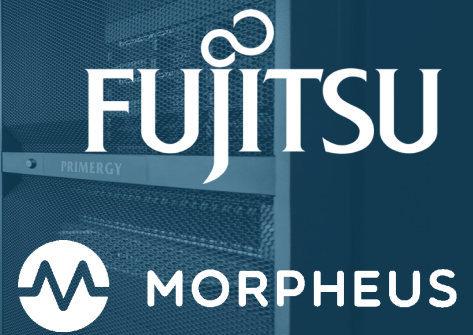


SERVICE PROVIDER CASE STUDY: FUJITSU

Provisioning VMs, Containers, and Applications is now as easy as an online shopping cart



Fujitsu is one of the largest IT service providers in the world, with revenues of \$32 billion and approximately 124,000 employees supporting customers in over 100 countries. Fujitsu's purpose is to make the world more sustainable by building trust in society through innovation. Its range of services and solutions draw on five key technologies: Computing, Networks, AI, Data & Security, and Converging Technologies, which the company brings together to deliver sustainable transformation.

IT PROFILE

Fujitsu had a vision to redefine managed services while improving business agility and accessibility, thereby delivering better business results. Executing on that vision required giving customers the ability to request managed private, public and hybrid cloud services from a service catalogue through a highly automated, user-friendly self-service portal. It also involved the company centralising the management of 8,000 on-premises servers and 19 petabytes of storage into its Frankfurt based Service Hub headquarters.

CHALLENGE: ENABLE AUTOMATION TO ELIMINATE MANUAL HANDOFFS

As businesses continue to implement hybrid IT environments, the level of complexity they are dealing with inevitably increases, particularly when it comes to provisioning, governing, and reporting across multiple private and public cloud services. Fujitsu recognised this challenge and therefore the importance of automation and orchestration to eliminate the manual handoffs that typically slow down digital transformation projects for its managed services customers.

That need to 'automate everything' for customers and for its own IT operations staff drove a requirement to quickly integrate a wide array of heterogeneous technologies into a common orchestration framework without extensive scripting.

SOLUTION: MORPHEUS

After extensive research into available market offerings for hybrid cloud management and self-service, Fujitsu selected Morpheus as the unified orchestration platform of choice to power their managed services vision. Key to this selection were the 100+ built-in codeless integrations, full featured multi-tenancy, and integration into ServiceNow for CMDB management.

Having spent much of 2021 co-developing an offering, the FUJITSU Service Hub went live in 2022 with the company migrating its existing customers to this new managed services platform powered by Morpheus. Now Fujitsu customers can simply select the required service from the portal and determine where it should be set up:

- Fujitsu hosted private cloud
- Customer's private cloud
- Public cloud platform from Amazon, Google, or Microsoft
- Hybrid combination of the above

The choices are governed by role-based access integrated into enterprise identity providers such as Active Directory or SAML. Existing Infrastructure-as-Code and Automation tools such as Ansible and Terraform can easily be integrated into the Morpheus platform, enabling scripts to be run at defined phases in the application lifecycle.

What's more, the Fujitsu Service Hub provides an overview of the approval process status. Customers have access to everything they need in one place. This approach also eliminated the need for the time-consuming management of individual contracts and service classes.

TECHNOLOGIES INVOLVED

The Morpheus deployment brings together a number of technologies and automates workflow seamlessly.

Key integrations include:

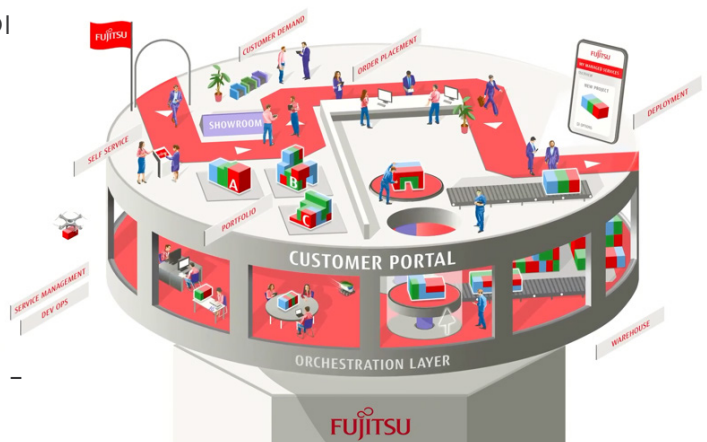
- Private Cloud: VMware vSphere
- Public Clouds: Amazon AWS, Google Cloud Platform, Microsoft Azure
- ITSM: ServiceNow
- Automation: Ansible Tower
- Identity: Microsoft Active Directory
- Networking: Cisco ACI
- Container: Docker, Kubernetes, Ranger, OpenShift

Applications exposed in the service catalogue include:

- Web: Apache, Tomcat
- DB: Microsoft SQL, Oracle, SAP, SAP Hana, Sybase, EDI
- OS: Microsoft Windows, SUSE Linux, RedHat, Ubuntu
- Security: Identity & Access Management, Threat & Vulnerability Management, Data Protection Services

RESULTS

Initially, Fujitsu took an agile approach starting with a minimally viable product (MVP) and then quickly iterating – providing sufficient customer value by delivering features





quickly for early adopters. Currently approximately 60% of its deployments are entirely automated through Morpheus and that percentage is growing every month. Fujitsu's aspiration is to automate everything.

Fujitsu customers are already benefiting from dramatically accelerated deployments. Previously, it could take four to six weeks to set up a managed service and over a week to provision new applications. With Fujitsu Service Hub and Morpheus, it now takes less than a week to onboard new customers, and individual applications can be provisioned on-demand. For example, cloud-native development environments such as Kubernetes can be ready in just one day, and standard databases are up and running within an hour.

In addition to driving simplicity and flexibility, the Fujitsu Service Hub offers highly efficient cost management in a highly scalable, secure and compliant manner. It essentially allows customers to provide and use modern IT services as easily as placing an order in an online shop.

Looking ahead, Morpheus Data and Fujitsu plan to further develop the Fujitsu Service Hub to provide ongoing support for customers who are continuing on their digital transformation journey. Platform users will benefit from faster access to innovative technologies and simplified hybrid IT management, giving them the time to concentrate on what they do best - running their core business.

PARTNERSHIP AND ADVICE FOR OTHERS

Don't run blindly into automation. Develop a clear strategy on driving automation and selecting hybrid cloud management and self-service tools. Having defined that strategy start the automation journey right away and take time with its adoption.

Select a tool with built in integrations and an extensible plug-in SDK. Fujitsu utilised the Morpheus built-in library of 100+ codeless integrations and its extensible plug-in framework.

Work hand-in-hand with your cloud management partner. Fujitsu worked as a team with Morpheus, continually sought their input, and influenced the company's roadmap.

'Aspire to automate everything and monitor automation deployment. Track the number of blueprints generated and how often they're used in relation to the total number of systems installed. That identifies Fujitsu's level of automation.' Andre Hennig, Head of Hybrid IT, Fujitsu.

Learn more at www.morpheusdata.com

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MORPHEUS