

Fujitsu Enterprise Store

Turn Your IT into a Cloud Service Broker

The **Fujitsu Enterprise Store** is your self-service portal for IT services in the cloud. In your corporate store, you can offer virtual machines and storage as well as Web-based business applications. The integration platform for IT services guarantees for high flexibility, low costs, and a rapid, standardized provisioning of services.

Cloud Service Broker for IaaS and SaaS

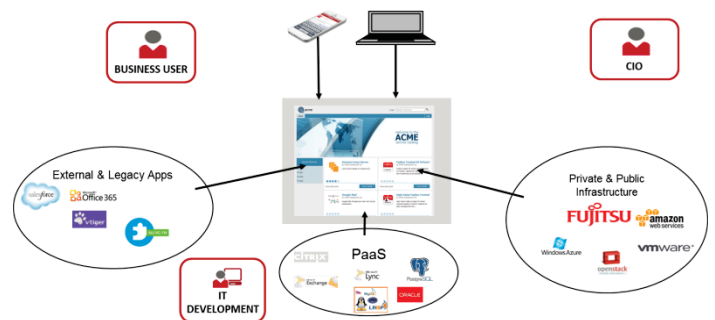
More and more companies achieve significant cost savings by using cloud services in their IT departments and business units. The focus is on the following areas:

- IaaS – Infrastructure resources provided “as a service” in the private or public cloud
- PaaS – platforms to enable DevOps in the private cloud
- SaaS – Software for end users provided “as a service” in the private or public cloud

By increasingly leveraging the advantages of cloud services, IT departments take over new responsibilities in provisioning and administrating IT services. At the same time, the cloud opens up considerable opportunities for offering comprehensive service portfolios in the company. To promote and keep pace with this development, the IT departments turn into cloud service brokers (Gartner) or cloud brokers (Forrester).

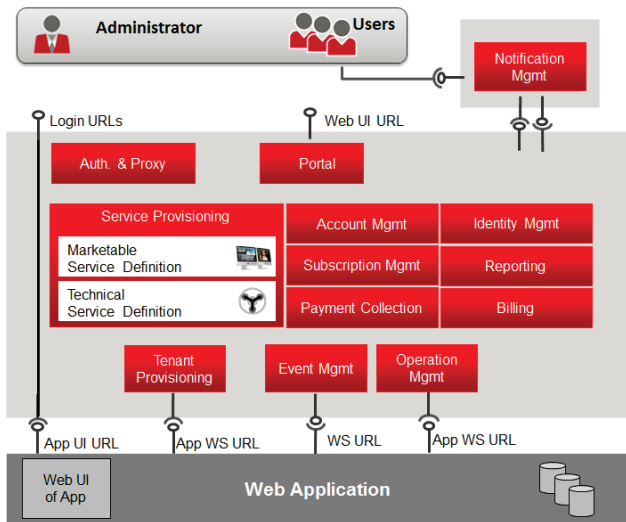
The Fujitsu Enterprise Store is the platform that enables your IT department to take on the role of a cloud service broker in your company. The Fujitsu Enterprise Store forms the basis for your in-house cloud store, offering IT services on a marketplace that is fully customized to your corporate design.

The service portfolio offered by a company’s IT department ranges from in-house infrastructure and resources from external providers to proprietary applications and third-party software.



For provisioning the infrastructure, the IT department uses typical virtualization environments (e.g. OpenStack, VMware, or XenServer). External providers (e.g. Fujitsu with its new MetaArc Platform, Amazon Web Services and Azure) can help to compensate temporary infrastructure constraints or fulfill specific requirements. The Fujitsu Enterprise Solution Store is compatible with OpenStack. Thus, external providers are ideally suited to complement the infrastructure portfolio.

The Fujitsu Enterprise Store is based on the open source product Open Service Catalog Manager (OSCM). Users can download and try the OSCM software for free (see <http://openservicecatalogmanager.org>).



Predefined integration modules allow you to quickly and easily integrate infrastructure components and business applications into your store. Only minimum effort is needed to extend your service portfolio by different kinds of software applications that can be integrated into your store.

Service-specific parameters can be used by customers to tailor their services. They can be published to the store by the IT department or with the help of Fujitsu's professional services. The process to integrate, publish and maintain services is optimally supported by the Fujitsu Rapid Onboarding Center (see <http://rapidonboarding.fcip.global.fujitsu.com>).

The Fujitsu Enterprise Store provides a flexible administration interface for defining service offerings. A service definition specifies the usage charges, customer discounts, or parameters and options that can be selected by users (e.g. number of files or memory size). As soon as a service is defined, it is available for subscription throughout the company. The service provider is fully transparent to prospective users. Users can browse the IT portfolio, search for services, and access information on service features and user experience. They can see the services they have subscribed to and are always informed about the costs that have incurred so far. A subscription to a service may trigger an approval process. As soon as the subscription is approved, for example, by a superior or a cost center manager, users can start working with the service online. The Fujitsu Enterprise Store allows them to directly access a service without additional login to the application (single sign-on). Users can upgrade a service (e.g. for more

storage or additional features) as well as terminate a subscription if the service is no longer needed.

The usage charges for all services a user has subscribed to are calculated in the Fujitsu Enterprise Store and can be made available to internal accounting systems (e.g. SAP). The price model that is used for calculating the charges is specific to each service. The calculation may take into account the usage period, the number of users, or specific service parameters (e.g. consumed CPU time or number of application transactions). The Fujitsu Enterprise Store software also forms the basis of the Fujitsu Cloud Services Management. Combined with further Fujitsu Cloud Services Management modules like monitoring, backup or service desk you can obtain your own store "as a service" from Fujitsu and integrate it into your infrastructure by VPN. Alternatively, your store can be installed and integrated in your company's own infrastructure. The Fujitsu Professional Services team guarantees for a smooth rollout and a high level of user satisfaction right from the beginning.

Your Benefits

- One-stop self-service portal for subscribing to IT services
- Cost reductions in provisioning and maintaining business services by means of a homogeneous architecture
- Builds on existing provisioning layer of virtual infrastructure
- Right-sizing and de-provisioning of cloud resources
- Immediate reaction to shifts in usage patterns (e.g. re-org)
- High flexibility and reduced time-to-market for new services
- Increased transparency in service usage and a clear focus of the IT investment
- Enterprise-grade technical support



Products and Services

- Fujitsu Enterprise Store (Fujitsu Software Enterprise Service Catalog Manager)
- Fujitsu MetaArc with Cloud Services Management
- Fujitsu Professional Services
 - System configuration
 - Service integration
 - Training and operation

Contact

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