

# Fujitsu Siemens Computers Server Virtualization Strategy



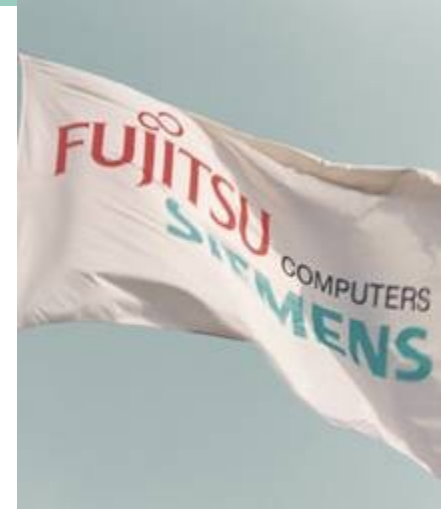
FlexFrame Infrastructure –  
The platform for dynamic business

# Fujitsu-Siemens Computers - a leading European IT Infrastructure Provider

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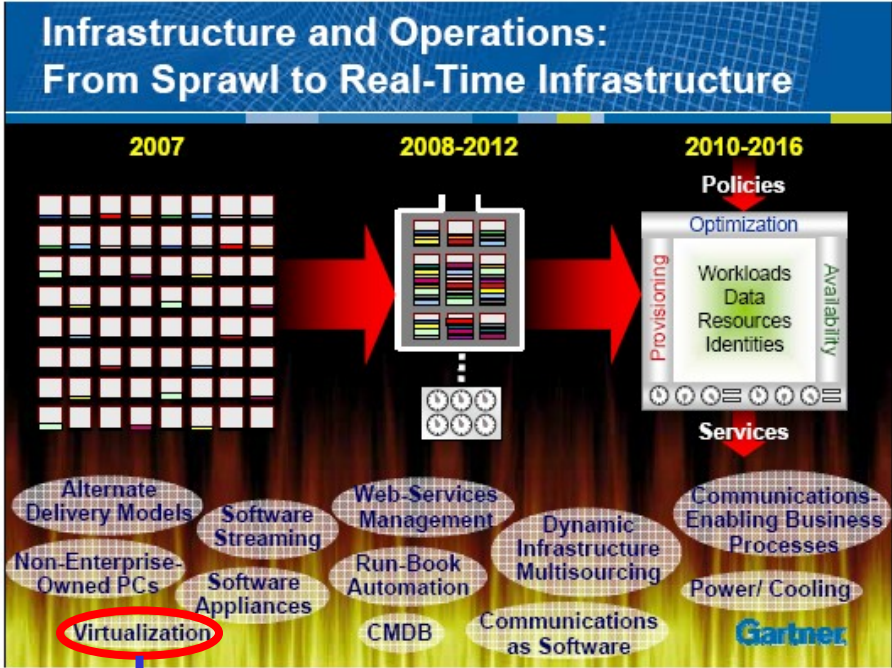


- Founded 1999 as joint venture of Fujitsu and Siemens
- Full-line IT- Infrastructure Provider
  - Business Clients, Servers (industry standard and UNIX), Mainframes, Storage solutions
  - IT infrastructure solutions
  - IT Infrastructure Services
- Revenue: € 6,952 Milliarden (FY 06)
- Employees: ca. 10 700 (April 2007)
- Markets:
  - Europe, Middle East, Africa
  - Leverage global strengths of Fujitsu and Siemens



# Analysts consistently predict very strong impact of Virtualization

Virtualization is changing Infrastructure and Operations dramatically



*“Infrastructure and Operations is changing dramatically over the next five years, driven by trends such as **virtualization**, process improvement and **automation**, alternate delivery models, and power and cooling demand.” (Gartner, May 2007)*

**The Impact of Virtualization**

Virtualization will be the most impactful trend in infrastructure and operations through 2010, changing:

- How you plan
- How, what and when you buy
- How and how quickly you deploy
- How you manage
- How you charge
- Technology, process, culture

As virtualization matures and becomes default, the "next big thing" will be automation.

**Gartner**

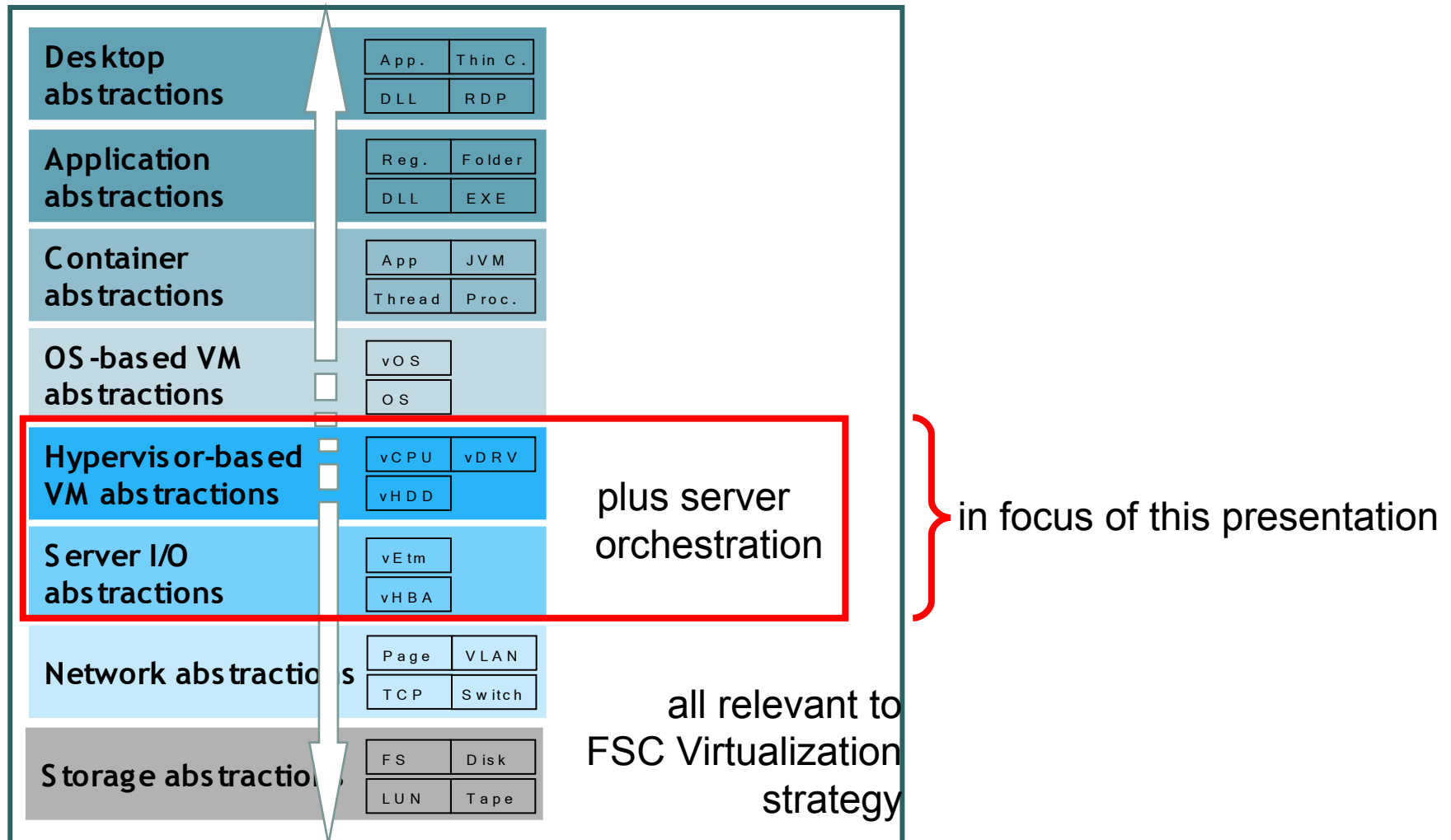
# Virtualization can happen in many places

## Combinations are possible and useful

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**BUT: virtualization by itself does NOT solve any customer problem!**



# Business Demands require disruptive IT Architecture innovations

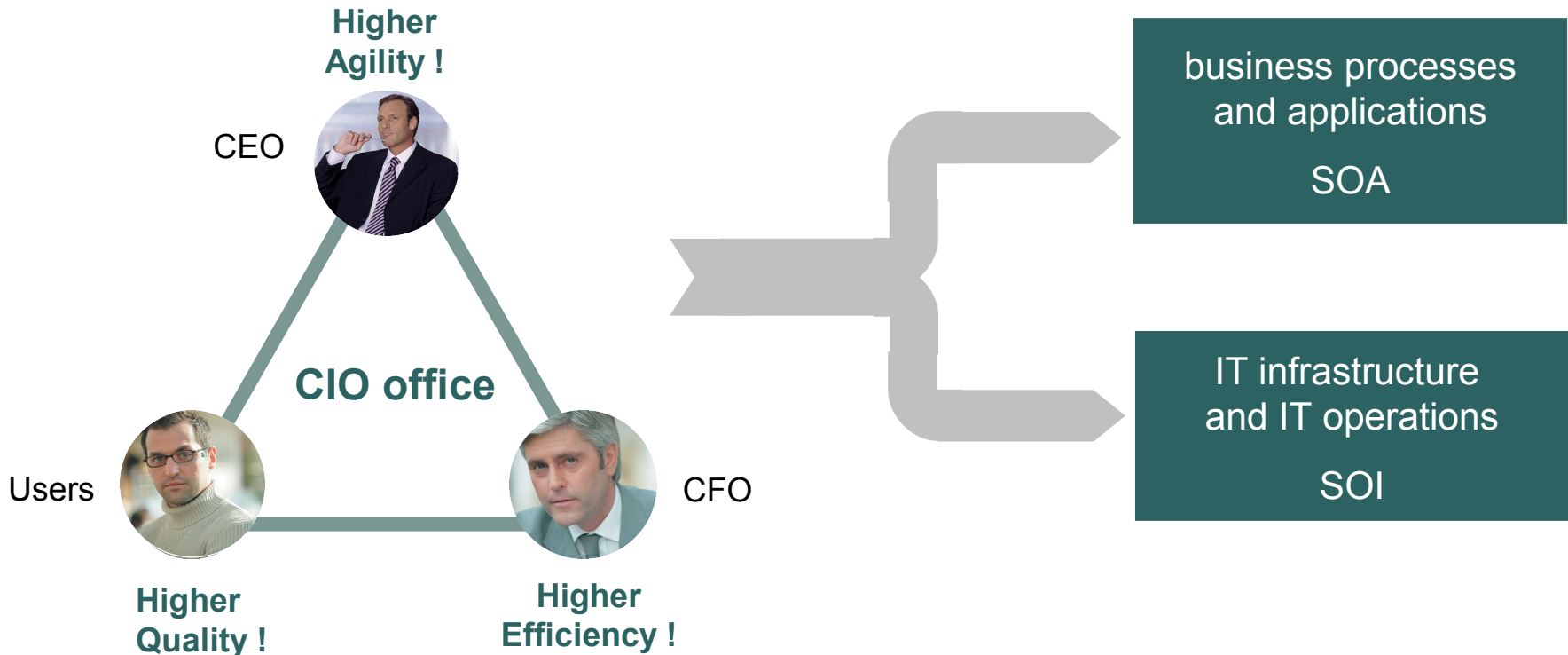
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Without a Service-oriented Infrastructure SOA projects are in jeopardy

## Business demands

## IT architecture

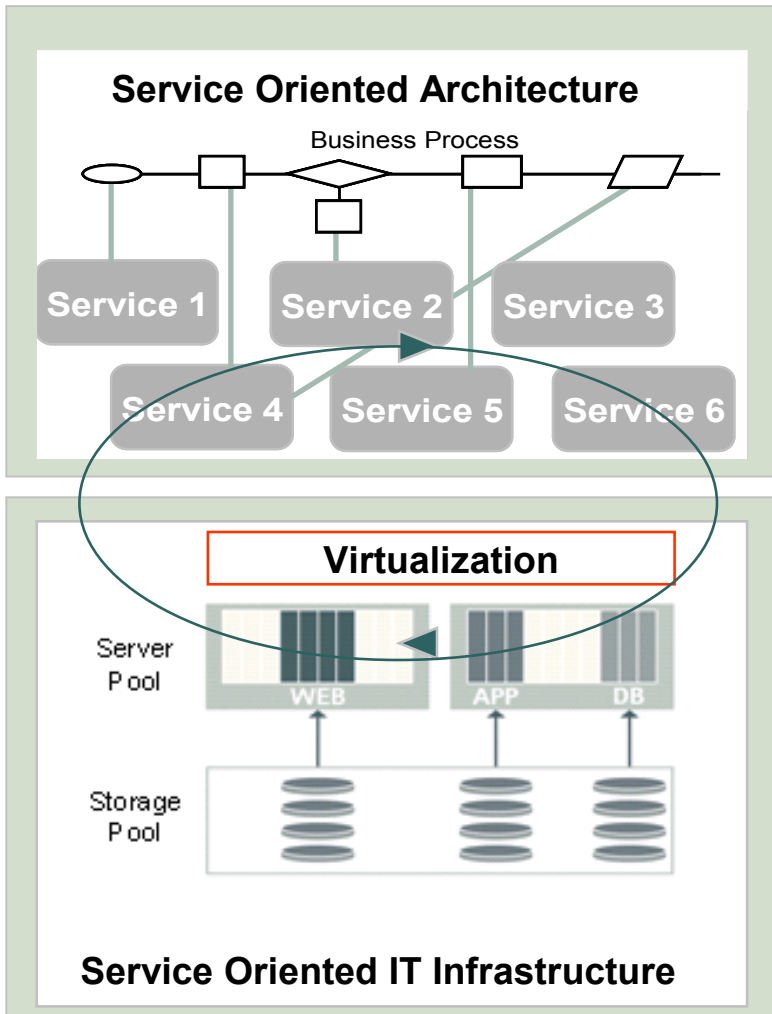


# A modular and flexible IT architecture based on SOA and SOI

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Virtualization is enabling technology for optimized Service-oriented Infrastructures



## Service Oriented Architecture (SOA)

- Combining application services to support business processes
- Increased business agility



## Service Oriented IT Infrastructure (SOI)

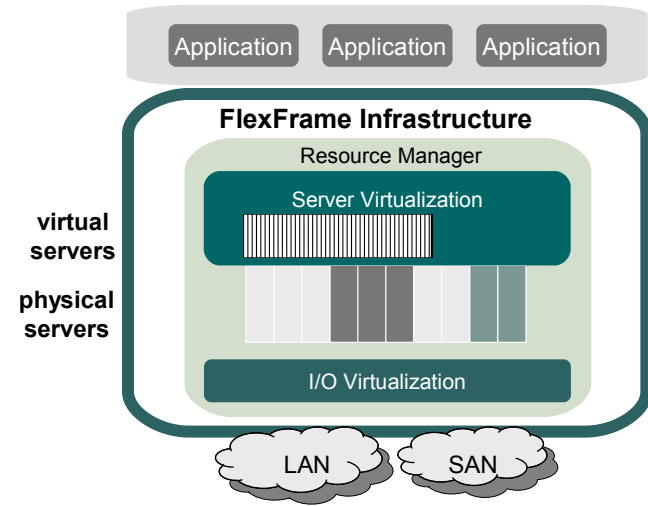
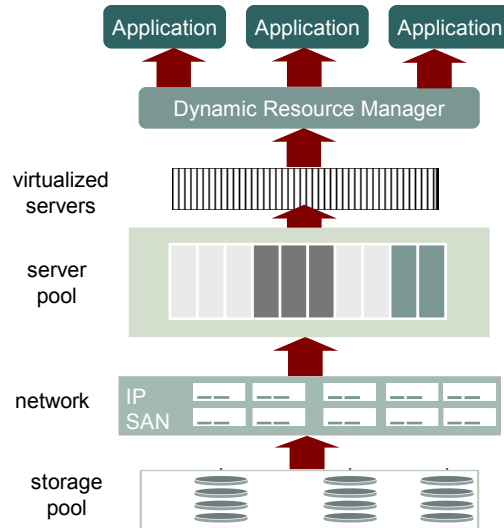
- System resources are assigned to applications dynamically on demand
- Higher flexibility, quality and efficiency

# Painless Implementation of a SOI: *FlexFrame Infrastructure*

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FSC addresses Virtualization and Resource Management Complexity in a holistic way



## SOI Characteristics

- Dynamic resource assignment
- SLA-based Systems-Apps allocation
- Simplified management of virtual AND physical IT resources
- Optimized IT operation and utilization of phys. IT resources

## Challenges

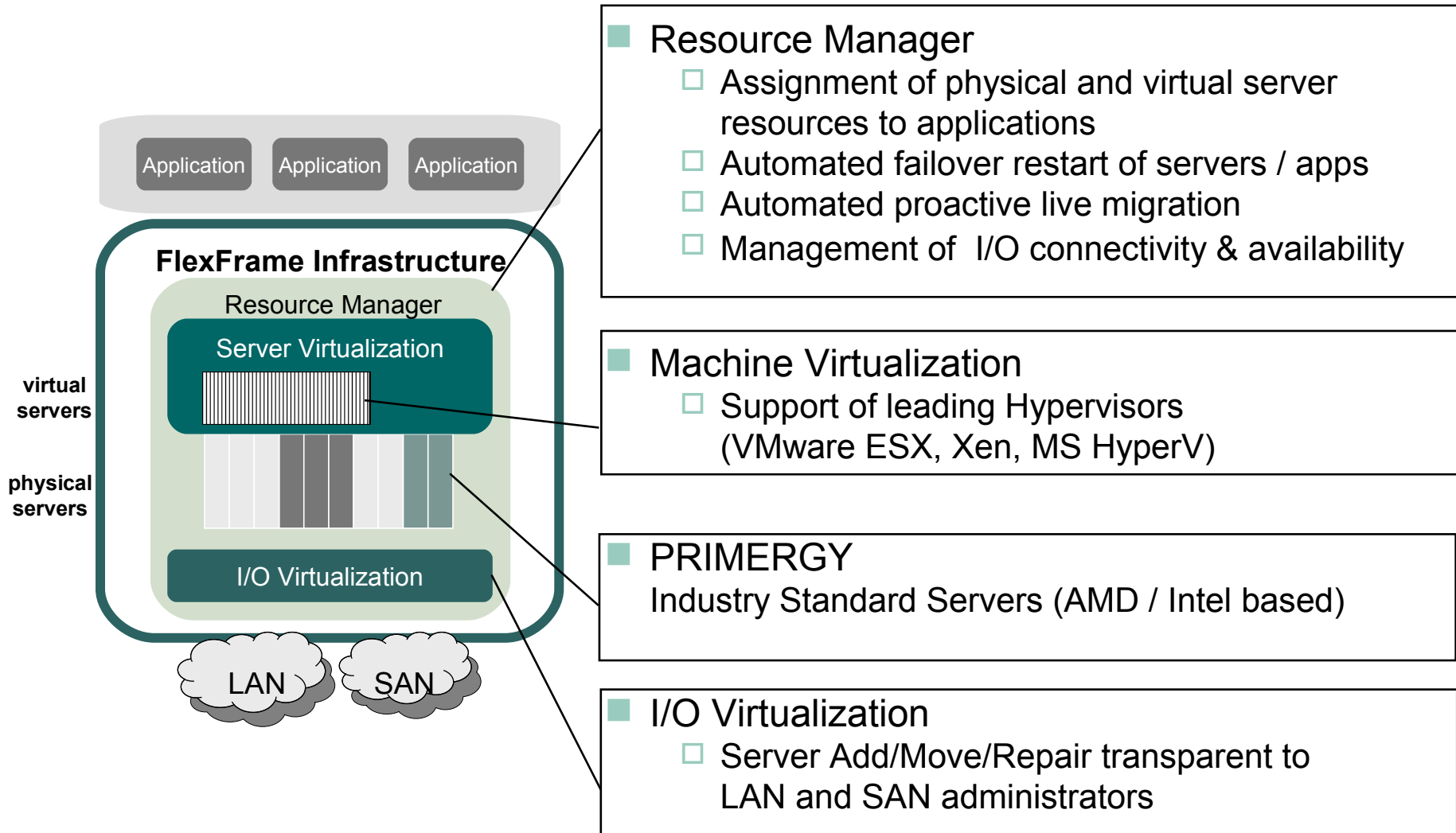
- Availability, Complexity, Agility / Flexibility,
- Integration of hardware, virtualization technologies, middleware
- Skills for integration and operation

## Solution: FlexFrame Infrastructure

- Pre-integrated platform as a foundation for SOI
- Services for integration and operation

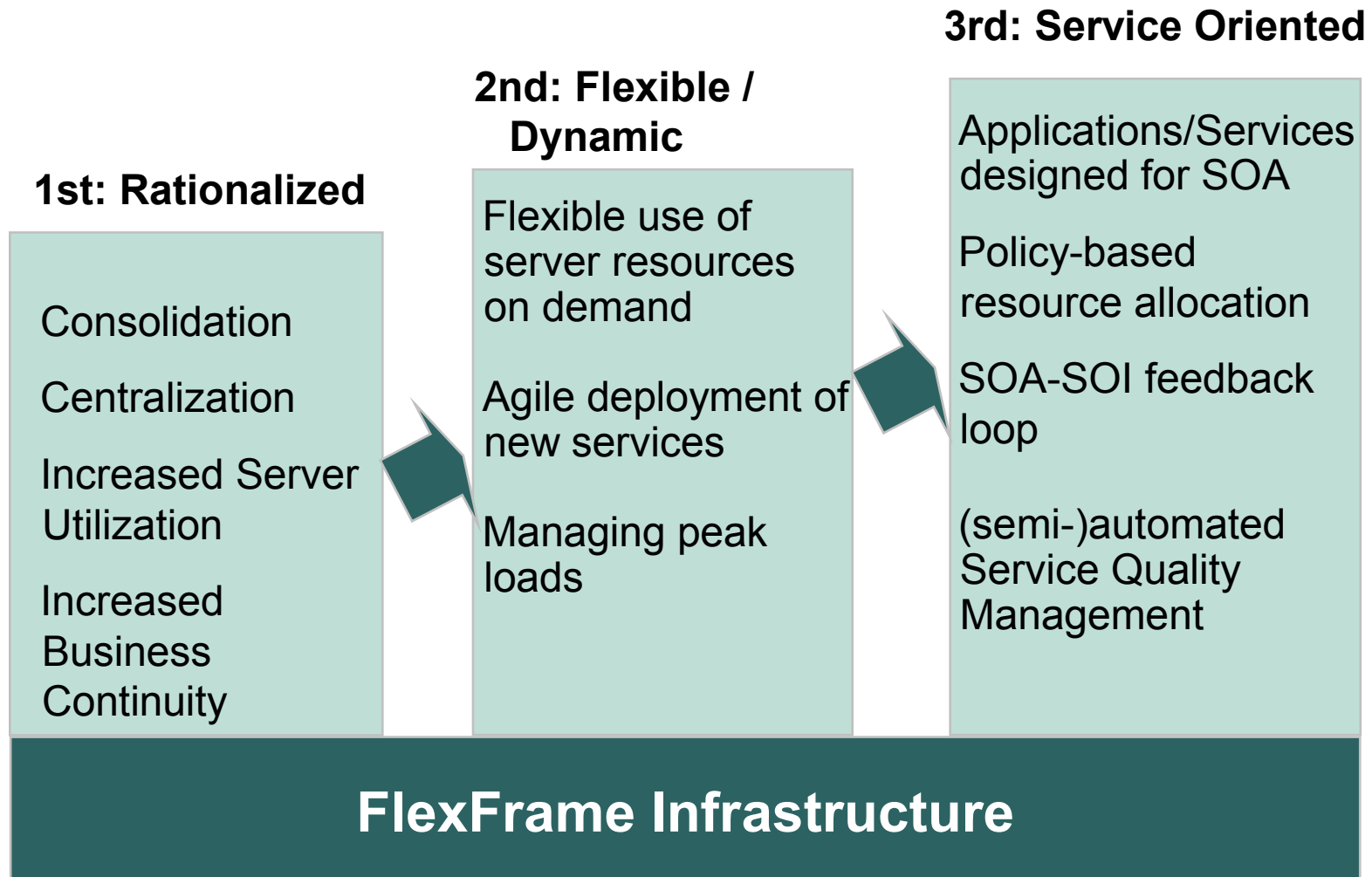
# FlexFrame Infrastructure – The Components

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# FlexFrame Infrastructure supports a stepwise path to a SOI

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## FlexFrame Infrastructure - Summary

From dealing with virtualization technology to managing service levels

- FlexFrame Infrastructure delivers a service-oriented infrastructure
  - to raise the speed of service delivery
  - to improve service quality
  - to lower investment and operational efforts
- A seamless integrated resource management hides the complexity of underlying physical and virtualized resources
- Perfectly supports consolidation projects and is the ideal foundation for upcoming modular applications and SOA implementations
- FlexFrame Infrastructure will continuously enhance its possibilities through its roadmap of 2008 and 2009



# **Thank YOU! Questions?**

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