



CUSTOMER CASE STUDY

A private cloud solution to power Fujitsu's transformation



An innovative approach to managed services transforms Fujitsu's digital operations.

BUSINESS

Fujitsu General offers air conditioning solutions delivering performance and efficiencies for both residential and commercial customers.

CHALLENGES

An ageing unreliable infrastructure delivered Fujitsu General poor performance, outages, security vulnerabilities, reduced innovation, productivity, and a lack of confidence in the accuracy of the systems.

SOLUTION

Rackspace® Private Cloud Powered by VMware®

OUTCOME

A fully managed cloud solution with 100% uptime and confidence with the server infrastructure. Fujitsu General's Innovation team can now dedicate their resources to value-generating initiatives leaving administration, maintenance and monitoring to Rackspace.

Fujitsu General is one of Australia's leading vendors of air conditioning solutions for retail and commercial customers. Fujitsu focuses its research and manufacturing strengths into one core area, resulting in the world-class, market-leading air conditioning products produced today.

As well as creating energy efficient and well-designed products, Fujitsu also offers a comprehensive service network with offices, warehouses and service technicians in all major capital cities across the country.

INFRASTRUCTURE TRANSFORMATION FOR BUSINESS INNOVATION

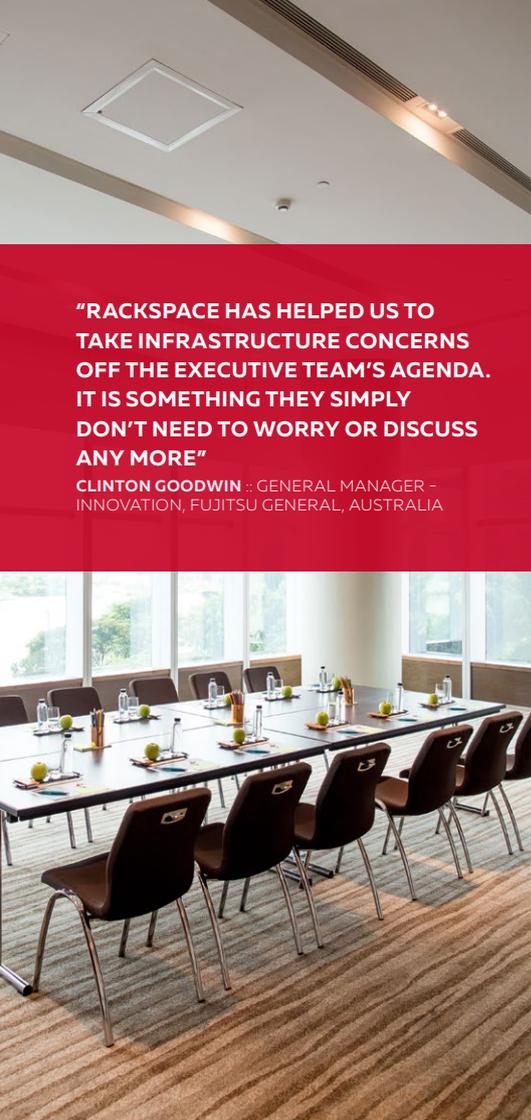
When Clinton Goodwin, General Manager for Innovation, was charged with creating an innovation roadmap, his first port of call was to review the enterprise infrastructure stack to ensure it could cope with the strategic needs of the business.

"Our ability to execute on our strategic aims is intrinsically linked to digital transformation. We needed to enable staff, customers and suppliers through agile information systems with a high level of end user engagement."

"WE SPOKE TO SEVERAL PROVIDERS BEFORE RACKSPACE ENTERED THE PICTURE. NONE OF THE OTHERS GAVE US THE CONFIDENCE THAT THEY COULD MEET OUR SPECIFIC REQUIREMENTS."

CLINTON GOODWIN :: GENERAL MANAGER - INNOVATION, FUJITSU GENERAL, AUSTRALIA

"However, our in-house ESX infrastructure was over seven years old, implemented poorly, operating well beyond its estimated lifetime with limited in-house skills to support



“RACKSPACE HAS HELPED US TO TAKE INFRASTRUCTURE CONCERNS OFF THE EXECUTIVE TEAM’S AGENDA. IT IS SOMETHING THEY SIMPLY DON’T NEED TO WORRY OR DISCUSS ANY MORE”

CLINTON GOODWIN :: GENERAL MANAGER - INNOVATION, FUJITSU GENERAL, AUSTRALIA

the environment and no formal standard operating procedures. It was a hindrance to the execution of business strategy and constraining the business’s ability to innovate” said Clinton.

It was also affecting the company’s day-to-day operations and business continuity. “Poor reliability was a constant concern for the executive team. The system outages and the slow performance in general caused our staff to lose confidence in the accuracy of the systems and it affected productivity.

Fujitsu General decided upon a managed private cloud solution for their internal requirements. Clinton wanted a proven service provider with a track record for meeting commitments for uptime to take on all management and administration responsibilities below the application layer and to structure the roles in his team around enabling innovation.

HONESTY, TRANSPARENCY AND PERFORMANCE

Fujitsu General had a clear idea of what they needed from a hosting partner and went to market with their requirements.

“We spoke to several providers before Rackspace entered the picture. None of the others gave us the confidence that they could meet our specific requirements.

The Rackspace Fanatical Support® promise was compelling; having a dedicated support team that delivers on the agreed proactive service offer without the need to escalate was important to us.

I was also impressed with Rackspace transparency; the team was crystal clear on its service delivery promise and gave me commercial certainty on expenditure. The team showed me their industry standards-based data centre so I could see with my own eyes that Rackspace lived up to its marketing promise,” said Clinton.

Fujitsu General moved to a Rackspace Private Cloud Powered by VMware utilising dedicated dark fibre technology from the Fujitsu General head office to the Rackspace data centre along with alternate routes to ensure that mobility workers and its national branch network can continue to operate without a reliance on head office.

Since moving to a hosted cloud, Fujitsu General has transformed its infrastructure and IS environment. “We have experienced 100 per cent uptime, up from approximately 92-94 per cent prior to the migration, with very few performance issues. Managed services such as backup and intrusion protection services are performed reliably and change requests are implemented promptly and effectively,” said Clinton.

ADDING VALUE THROUGH FANATICAL SUPPORT

While the performance and reliability of the environment has been the primary success metric, the way in which Rackspace works with Fujitsu has also been important according to Clinton.

"I have been really impressed with the approach that the Rackspace team takes. The responsiveness from the dedicated Rackspace team is second to none. They are available around the clock and whoever I call owns the issue, nothing gets passed off to someone else. I trust them to do what they say they will do, which means I haven't needed to hire in the skillset to oversee or manage them. My team can focus on more strategic, value-add activities," said Clinton.

"I trust the Rackspace team to meet their commitments, and they do."

"Whenever anything has cropped up, Rackspace has responded in an outstanding manner. I can't recall a time when they haven't been able to implement one of our requests, and they always recommend alternative, better solutions when needed.

The Rackers go the extra mile to understand our needs. For example, they now provide me with a detailed quarterly report so



"EVERYTHING RACKSPACE SAID THEY WOULD DO HAS BEEN DELIVERED. WE TRUST THEM TO LOOK AFTER THE ENVIRONMENT WHILE WE TACKLE OUR BUSINESS GOALS, CONFIDENT THAT IF WE NEED ANYTHING CHANGED OR ANY PROBLEM ARISES, RACKSPACE WILL BE ON TO IT QUICKLY AND EFFICIENTLY."

CLINTON GOODWIN - GENERAL MANAGER - INNOVATION, FUJITSU GENERAL, AUSTRALIA

I can get a feel for the heartbeat of the environment. That level of support is vital for us," added Clinton.

"From day one, the level of professionalism and consistency of support has been excellent. Even now that we are an established client, they still offer the same support we received as a new customer."

ABOUT RACKSPACE

Rackspace, the leading multi-cloud managed services company, helps businesses tap the power of cloud computing without the complexity and cost of managing it all on their own. Rackspace engineers deliver specialised expertise, easy-to-use tools, and Fanatical Support® for leading technologies including AWS, Google, Microsoft, OpenStack, Oracle, SAP and VMware. The company serves customers in 150 countries, including more than half of the FORTUNE 100. Rackspace was named a leader in the 2017 Gartner Magic Quadrant for Public Cloud Infrastructure Managed Service Providers, Worldwide and has been honored by Fortune, Forbes, and others as one of the best companies to work for. Learn more at www.rackspace.com/en-au or call us at **1-800-722-577**



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