The right cloud for the right workload

Marketing assets
to drive your sales

FUJITSU

Start

Fujitsu Hybrid Cloud: The right cloud for the right workload

In times of continuous and often unpredictable change, organizations need to be able to adapt immediately to business disruptions. In other words: they need to be digitally resilient.

A key enabler of digital resilience, hybrid cloud unlocks a more agile, successful, scalable and sustainable business future. Many organizations recognize the significance of hybrid cloud infrastructures and look to outside partners to help them find the best possible workload placement options and mix of systems and platforms.

This marketing toolbox helps you to guide customers through the decisions. It is a complete suite of material to capture interest, build trust, strengthen your reputation as a knowledgeable partner, and drive your business with Fujitsu Hybrid Cloud solutions:
• Visuals and banners that raise awareness and capture attention
• Flyers and overviews
• Infographics to visualize the story
• Detailed reads
• Insight views from Fujitsu Global Market Intelligence
• Social media copybook

Join forces with Fujitsu to bring your customers the best solution for their digitally resilient future.
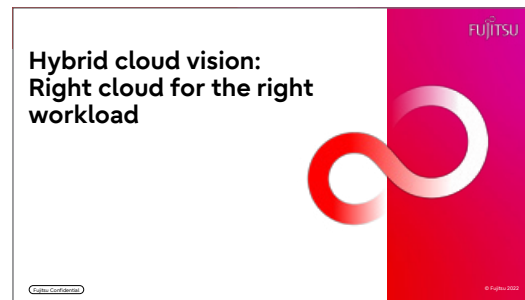
Good luck with your marketing!

Fujitsu's cloud vision

Introducing the concept and theme

A striking visual and two highly informative presentations introduce the topic, describe the need and outline the solution journey.

Find more details on our
Channel Partner Page here.

**Overview presentation:
Fujitsu Hybrid Cloud Vision**
20+-slide presentation on why digital resilience is so important **right now,** keys to hybrid cloud success, and how to achieve hybrid cloud vision. Includes 4 case studies.

**Customer presentation:
Right cloud for the right workload**
In-depth presentation (35+ slides) on why hybrid cloud is imperative and how to develop and implement HC vision, with a focus on Kubernetes.

Key Visual
A striking visual-only presentation of the campaign theme, "The right cloud for the right workload".

Attention and engagement: social media and newsletter

This content serves to engage with Hybrid Cloud solutions in more detail – from selected posts on social media to start the story, to a newsletter that explains the value proposition of Hybrid Cloud with Fujitsu.
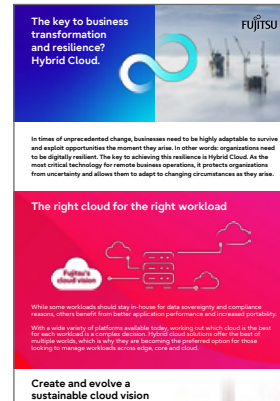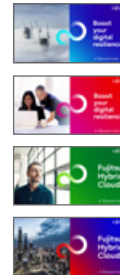
Online banners
The banners in a range of formats have the same theme as the key visual and include brief promotional copy. Use them to highlight your communication.

Social media copybook
The posts touch on various aspects of Fujitsu Hybrid Cloud messaging. The copybook also includes images to combine with posts.

HTML newsletter
Use the newsletter to promote Hybrid Cloud solutions to your customers via mail and encourage them to engage.

Exploring the challenges: short and long reads

Use this content to explore typical challenges that customers will have when moving to Hybrid Cloud, and to highlight the solutions that will enable customers to operate Hybrid Cloud effectively in their organizations.

Infographic: The right cloud for the right workload
Why is choosing the 'right cloud for the right workload' so critical to successful cloud strategy? This infographic explains.

Brochure: Your one-stop-shop for Hybrid Cloud vision
This 2-page overview explains why customers should look to Fujitsu solutions for their Hybrid Cloud vision.

White paper: Hybrid vision for digital transformation
How should organizations define their hybrid vision for digital transformation? This paper is a step-by-step explanation.

Exploring the challenges: short and long reads

IDC Infobrief 2022
This presentation examines the key areas to consider when building a resilient hybrid cloud environment to deal with future challenges.

IDC Infobites 2022
A shortened version of the IDC Infobrief 2022, with just the essential aspects to building a resilient hybrid cloud environment.
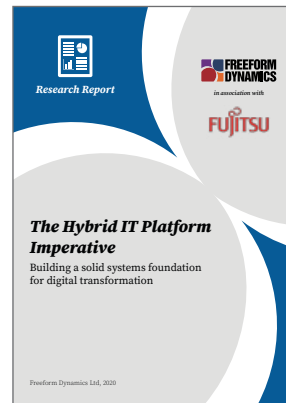
Visual storytelling: reports and infographics

Information-packed, yet concise and digestible formats
present the Hybrid Cloud story in visualized facts & figures.

IDC Infobrief 2021
16-page digest supporting the hybrid cloud/digital resilience story with a wealth of facts and market insights.

Report (FFD): Hybrid IT user survey
Report of an in-depth, worldwide survey of 800+ IT professionals in organizations, with visualized findings that reveal the best practices top performers follow.
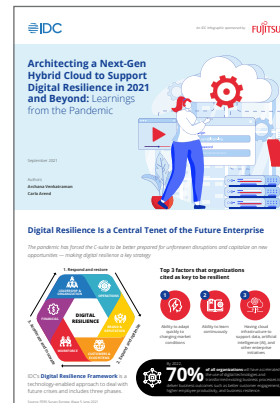
Infographic (IDC)
The story of digital resilience and hybrid cloud as its key enabler, told against the backdrop of the pandemic and visualized in a concise overview.
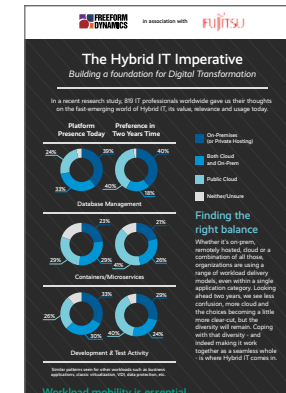
Infographic: The Hybrid IT Imperative
This infographic is a summary of what companies expect of Hybrid IT. It presents the results of a survey of IT professionals.

Quick reads: information snapshots

Use this material to offer customers a coffee-break-length read: a quick tour of Hybrid Cloud with Fujitsu, and engaging blog posts by Fujitsu experts to highlight the challenging question of workload placement.
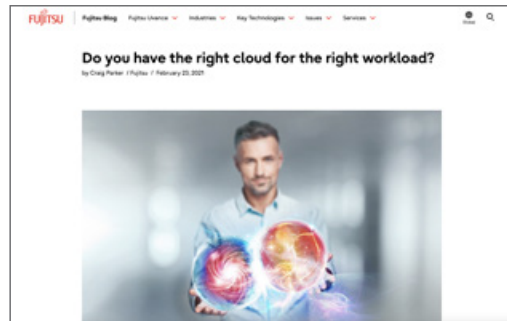

Blog: Do you have the right cloud for the right workload?
If getting workload allocation right is such a challenge, how can organizations make migration easy? This article looks at the Fujitsu strategy.

Blog: Why and how of workload placement
The big challenge: workload placement. This article explains the Why and How of choosing which workloads to migrate to the cloud.
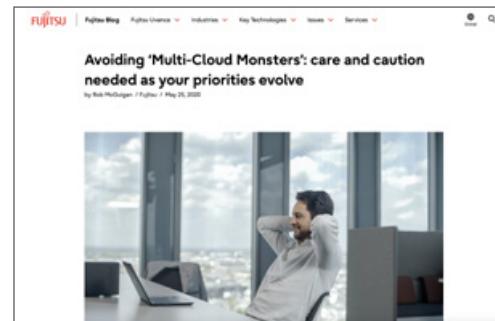
Blog: Avoiding 'Multi-Cloud Monsters': care and caution needed as your priorities evolve
Article on how to address the main pitfalls of multi-cloud scenarios: cost, disruption, security.

Quick reads: information snapshots

Blog: Multi-Cloud – Business innovation, technical challenges
A closer look at identity provision and DNS in multi-cloud scenarios.

IDC Blogs 2022
A collection of blogs outlining the various steps to take when building a resilient, governed and optimized hybrid cloud.

The power of film: Hybrid Cloud videos

An essential part of the marketing toolbox, videos are an effective way to explain complex concepts.
They're also proven to build trust with viewers and drive sales.

Hybrid Cloud Starter Kit for VMware
Short (1 min) video that outlines the scope of the Hybrid Cloud Starter Kit for VMware offering: Perfect for customers who just start their cloud journey.
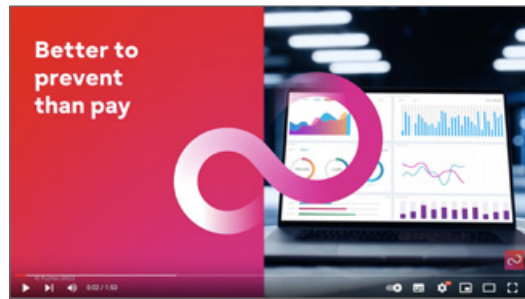
Fujitsu's strategy against ransomware
A Fujitsu product manager explains why ransomware attacks can affect any organization and how Fujitsu's data-driven strategy (visualize – protect – detect – recover) provides a powerful countermeasure.
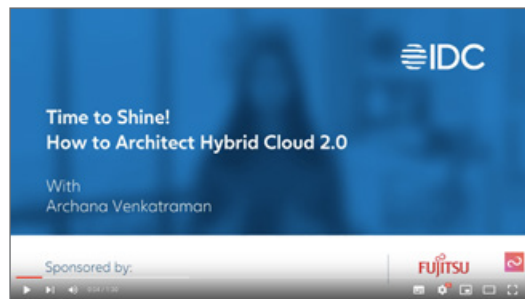
Fujitsu/IDC analyst video 1: Hybrid Cloud intro
Support your marketing with expert knowledge: Archana Venkatraman, Associate Research Director, IDC, explains the importance of Digital Infrastructure based on Modern Hybrid Cloud.
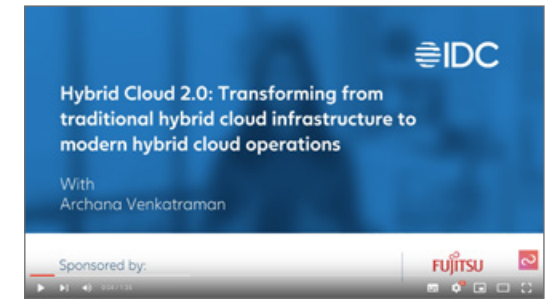
Fujitsu/IDC analyst video 2: Hybrid Cloud 2.0
More expert knowledge to support your communications: transforming from traditional hybrid cloud infrastructure to modern hybrid cloud operations.
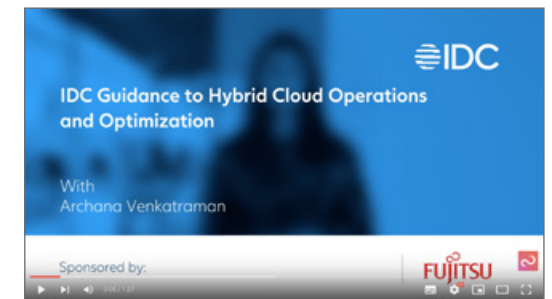
The power of film: Hybrid Cloud videos

Fujitsu/IDC analyst video 3:
Hybrid Cloud for business resilience
The third in our series of expert videos with Archana Venkatraman, Associate Research Director, IDC, explains how to architect Hybrid Cloud 2.0 to boost business resilience.
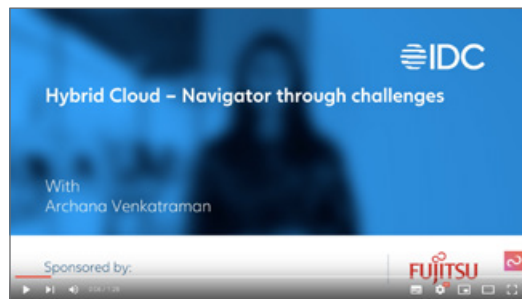
IDC view: Hybrid cloud –
Navigator through challenges
A brief round-up of the challenges and paths to follow when setting up a hybrid cloud environment.
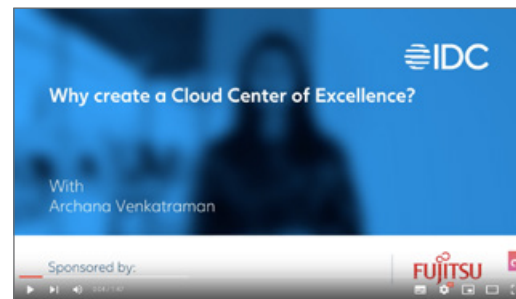
IDC view: Why create a
cloud center of excellence
Improving performance, governance and security are just a few of the reasons for setting up a CCoE.

IDC guidance to hybrid cloud
operations and optimization
Data and operational silos, governance and security concerns, cost and a lack of skills are all concerns when optimizing a hybrid cloud environment.

# The power of film: Hybrid Cloud videos
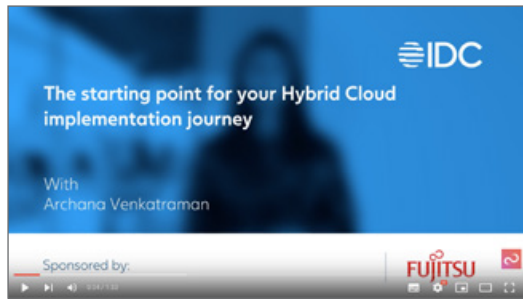
IDC view: The starting point for your hybrid cloud implementation journey
A data center that hosts core workloads is the starting point for many organizations on their hybrid cloud implementation journey.
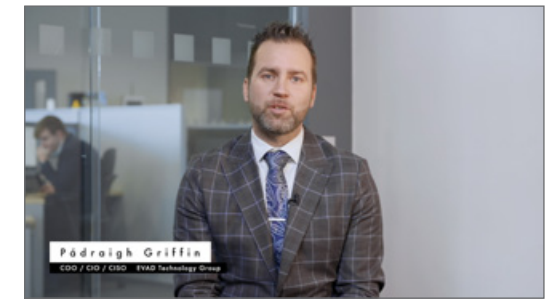
EVAD Case Study
A key consideration when evaluating a hybrid cloud solution is what SAS apps and public cloud platforms one should integrate with on premise infrastructure.
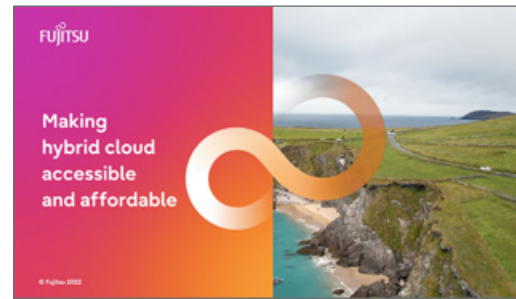
EVAD Testimonial
Our customer explains how the partnership between Fujitsu and his company benefits all involved, including their customers.

EVAD Promo Video
Our customer explains how CX lab is a virtual workshop designed to allow the participant to make informed decisions on what cloud solution is best for them.

The power of film: Hybrid Cloud videos

VMware Case Study
Our customer explains the importance of choosing reputable hardware and software vendors that have previous experience working together.
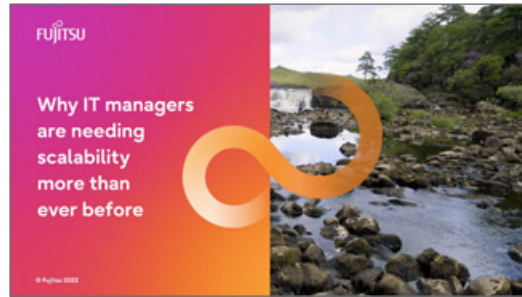
VMware Testimonial
Our customer gives a resounding endorsement of VMware as the partner of choice to give peace of mind and confidence to his customers.

Fujitsu Intro Video
Craig Parker our Head of Hybrid Cloud across Europe emphasizes the importance of choosing the right cloud for the right workload and outlines our strategy and offerings.

Over to you

When we design marketing material, we want to give you valuable assets that you can use to generate traffic online, build relationships with customers and ultimately energize your sales of Fujitsu solutions. As always, we rely on your feedback. So do let us know:

• What material worked well?
• Is anything missing?
• What did you use most?
• What messages did your customers respond to?
• Which assets drew the best response from your customers?

To give us your views (or to ask questions), please contact Oriana Bras:
oriana.bras@ts.fujitsu.com

Good luck with your digital marketing.