Cisco and Fujitsu: Creating Infinite Possibilities Through Innovation and Collaboration
A Strong Alliance, A Strong Solution, Infinite Possibilities

The Cisco and Fujitsu strategic alliance delivers innovative products and solutions to service provider and enterprise customers worldwide. Combining superior technology depth, market knowledge, and industry expertise, the alliance meets the demanding needs of our customers. We strive to develop innovative technologies and breakthrough solutions to help our customers attain leadership positions in their respective markets.

Leadership

Our customers expect innovation. The power of Cisco and Fujitsu together is reflected in the innovative solutions we develop and deliver that produce new business opportunities for our shared service provider and enterprise customers worldwide. We are proud to have such a longstanding alliance with Fujitsu, a leading provider of IT and communications solutions. And by partnering with Cisco and folding Cisco high-end equipment into its product line, Fujitsu will be able to address a greater range of our customers' needs.

John Chambers
Chairman and CEO, Cisco

Along with the evolution of IT, our customers' needs have been diversifying dramatically. Cisco, a leading IP network technology company, is an important partner for us to provide optimized solutions. Fujitsu and Cisco have been successfully collaborating in the service provider and enterprise markets. By further combining the unique strengths under a shared vision, the two companies will be able to deliver innovative solutions and services for our common customers around the globe.

Kuniaki Nozoe
President, Fujitsu Limited
Infinite Possibilities for Collaboration

By working together, Cisco and Fujitsu offer significant and differentiated value to our customers through agility and increased speed to market. Our service convergence increases flexibility and scalability and facilitates the efficient and profitable delivery of voice, video, and data services. The alliance also provides operational efficiency through converged networks that integrate disparate networks, resulting in a more efficient, cost-effective common infrastructure with simplified support.

In addition, together we deliver enhanced business continuity and quality assurance, working closely to help ensure the highest availability and superior business functionality. With our combined resources, the Cisco and Fujitsu strategic alliance is able to provide world-class networking products and support and faster response to customer requirements.

Cisco, as the worldwide leader in networking for the Internet, brings extensive and superior knowledge of how networking has been used to solve customer problems on a global basis. In addition, Cisco is a documented and recognized market leader and innovator in IP and advanced solutions.

Fujitsu, as a global leading provider of ICT solutions and services, produces innovations for customers with its leading-edge technologies and customer-focused approach. Fujitsu addresses problems of worldwide customers with its global network of research and development, manufacturing, and services operations.

Fujitsu and Cisco have been successfully collaborating in delivering differentiated solutions for service provider and enterprise customers. By integrating the technologies and experiences of both companies, we are engaged in jointly developing the Cisco IOS XR Software operating system. The Joint Development Steering Committee (JDSC) is working to accelerate development of features critical to our shared customers.

An Award-Winning Alliance

The Association of Strategic Alliance Professionals (ASAP) announced that the Fujitsu/Cisco Alliance has been selected as a 2008 Alliance Excellence Award winner in the category of Individual Alliance Excellence. ASAP is the leading global professional association dedicated to the formation and practice of strategic alliances. They provide a forum to exchange alliance best practices and resources.

The ASAP committee was impressed with complexity and broadness of the alliance and the management and governance processes in place to effectively manage a very sophisticated alliance. Some of the attributes that the committee found particularly noteworthy included:

- Full value chain alliance spans product development, quality, services, and sales
- Breadth of solutions delivered through the alliance
- Managing cultural diversity on a global scale
- Performance and impact of the alliance as a model for best practices

The award-winning Fujitsu/Cisco alliance is focused on delivering unprecedented value to meet the demanding needs of our customers.
Based on the alliance’s success in Japan, Fujitsu and Cisco are substantially expanding our geographical areas of collaboration. In the Asia-Pacific region and China, Fujitsu has been rapidly enhancing its operation as a regional networking integrator and pursuing strong synergies by combining Fujitsu’s IT and services capabilities with Cisco’s networking technologies. Fujitsu, as a Cisco Multinational Partner, is serving local and regional customers in several countries throughout the region. Fujitsu is also one of a few select Cisco TelePresence Advanced Technology Partners (ATPs) in both Asia-Pacific and Japan.

Cisco and Fujitsu are actively collaborating in Europe. With Fujitsu Siemens Computers, a joint venture between Fujitsu and Siemens AG, we have extended our reach into the data center throughout Europe. The Cisco and Fujitsu Siemens Computers alliance brings together network, server, and storage elements, integrating data center solutions based on a common architectural framework. Together the alliance enables customers to reduce data management costs and complexity through advanced security, high availability, fabric intelligence, investment protection, and advanced functionality.

Cisco also partners with Fujitsu Services in Europe, headquartered in the United Kingdom. Cisco and Fujitsu Services are working closely on several strategic initiatives around technology innovation. These initiatives are initially focused on unified communications and data center solutions and will use the Fujitsu TRIOLE™ methodology to provide market-leading and differentiated managed services offerings for major public and private sector customers across Europe.

The Cisco and Fujitsu strategic alliance combines technology depth and market knowledge to address today’s service provider and enterprise customer needs while developing innovative technology for future services.

**Collaborating Across the Globe**

The strategic collaboration between Cisco and Fujitsu sustains our global vision across regions in Japan and Asia-Pacific, including China and Europe as primary focal points. Our joint solutions allow our customers to better manage risk, lower costs, and accelerate growth while meeting the challenges of today’s rapidly changing business demands.
A Strong Alliance, Innovative Solutions
Together, Cisco and Fujitsu are enabling service provider and enterprise customers to achieve sustainable, profitable new business models based on the delivery of revolutionary new services across intelligent, integrated networks.

Fujitsu and Cisco Solutions

Service Provider
Cisco and Fujitsu enable service providers to connect customers with services; to connect those services with networks; and to connect those networks with each other in an integrated, transparently managed, and uniform infrastructure. The alliance builds intelligent, extensible, and efficient packet-based IP next-generation networks for service providers, helping to lower total cost of ownership and improve operational efficiencies.

Fujitsu’s IT Strategy, TRIOLE
Fujitsu has created TRIOLE: a process for creating industrialized IT infrastructures and services, making them more efficient, more reliable, quicker to implement, and easier to change. Cisco continues to work with Fujitsu to assure that all TRIOLE solutions have state-of-the-art networking technologies.

High-Quality Medical Information Systems
Through intensive system verification testing, Fujitsu and Cisco collaborate to provide a reliable, high-quality network-integrated electronic clinical record system. Fujitsu and Cisco will continue to address new medical requirements, supporting change to the IT environment in the medical field.

Finance Solution Template
To meet the Center for Financial Industry Information Systems (FISC) regulations, Cisco and Fujitsu have created a joint solution responding to increased security needs in financial institutions.

Unified Communications
Optimized person-to-person communications are available today through integrated mobility solutions, Cisco TelePresence, and more.

Cisco TelePresence
Fujitsu is one of very few certified multinational corporations working with Cisco to deliver communications solutions that allow our joint customers to benefit from tools that improve productivity and reduce travel costs.
Fujitsu Siemens Computers and Cisco Solutions

Dynamic Data Center Server
Fujitsu Siemens Computers PRIMERGY Servers with integrated Cisco Ethernet blade switches.

FlexFrame for SAP
A fully integrated solution for SAP Adaptive Computing environments with LAN, SAN, and security technologies from Cisco.

CentricStor
Long-distance disaster resilience for enterprise data. Full compatibility with Cisco infrastructure, management, and security.

Optical Connectivity for Data Centers
Fast and reliable data center mirroring over long distances. Transport capacity growth with existing optics.

Dynamic Data Center Services

Unique Services Delivery Approach

Cisco and Fujitsu enjoy a unique services delivery approach, based on customer choice — always. The joint services team is driven by a close working relationship, committed to our mutual customers and helping ensure a high-quality end-to-end process. Jointly focused on customer success as the overriding objective, the services alliance has been able to provide improved responsiveness at the local level.

Close collaboration on the design of joint services offerings, which combine the strengths of Fujitsu’s Life Cycle Management Services and Cisco’s portfolio of Lifecycle Services, is resulting in an overall set of solutions that are differentiated from competitive offerings. In addition, the alliance takes advantage of local delivery capabilities from both Cisco and Fujitsu, significantly extending customer reach. Services continue to be a critical component in the Cisco and Fujitsu alliance relationship, leading the way to higher value proposition attainment within our large customer base.

Our Commitment to Quality

Cisco and Fujitsu are focused on delivering superior value through our quality products and services. From the inception of the alliance, quality continues to be a highly prioritized initiative. A joint quality team was formed to help oversee and manage quality-related operations. Working side by side, the Cisco and Fujitsu joint quality team (JQT) continually strives to help ensure and improve product quality and field quality for both our jointly developed and co-branded products and other products delivered by Cisco.
Our Green Initiatives: For a Better Planet

Cisco and Fujitsu are committed to working together long-term to develop more efficient solutions that benefit our customers while adhering to both companies’ green initiatives.

Cisco’s green initiative addresses our planet and the people who inhabit it while facing many environmental challenges—with climate change perhaps the most serious and pressing. Cisco is helping to alleviate these problems by making our operations and products more earth-friendly. In addition, we believe that communications technology can play a central role in reducing the greenhouse gas emissions that contribute in large part to global warming. We are developing technologies that are designed to help curb—and which ultimately might help reverse—the current climate trend.

Fujitsu recognizes that environmental protection is a vitally important business issue. By utilizing its technological expertise in the IT industry, we seek to contribute to the promotion of sustainable development. In addition, while observing all environmental regulations in their business operations, Fujitsu is actively pursuing environmental protection activities on its own initiative. Through individual and collective actions, Fujitsu continuously strives to safeguard our rich natural environment for future generations.

Both Cisco and Fujitsu share a deep concern and commitment to protecting our increasingly fragile environment. Together, we are using the power of the alliance to benefit customers and do our part for the environment. The alliance is committed to delivering truly innovative, environmentally aware solutions.
Fujitsu and Cisco: Infinite Possibilities for Our Customers’ Success

Since our alliance’s inception, Fujitsu and Cisco have focused on delivering superior value through our comprehensive customer-focused IT, communications, and networking solutions for the global marketplace. Working with the unmatched combination of Fujitsu and Cisco means our customers can better manage risk, lower costs, and accelerate growth while meeting the challenges of today’s rapidly changing business demands. With Fujitsu and Cisco you will benefit from global resources with local focus, comprehensive solutions and services, and excellent attention to quality.