshaping IT – Reshaping Business**

IT reshaping Business



IT managers must take decisions

- How do you use technology 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

Our comprehensive portfolio

Products

STYLISTIC
M532



PRIMERGY
Server S7



PRIMERGY
CX 1000



ETERNUS
DX



BS2000/OSD
Mainframes



Solutions

Virtual Client
Computing



FlexFrame
for SAP



ETERNUS
CS



DI
Blocks



Fujitsu HANA
Appliance



Cloud & Services

Fujitsu Global
Cloud



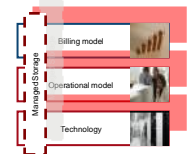
Business
Solution Store



Managed Data
center / Workplace



Managed
Storage



Managed
Maintenance



Fujitsu STYLISTIC M532 Media Tablet

- **Boundless mobility:** NVIDIA® Quad Core processor, various interfaces, increased user-friendliness with 2 cameras
Google Apps, integrated 3G/UMTS and GPS
- **Secure work:** System and data protection
- **Business-ready:** VDI-ready, business software, Android 4.0 OS



Fujitsu LIFEBOOK Ultrabooks

- Especially for the **requirements of business customers** regarding flexible usage
- **Lighter than 1.5 kg**, 14 inch display, 16 mm thin
- **State-of-the-art connection options** with 4G/LTE, WLAN, Bluetooth
- Ultimate **security features:** fingerprint sensor, TPM, FDE and ATP



Cloud & Services

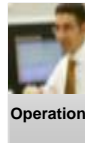
Fujitsu Global
Cloud



Business
Solution Store

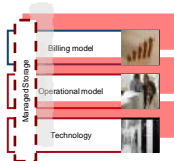


Managed Data
center / Workplace



Operation

Managed
Storage



Managed
Maintenance



Cloud for:
Standardized solutions / SW



Mainframe for:
Special Business Processes + Applications

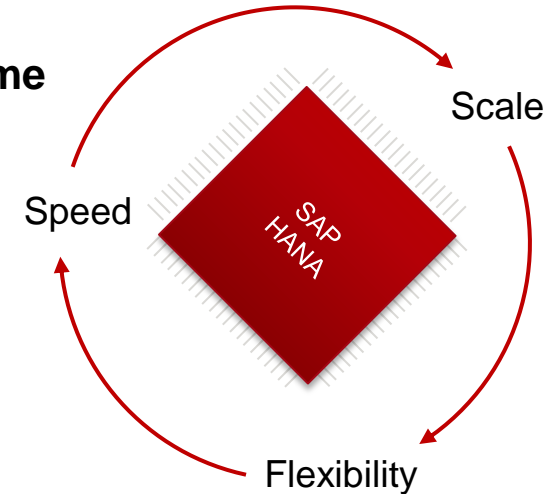
- Differentiate from competitor
- 99,999% availability
- Highly secure
- Best in class efficiency for professional Data Center
- For today's and tomorrow's demand

BS2000 /OSD Mainframe is in constant development

SAP Hana on Fujitsu systems

SAP HANA – the new database of the 21st century for Real-time Enterprise

- **Combines transaction and analysis applications** – based on innovative in-memory computing.
- **One system** for analytics, performance management and operational processes.
- **Offers real-time connectivity** for intelligent and immediate business decisions.



The Fujitsu system – The powerful system for real-time enterprise

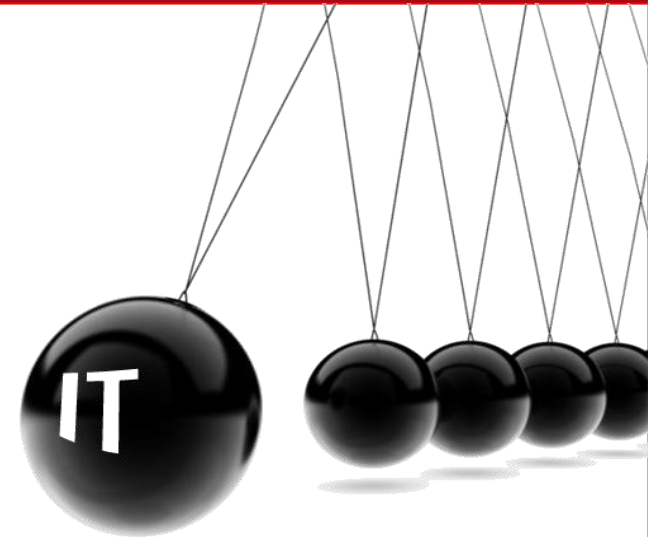
- is provided as a **completely flexible** and **scalable** system aligned to meet your requirements, your growth and your budget – agreed with existing SAP solutions, i.e. as **Flexframe** for SAP.




SAP HANA with Fujitsu offers the non plus ultra in real-time operations – to improve your competitive advantage.

- Fujitsu brings business and IT together as added value for the business
- Fujitsu has a suitable product and service portfolio for the main topics considered by IT decision-takers
- Fujitsu works together with innovative partners
- Fujitsu is continuing to invest in German locations

IT drives the business





FUJITSU

shaping tomorrow with you