

# Fujitsu and Oracle Take the Lead in Green IT

*Fujitsu, a pioneer in information technology and communications, creates limitless opportunities for customers to prevail in their marketplaces. Fujitsu has always been deeply committed to environmental responsibility, sponsoring vital programs and activities around the world. Oracle spoke with Fujitsu Senior Vice President, Marketing, Richard McCormack about Fujitsu's progressive green initiatives.*



Senior Vice President, Marketing,  
Richard McCormack

**Q:** *What is the first step for a large enterprise in moving to a greener, more cost-efficient data center?*

**A:** At Fujitsu, we believe the first move is undertaking a comprehensive inventory of the systems already in place. Frequently, those who are running a large data center can be so involved with day-to-day responsibilities that they may be unaware of their own total asset picture. Documentation

may have become obsolete and inaccurate, so it's important to understand what you have and what it does—because each unnecessary piece of equipment costs you money. By disposing of assets in an environmentally responsible way, you open the door to great benefits for your bottom line and the environment. Virtualization and consolidation may uncover underused assets—but you needn't await server virtualization to power down inefficient equipment.

**Q:** *Should IT take the lead in guiding an organization's plans to go green?*

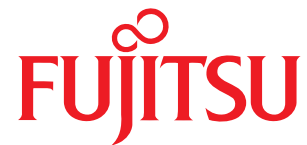
**A:** Since the data center is often the most significant user of power in a company, it's ideally positioned to lead the way in saving power and demonstrating environmental awareness and responsibility. The IT manager definitely has the goal to reduce power consumption, but even greater benefits can be attained by setting recycling goals, reducing lighting, and lowering air-conditioning levels. Rather than being defined as a glutton of energy consumption, IT and the data center can be the heroes in reducing overall usage.

**Q:** *What is the latest green joint offering from Fujitsu and Oracle?*

**A:** Oracle and Fujitsu have developed an important, progressive joint offering called FlexFrame® for Oracle—the first dynamic IT solution based on Oracle grid technology, giving companies a bridge to grid computing and increased business agility. FlexFrame for Oracle uses intelligent automation and virtualization to reduce costs and increase service quality, creating the infrastructure for service-oriented architecture. This approach lets customers drive down energy costs and improve the availability and performance of Oracle services. Customers enhance their usage profile through virtualization and shared components. All Oracle services are managed by a control center. Servers are switched on only when required—rather than wasting energy in “idle mode.” Companies deploy resources only when they need them, while using fewer servers to meet their various service-level agreements.

## “Fujitsu and Oracle now offer a total integrated data center solution to reduce energy consumption by up to 70 percent.”

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



Fujitsu Computer Systems Corporation

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**HIGH ENERGY-EFFICIENCY:**  
A Fujitsu PRIMERGY TX120 tower server with a Dual-Core Intel® Xeon® UP processor uses up to 40 percent less power than previous towers.

**COOL-SAFE TECHNOLOGY:**  
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Computerworld magazine's "Top Green IT Vendors" list (Fujitsu is currently number 5 on that list). Energy Star® has stepped up with new server and data center compliance standards. Additional resources include the independent electronic product environmental assessment tool, which ranks a product's environmental safety.

**Q:** *What can I expect in terms of energy savings and reduction of total cost of ownership?*

**A:** Companies are now selectively powering down servers to save money and reduce environmental impact. By employing FlexFrame for Oracle, a company reduces energy consumption by as much as 70 percent versus a non-FlexFrame environment.

This reflects the ability to have

Oracle applications brought up and down in 15 minutes across a pool of energy-efficient server blades. Nobody else can do that. In addition, FlexFrame can be automated and self-managed, so you lower maintenance costs and free IT personnel for other projects.

**Q:** *How do I learn more about green initiatives for the data center?*

**A:** Consult [ClimateSaversComputing.org](http://ClimateSaversComputing.org), which evaluates how well a company conforms to best standards and practices. Additionally, Green Grid, on the server blade side, offers advice on greening the data center. Environmental organizations will thrive and benefit if only vendors, customers, and individuals participate, so we encourage that.

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**Q:** *What is a CSR, and does Fujitsu have one?*

**A:** A corporate sustainability report (CSR) defines and tracks the fulfillment of a company's environmental goals and initiatives. As a proof point, such a document is invaluable. Nowadays, the business landscape is filled with "greenwashing"—companies that insist they're environmentally committed when that may not be the case. With a corporate sustainability report, you can see the truth in black and white. At Fujitsu, we have had a deeply committed and well-documented environmental program in place since 1993.

**Q:** *Why should I care if my vendor is green?*

**A:** Buying from a green supplier might not be enough to meet actual governmental compliance requirements, so a company is wise to get ahead of the curve in addressing compliance issues. Purchasing from vendors that can make and keep you compliant as standards become mandatory is simple and smart. Find out how green your vendor is by referencing