

The Fujitsu Group is a leading provider of customer-focused information technology and communications solutions for the global marketplace. Fujitsu helps its customers achieve success by delivering pace-setting device technologies, highly reliable computing and communications products, and a worldwide corps of systems and IT consulting services experts. Writer Monica Mehta spoke with Richard McCormack, Senior Vice President, Marketing, Fujitsu Computer Systems Corporation, about how Fujitsu helps drive down the total cost of ownership by providing superior products and service, and implementing green data centers.

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IN POSITION



Building Business Through the Sustainable Enterprise

Q *Why do customers choose Fujitsu for their Oracle solutions?*

A The first reason people choose Fujitsu is platform. Fujitsu has a very wide range of solutions and platforms that run on Oracle, provide great reliability, and are readily scalable. The second reason people choose Fujitsu is because they are looking for some kind of assistance, especially around virtualization or total cost of ownership reduction, through our FlexFrame for Oracle offering. Lastly, customers continue to repeat-buy from Fujitsu based upon the excellence of our IT consulting services capability. Fujitsu has a very specific IT consulting services relationship with Oracle. Being an Oracle Certified Advantage Partner allows us to work together to deliver a one-stop, end-to-end solution for customers, providing them with hardware, IT consulting, and software.

Q *Fujitsu is known to be a high-tech leader in environmentally conscious practices. What are some of your latest green initiatives?*

A At the end of August, Fujitsu became the first information technology company to implement a hydrogen fuel cell to generate our own electricity and drive our data center. This energy-efficient solution helps the environment by reducing our CO2 emissions considerably. Also, Intel Corporation recently presented Fujitsu with the Most Innovative Server Award. The award was for one of Fujitsu's small office servers that can run Oracle's applications and database products. This server consumes very little power and has the lowest carbon footprint in the industry, which means it's extremely environmentally sensitive.

Q *What is your advice for customers looking to invest in enterprise solutions?*

A My first piece of advice is to do the total cost of ownership (TCO) analysis up front, and really understand what the TCO will be for a specific solution. It's very important that customers be able to see how much business benefit they're going to get from a solution. I would suggest working with a trusted partner such as Fujitsu to come up with a TCO statement.

My second piece of advice is to make sure the solution customers are considering is built in a very redundant, available way. Make sure the solution will not interrupt the business operation. Fujitsu sells systems frequently into environments that are mission critical, and we are seeing that these days, even more applications are being considered mission-critical. The availability of these applications is absolutely important.

Lastly, be environmentally sensitive. It is worth talking to your partners and your vendors about driving down cost in the data center through various green data center initiatives. Companies can save a lot by deploying computing solutions that have low power requirements, create low emissions, and do not generate much heat. That results in direct cost savings for the customer in an Oracle environment.

—Richard McCormack, Senior Vice President, Marketing, Fujitsu Computer Systems Corporation

“As the world's third largest IT services provider, Fujitsu has a global reputation for delivering intelligent IT solutions. Fujitsu invests over \$2 billion in research and development annually, so our customers have the advantages of emerging technologies and the smart thinking behind them.”