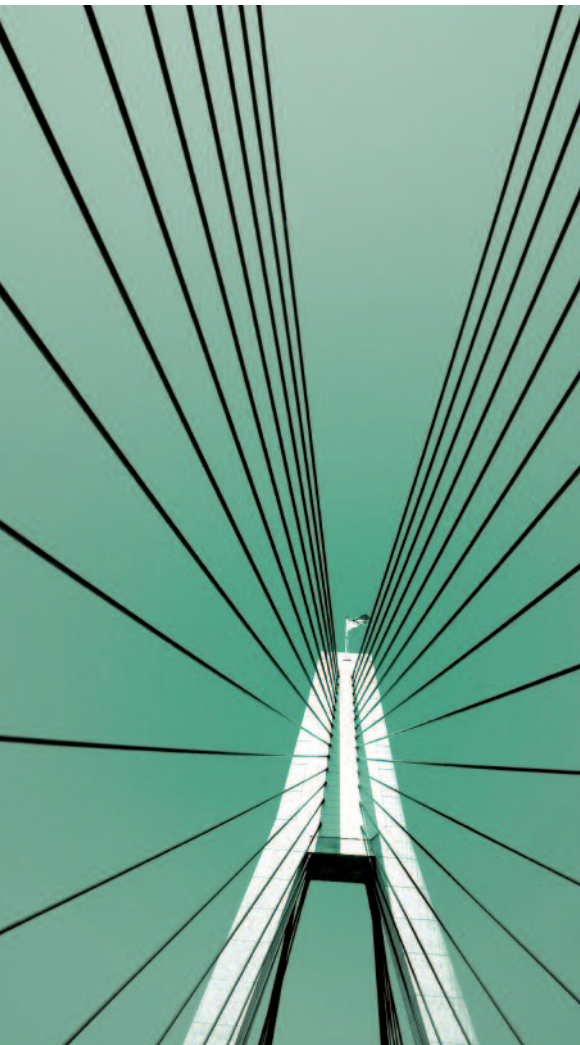


Expanding IT Strategies Successfully: Dynamic Data Center™ Services

We offer our customers quick and reliable help to achieve tailored dynamic IT infrastructure. With its Dynamic Data Center (DDC) Services, Fujitsu Siemens Computers offers extensive technological, business, and project management expertise. Customers receive optimization concepts and a successful implementation on the basis of defined quality targets, timetables and cost structures.



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The key points in brief

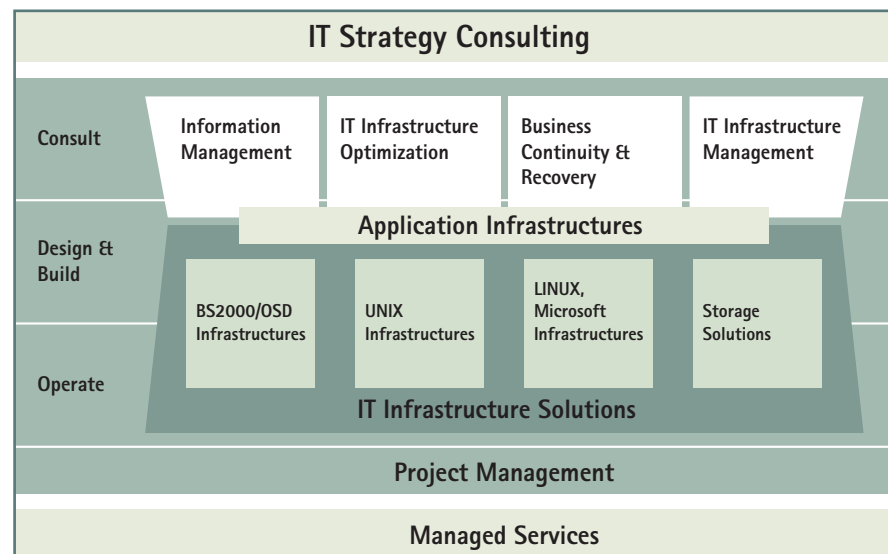
Customers who already rely on dynamic IT solutions for SAP®, Terminalservices or Oracle environments confirm that the Dynamic Data Center™ from Fujitsu Siemens Computers increases flexibility, efficiency and quality in data centers. This leads to significant improvements in both cost-effectiveness and delivered service levels. For IT management these solutions speak the clear language of optimization. However, this raises several important questions for IT managers: How can such improvements be achieved with dynamic IT solutions? How can we measure the potential ROI of such solutions? How can these solutions be implemented quickly and efficiently? And above all, how can we minimize risks when migrating to these dynamic environments?

Success factor number 1: Fujitsu Siemens Computers focuses on those areas of IT infrastructures where particularly great potential lies untapped.

Success factor number 2: Dynamic IT solutions offer an outstanding foundation for high-quality implementation, since they are pre-integrated and pre-configured.

Success factor number 3: With its DDC Services, Fujitsu Siemens Computers helps customers develop and implement tailored optimization concepts. The particular benefit of this offering: The service portfolio is geared to risk-free implementation of dynamic IT projects in a short time. Even SAP infrastructures can be consolidated, from planning to going live, within a few weeks—and that means great efficiency and effectiveness in project planning.

Efficient and effective:
The DDC Services portfolio is geared to risk-free implementation of customized dynamic IT solutions delivered in the shortest possible time.



The Dynamic Data Center™ delivers innovation with measurable value added

Whatever the industry, enterprise or organization: IT is one of the most vital instruments in existence for boosting productivity and growth. However, there is an increasing focus on its own effectiveness and efficiency.

In the face of global competition, the value added generated by business processes is defined primarily by the ability to reflect changes rapidly and shape them actively, as well as to support business processes efficiently and reliably. Yet complex IT infrastructures act as a brake: Too many human resources are tied up and most of the IT budget is required for ensuring that they are kept running. As the leading European IT vendor, Fujitsu Siemens Computers sees it as its responsibility to show its customers a way out of this dilemma.

Studies have revealed that around 80 percent of installed servers are only utilized to an extent of 20 percent or less.

The Dynamic Data Center™ is an entirely new concept for optimizing existing IT infrastructures. This concept helps IT organizations achieve more effectiveness and efficiency with service-oriented architectures based on business processes and Service Level Agreements (SLAs).

Such infrastructures require virtualization of the resources deployed and the automation of tasks within the data center. Yet that alone is not enough; a further crucial factor is combining hardware and software, creating practical solutions that integrate existing processes and technologies seamlessly. This demand is addressed by "dynamic IT in a box," i.e. pre-configured solutions with outstanding functionality. In developing these, Fujitsu Siemens Computers concentrates on areas where particularly large potential for optimization has been identified: Infrastructures for SAP- and Oracle-based business processes and environments for mail services, terminal services or data backup, also in environments where diverse resources can be virtualized by deploying technology such as VMware.

Server and storage pools, virtualized infrastructures and intelligent automation can slash total cost of ownership by up to 60 percent¹, as our extensive experience with FlexFrame™ for mySAP™ has shown.

Virtualization providing unprecedented opportunities for real optimization

One of the hottest topics in IT today is virtualization. Everyone is talking about it, everyone would like to reap the benefits that such technologies offer. However, in most data centers there is a lack of skills, both to really estimate the real return on investment (ROI) achievable and to design, build and operate these complex solutions.

1) BearingPoint 2004

It is not only the problem of the initial deployment that proves to be a headache, but more importantly the migration of existing data and applications to the new platform. Without a clear understanding of the technology, delivering effective optimization is problematic, to say the least. With more than 30 years of experience in mainframe computing, where virtualization plays a major role along with new solutions based on the Dynamic Data Center™ strategy, Fujitsu Siemens Computers offers its customers this kind of expertise—and the assurance that projects will be completed successfully. Added value delivered by Fujitsu Siemens Computers means:

- There is a clear ROI in such projects.
- Dynamic IT infrastructures can be implemented gradually and reliably.
- The focused approach enables projects that yield measurable benefit.
- Customers can successfully tackle challenges quickly.
- And thanks to the architecture of solutions for the Dynamic Data Center, they also create the future-proof basis for adaptive, economical and reliable IT services.

All this is ensured with our full range of DDC Services. Fujitsu Siemens Computers offers extensive technological, business, consulting, design and build expertise for developing customized optimization concepts. This is offered in a strong project management package that uses standard methodologies to implement them successfully on the basis of defined quality targets, timetables and cost structures.



Services for DDC: Identifying potentials and leveraging them systematically

Reduce total cost of ownership for IT services by 30, 40 or more percent by relatively simple means, yet be able to respond better to changes in business processes, customer demands or new business requirements. How can that be done?

With innovative, service-oriented solutions and a service portfolio that ensures they can be implemented optimally to suit the customer's individual needs profile. Fujitsu Siemens Computers pools its extensive industry, business process and integration expertise and more than 30 years of experience in managing sophisticated data center projects in its DDC Services. Together with the latest developments and know-how from real-world scenarios, this background forms the basis for a best practice model that enables Fujitsu Siemens Computers to identify and exploit the potentials in existing IT infrastructures systematically—quickly, reliably and transparently for everyone involved and, above all, geared to produce results.

Reliable know-how transfer

Fujitsu Siemens Computers is, for example, an SAP Global Technology Partner, SAP Service Partner (in Germany), Oracle Certified Advantage Partner, Microsoft Gold Certified Partner, VMware Reseller Gold Partner and EMC Service Alliance Partner

Our service portfolio for the DDC provides support for rapid and reliable translation of business requirements into useful dynamic IT solutions. We help with developing and implementing custom strategies, and the further development of existing infrastructures. The following subject areas are addressed:

- IT infrastructure solutions
- Information management
- Virtualization
- Migration of existing systems
- IT infrastructure optimization
- Business continuity and recovery
- IT infrastructure management
- Business Transformation Services

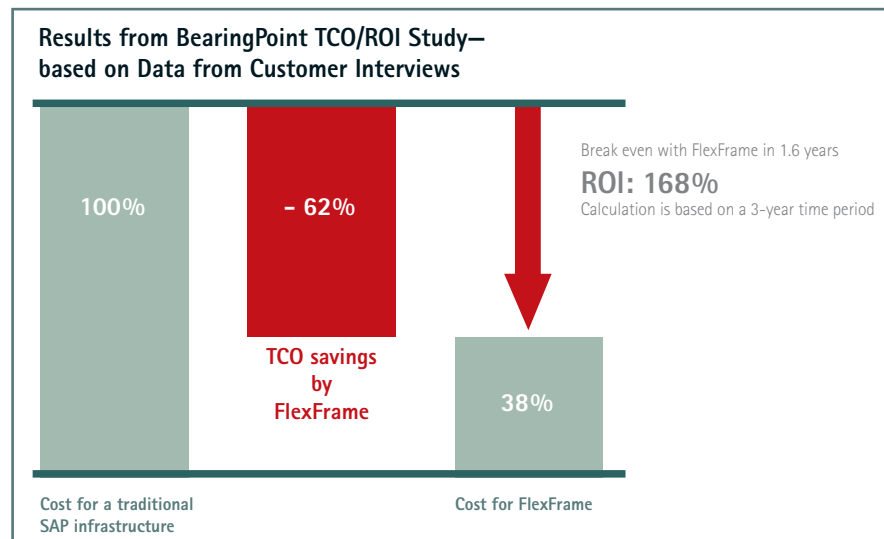
Consulting: Developing new strategies

What is the ideal balance between performance needs and performance capacity? And how can it be achieved? Especially when requirements keep on changing.

In short, what is needed is future-proof IT strategies that increase and ensure the return on investment for the long term and at the same time maintain the quality of data center services in the short term. Consulting services from Fujitsu Siemens Computers support this process even before the actual infrastructure project begins. Business Transformation Services focus on the following questions:

- What concepts or methods are available to reduce my IT costs?
- How can I get the most efficient IT services for my business?
- Which strategy is right for me so that I can satisfy my business requirements and manage my IT optimally?
- How can the transformation be carried out successfully while still keeping it affordable?

Among other things, recognized guideline figures are determined for the ROI of such projects. These are not only important as a basis for customer decisions, but are also used later for results-based measurement allowing the review as to whether the expected results are actually achieved.



- Consulting**
- Business Transformation Services
 - Strategy management
 - ROI services
 - Risk evaluation and mitigation
 - Process management
 - Management and control systems
 - Supplier and customer management

Dynamic IT solutions offer better service quality and efficiency. Analyses of FlexFrame for mySAP Business Suite show that, depending on the particular situation, overall costs can be reduced by more than 60 percent, with a return on investment within just under two years.

Workshops to define objectives kick off the cooperation and supply the basis for measuring the benefit of an action and creating the greatest transparency from the outset. The focus here is on business requirements, existing processes and legal aspects relating to data protection and data security. The resultant overall profile is the framework for developing the IT strategy and technological concepts. When it comes to developing new strategies,

this holistic perspective ensures that the impact of possible changes on business is recognized early on, so that risks are minimized and opportunities are exploited optimally. A major contribution to this is made through the management of supplier and customer interfaces, support of the transformation process at the organizational, process and personnel level, and a quality management system that permits results-based controlling of the IT area both in technical and economical terms.

Fujitsu Siemens Computers service portfolio

IT projects of any size are complex, both in the development stages and in the final deployment. At Fujitsu Siemens Computers we provide a complete range of services designed to take the risk out of IT infrastructure projects.

We help right from the beginning: by working with our customers right from the initial concept development stage, we can ensure that the project runs smoothly. Our consulting packages help you decide if the project is worth doing at all. We cover the complete value chain, right up to the operation and maintenance of the solution over the complete life-cycle. Not all our services are suited for every project, but by selecting those that deliver real value, you can reduce costs and risks at one stroke.

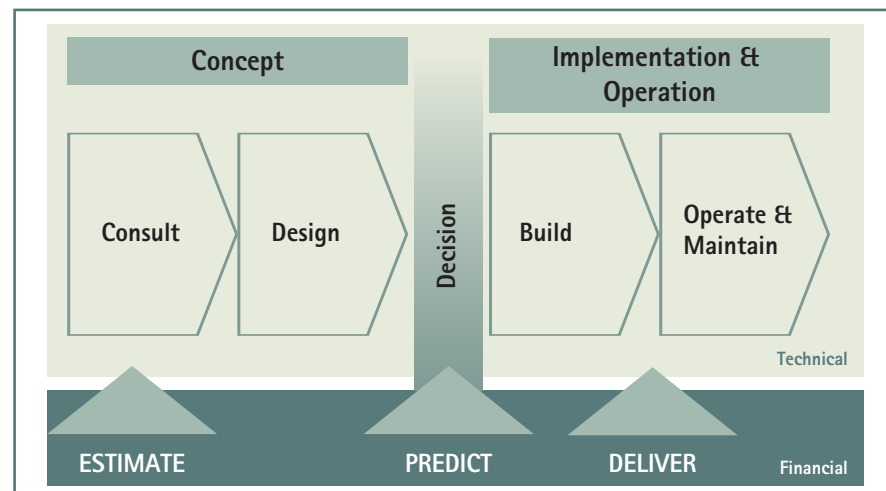
	Consult	Design	Build	Operate	Maintain
Technical IT Infrastructure Services			Assured Delivery		
	Customer Briefing		Hardware Installation		
	Configuration & Sizing		Solution Implementation	Solution Services	
	Solution Preview	Solution Specification	Upgrade Services	Go Live Services	
	Inspection Services Tool-based Assessment	Migration Specification	Migration Services	Customer-specific Training	
	Strategy Workshop	Inspection Services Tool-based Modeling	Inspection Services Tool-based Verification	Operational Services	
	IT Infrastructure Assessment	Operational Specification	Operational Implementation	Hardware and Software Maintenance Services	
	Solution Concept		Audit Services		
	Project Management			Service Level Management	
	Financial TCO and ROI Services				
ROI Estimate		ROI Predict		ROI Deliver	
TCO/ROI Evaluation					

Dynamic IT solutions can be implemented quickly, with an eye toward value added:
The Fujitsu Siemens Computers service portfolio covers the entire lifecycle of a solution.

Defining the ROI—Return on Investment Service

How will a new IT strategy impact business? Will investing in a dynamic IT solution pay off? The ROI service supplies concrete answers to these questions regarding the cost structure, cost development and net return on investment of IT infrastructure projects. These key figures can be determined for all server, disk storage and backup projects—regardless of the platform or vendor. In addition, special ROI services are available to match the requirements and project situation:

- ROI Estimate enables customers to assess the financial effects of an IT project at the earliest possible time.
- ROI Predict permits a detailed evaluation of how the project is proceeding and precise forecasts of the return on investment.
- ROI Deliver supplies reliable forecasts to permit accurate controlling of the project.



ROI services support the planning and implementation of IT projects to ensure success.

Project management: Ensuring smooth technology transfer

A particular obstacle in every project is translating the needs profile into applications that address these needs—all the more so given the fact that more than one supplier is usually involved. The same applies on the customer side.

Based on previous project experience, the quality of service delivered by an IT vendor is the most decisive factor for 85 percent² of all IT managers.

That is why our professional project management is indispensable in ensuring that the defined objectives are achieved in the defined framework. ITIL-certified project managers are this important link in implementing solutions for the Dynamic Data Center. They manage the project on the basis of cost structures, timetables and quality targets, in a focused and transparent fashion for everyone involved, with the support of the Competence Centers.

Combined expertise

To ensure that IT innovations can be incorporated in current projects as quickly as possible, Fujitsu Siemens Computers has established a series of Competence Centers (CCs) that support customer projects by offering the latest know-how. Here are a few examples:

- CC Applications pools the expertise on leading business applications from companies such as SAP, Oracle, i2, etc., and drives the development of optimized environments.
- CC Solutions integrates its own and partners' innovations in dynamic IT solutions for Solaris, Linux and Windows environments.
- CC Enterprise Application & Business Process Integration develops concepts and offerings for rapid and low-cost integration of existing applications in new solutions and for application innovation and development.

The development of innovative solutions for the Dynamic Data Center™ and their seamless integration in existing IT infrastructures is facilitated by our longstanding, strategic partnerships with EMC, VMware, Intel, Microsoft, Oracle, SAP and others. For example, there has been a close relationship with SAP for more than 25 years.

Locally, nationally, globally

- Direct contact persons in 27 countries in Europe, the Middle East and Africa
- Competence Centers for enterprise solutions
- Demo Centers for storage solutions

2) Metrinomics "DDC Survey 2005"

Design and Implementation: Realizing innovation quickly and reliably

"The solution is just right" is a simple statement. Yet many details have to be tuned perfectly to each other to arrive at it.

Since they are pre-configured, dynamic IT solutions offer an excellent basis for high-quality implementation. This is ensured with DDC Services by a precisely coordinated design and implementation offering that allows customers to eliminate potential risks in transferring business-critical environments and achieve a new infrastructure solution and associated management processes that provide high efficiency and effectiveness. The following describes a number of service offerings that are representative of other projects and have proven their value in the consolidation of SAP infrastructures with FlexFrame for mySAP in numerous projects:

Design of the solution

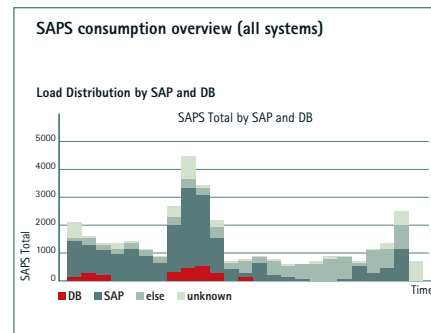
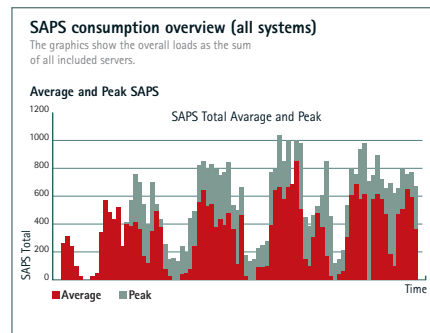
SystemInspection: Analysis of the existing SAP infrastructure supplies important information on the sizing of the new solution.

Sizing: The concept for the servers, storage and network infrastructure is designed on the basis of the data obtained and the forecast for medium-term development of load requirements and data volumes.

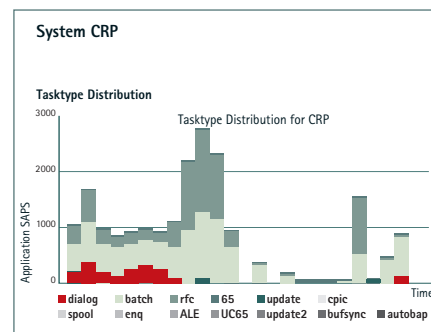
Rules and policies: Dynamic IT solutions require a rethinking process, since many administrative tasks can now be automated. Fujitsu Siemens Computers helps ensure that all aspects are taken into account and that homogeneous processes are achieved.

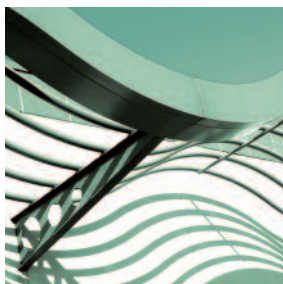
Design & Build

- Solution design
- Implementation strategy
- Customizing
- Rollout
- Testing/compliance services
- Software licensing



IT solutions that are designed to meet the customer's requirements: Fujitsu Siemens Computers uses proven methods in all phases of a project, from consulting to implementation, to achieve this objective. Expertise for consolidating SAP environments is provided through SystemInspection Services and related offerings that support precise analysis of IT infrastructures without disrupting daily data center operations.





Implementation strategy

Migration: Certified SAP services ensure quick and smooth switchover to the new infrastructure solution—with a particular focus on database migration.

Test and compliance services

Extensive validation of the new infrastructure solution, including hardware and software testing, examination of the functioning of virtualization and automation mechanisms, stress tests, process check and documentation.

Assured delivery

Our assured delivery services ensure that deployment of the final solution is totally trouble free. We build your system exactly to your requirements in our solutions center. We fully install and configure down to the last cable, nut and bolt. Everything is then fully tested before the complete system is packed and delivered to its final destination. The system is ready for use when it arrives—just plug it in and start working. This pre-installation commissioning saves you both time and money. You can be sure that the system is complete; everything is configured to your specifications and the cost of deployment is reduced considerably.

IT financing: Flexible financing for innovation

As much as strategies differ from customer to customer—the final solution must be open to future technological developments and also stay within individual budgets.

Fujitsu Siemens Computers develops IT financing solutions for the Dynamic Data Center™ with Siemens Finance & Leasing GmbH, one of the best-known providers of business-to-business financial services.

Fujitsu Siemens Computers offers additional flexibility here thanks to innovative concepts for IT financing, reflected in lower total cost of ownership and greater competitiveness. Here are a few examples:

Capacity on Demand: Server and storage capacities are automatically activated or deactivated to reflect demand. Advantages: Secure, reliable and dynamic increase in capacities to cope with unexpected or cyclical peak loads cheaply, without additional investment.

Migration Plan: This is a combination of innovative financing models that pave the way for IT consolidation, with an in-depth technical audit of the existing base, proposals for gradual or complete migration, including scheduling and the implementation roadmap, as well as buying out, remarketing or disposal of the existing equipment. Advantages: Costs are made calculable and handling easier, competitiveness is strengthened, yet the TCO is cut at the same time.

International Master Lease Agreement: Specifically for companies operating internationally, a global master agreement and its national adaptations ensure uniform terms and conditions throughout the world and reduce the administration overhead.

Operate and Maintain: Deploying dynamic IT solutions profitably

**Ensuring high quality of service and cost-effectiveness in operation:
DDC Services offer the right options for this, too.**

For example, service packs or service contracts for high availability of business-critical, dynamic environments with consistent national and international service levels. Or lifecycle management for planned further development of the solution or on-demand services for upgrading servers and storage systems during operation. A key aspect for managing dynamic IT solutions also involves training employees, which also ensures, for example, that the Adaptive Services Control Center (ASCC™) is used optimally from the outset. Whether it is customized training, support with short response times, proactive services or managed services—with its service network, Fujitsu Siemens Computers makes a further contribution to greater flexibility, efficiency and reliability in data centers: Internationally and close to the customer.

Operate

- Service packs
- Service contracts
- Lifecycle management
- On-demand expansion
- Training
- User support

- Worldwide service network with 85,000 employees
- Help desks in local languages in 27 countries
- 1,200 preferred partners throughout the world

