



Fujitsu
Service Provider Store
Market your SW
in the Cloud

The **Fujitsu Service Provider Store** is your eCommerce platform to sell IT services in the cloud. In your corporate store, you can offer virtual machines and storage as well as Web-based business applications or collaboration services. The integration platform for IT services guarantees for enhanced customer experience, flexible payment, multi-tier sales models, and a rapid, standardized provisioning of services.

Fujitsu Service Provider Store

Comprehensive Cloud Infrastructure Services, for example Fujitsu Trusted Public S5 or Fujitsu Backup as a Service, provide a sound basis for any Independent Software Vendor (ISV) when turning business applications into flexible service offerings and operating the business applications in a secure and scalable manner. Once deployed to the Cloud, the ISV is only five steps away from monetizing his service offerings with the Fujitsu Service Provider Store.

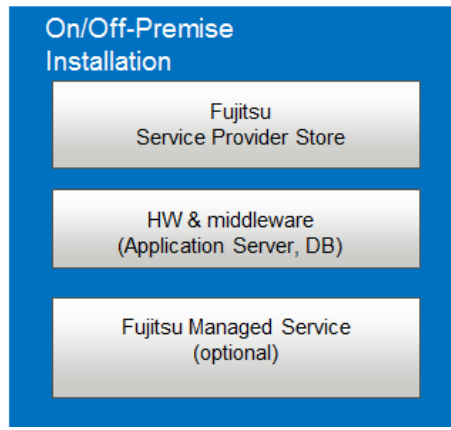
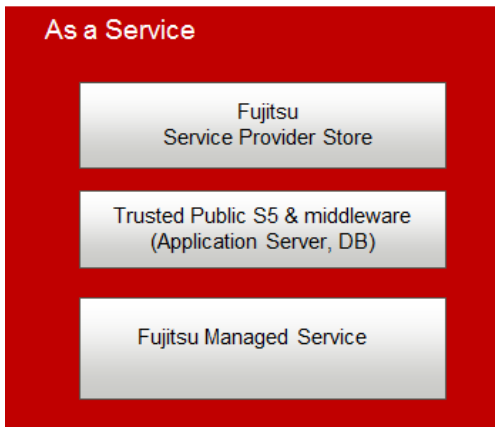
Sourcing and Configuring the Store

The Fujitsu Service Provider Store is a global service offering which is delivered from Germany. It can be sourced in two different ways:

- As a ready-to-go managed service hosted in Fujitsu Cloud.
- As on/off-premise installation in the ISV's environment with the option of leveraging Fujitsu's remote 24x7 operations.

Both ways allow for a flexible alignment with the ISV's investment.

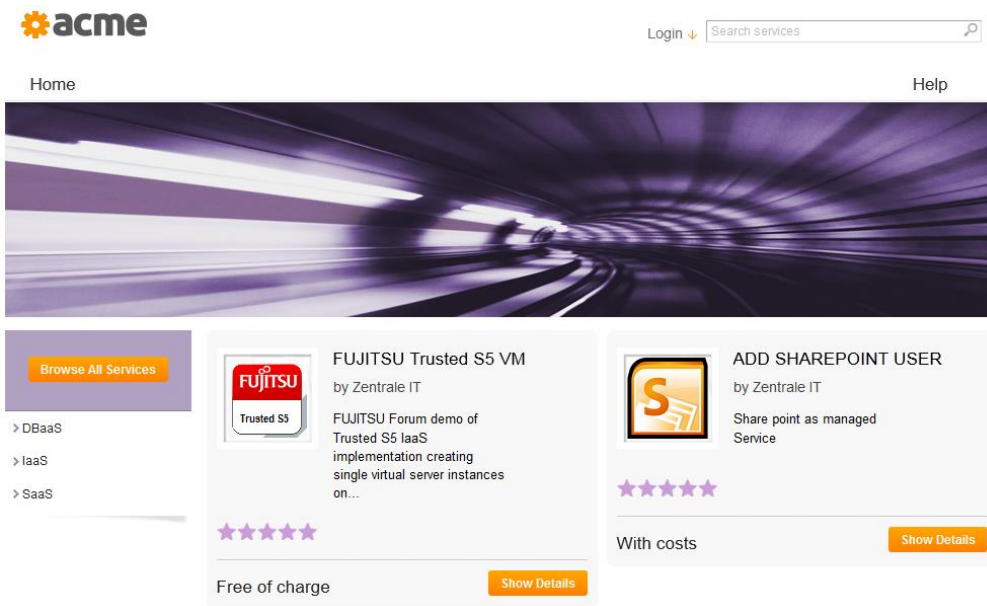
The services in the store are offered on a utility basis. In addition to a basic fee, the ISV only pays for the functionality that is used (e.g. the number of registered end customers).



The Fujitsu Service Provider Store is configured for a seamless integration with the ISV's enterprise systems:

- Customer accounts for logging in to the store can be synchronized with the ISV's access management system or CRM system.
- Information for customers on their booking status or optional booking approvals is sent via the ISV's mail backend.
- Customer orders can be tracked in a CRM system.
- Billing data can be sent directly to an ERP system or to an external payment service provider (e.g. Heidelpay or PayPal).
- The ISV's service desk can be directly linked to the store for opening customer requests.

The branding of the Fujitsu Service Provider Store can be customized to the ISV's corporate identity. The following example is the result of a small customization effort.

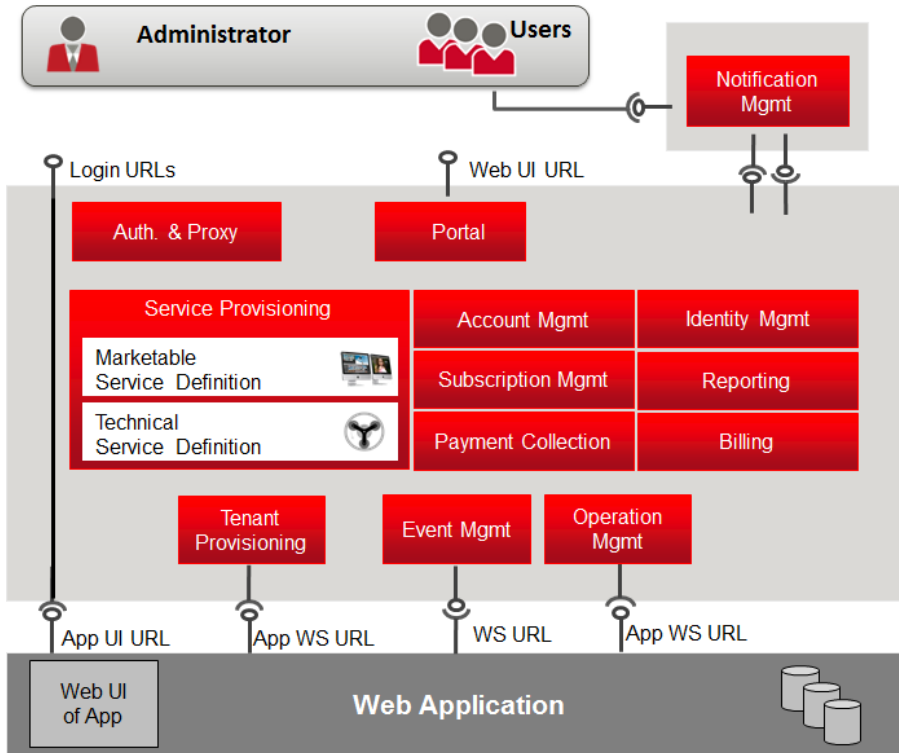


Integrating Service Offerings

To deliver the services of the ISV to customers on demand and with low effort, all necessary provisioning tasks can be triggered automatically. Automated provisioning can, for example, be used to:

- Create a tenant on a platform that is shared between different customers (multi-tenancy).
- Create a separate instance of the platform on dedicated virtual servers within a flexible Cloud environment.
- Add, remove, or modify users or user settings for the ISV's services.
- Add, remove, or modify optional service features within one customer tenant.

Manual tasks can be integrated seamlessly to completely maintain the ISV's delivery processes.



Additional integration capabilities considerably reduce the operation costs of customers and enhance the customer experience for the ISV:

- They allow customer administrators to execute activities on their services without the need to raise requests at the ISV's service desk, for example, to reset CPE devices or to restart customer-related processes in the Cloud.
- They provide detailed status information on services to the customers.
- They redirect the customer login directly to the ISV's service from the Fujitsu Service Provider Store without further authentication (single sign-on).

All integration capabilities are based on open standardized interfaces. Fujitsu has already integrated widely-used service offerings in the area of IaaS (e.g. OpenStack, Amazon Web Services, Fujitsu Trusted Public S5, VMware, or Microsoft HyperV), PaaS (e.g. Exchange or Glassfish), and SaaS (e.g. Salesforce, Symantec, Citrix XenApp, or more than 30 vertical applications for German business users).

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>).

Fujitsu Service Provider Store is also released as open source product Open Service Catalog Manager (see <http://openservicecatalogmanager.org>). Users can download and try the software for free.

Publishing Attractive Service Offerings

Based on the technical integration of the services, the ISV's product management can define customer views for the offerings. This includes:

- Sales descriptions of the services with SLAs, features, and teasing views
- Service options
- Pricing and priced options (e.g. monthly charges, charges per user, or charges per conference)
- License agreement (if applicable)

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Improve customer service

Overview (All prices excl. VAT)

Charging conditions

Currency: EUR
Charges based on: Month
One-time fee: 150.00
Recurring charge per subscription: 250.00
Recurring charge per user: 0.00

Parameter prices

Description	Value (minimum - maximum)	Price per user	Price per
Instance name *	<input type="text"/>	0.00	0.00
Additional Disk Size **	<input type="radio"/> No Disk	0.00	0.00
	<input type="radio"/> 20 GB	0.00	20.00
	<input type="radio"/> 50 GB	0.00	50.00
	<input type="radio"/> 100 GB	0.00	100.00

Establishing Flexible Charging and Payment

There are different ways for charging customers for using a service. When integrated with the ERP system of the ISV, invoicing might be a natural option. Billing-relevant information on the service ordering and service usage is automatically transferred from the Fujitsu Service Provider Store to the ERP system. As an alternative, for example, for SME customers, CT-MG provides an interface to online payment service providers who allow for electronic payment like, for example, Heidelpay (<http://www.heidelpay.de>).

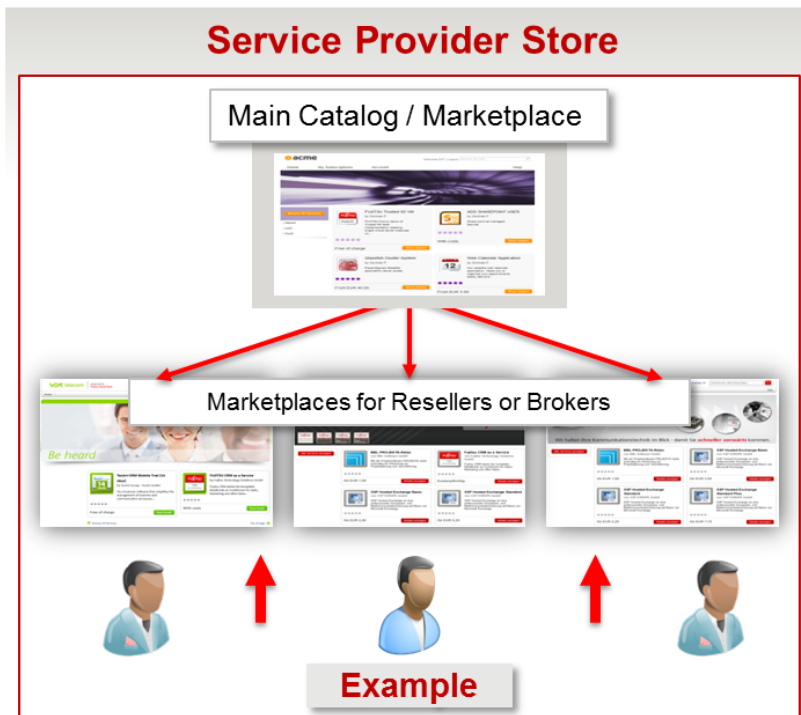


The payment-critical customer data is entered and stored securely at the payment service provider site. The Fujitsu Service Provider Store only maintains a reference to these customer payment records.

Leveraging Partner Sales to Generate Additional Revenue

When selling more complex Cloud services, local system integrators of customers or other partners are a powerful channel to address the customers' needs on local service competence.

In the Fujitsu Service Provider Store, each sales partner can have its own marketplace. The ISV can decide which partner sells which service offering and determine the charges and the revenue shares.



The Fujitsu Service Provider Store supports the following sales models to address partner sales:

- A reseller can offer and sell services defined by the ISV applying his own terms and conditions. The reseller maintains the contract with the customer.
- A broker can support the ISV in establishing relationships to customers by offering the ISV's services. The ISV maintains the contract with the customer.

Contact

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