SAP channel partner kit

Marketing assets
to drive your sales

FUJITSU

Start

Resolving SAP IT infrastructure complexity challenges

More than ever, enterprises need integrated, data-driven infrastructures that seamlessly connect edge, core and cloud. Your customers look for your support and expertise to make this happen. With Fujitsu integrated systems, you can help your customers optimize their entire SAP environment across heterogeneous databases to deliver flexibility and scalability for future business growth.

To help you build a business narrative for your customers and drive your own sales, we have assembled a library of promotional material and information sources: background information to set the scene, infographics and visuals to highlight communication, winner's cards and scripts to build a business case, and spec sheets and technical presentations for detailed insights. This kit provides the material to stage compelling campaigns of your own across a range of communication channels.

Because Fujitsu SAP solutions are so comprehensive, this guide groups the assets by product, enabling you to easily find what you need.

Help your customers in transforming their SAP landscape for a data-driven world – let's move forward together!
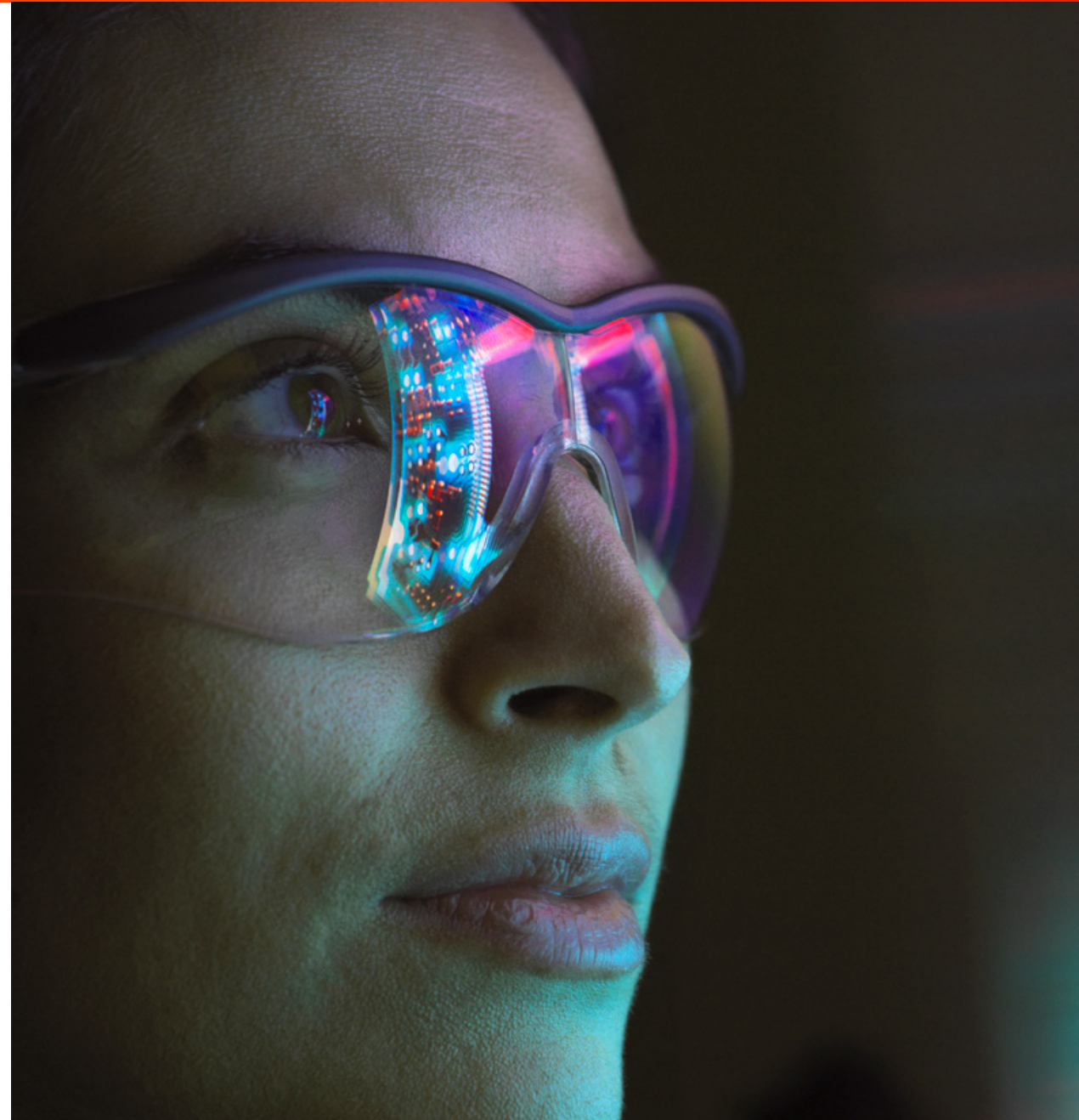
General intro

As SAP will end their standard support of SAP ERP in 2027, many customers are starting their migration to SAP S/4HANA now. The new in-memory architecture requires a redesign of IT infrastructures. With a complete set of services and solutions provided by Fujitsu, you can accompany your customers in the entire transformation of their SAP IT infrastructure.

Overview presentation
With this overview presentation you can outline which driving forces require a change in SAP IT and which Fujitsu offerings are helpful for this purpose.

Customer presentation
Use this presentation to outline why enterprises should consider migrating SAP workloads to the cloud, and how to transform the infrastructure. The slides survey the steps, and also briefly introduce Fujitsu's data-driven transformation strategy.

Web-based training
This series of web-based training courses teach you how to position, understand, plan and configure each of the PRIMEFLEX integrated systems for SAP.

PRIMEFLEX for SAP HANA:
Informing and presenting the story

Thanks to in-memory technology, SAP HANA is a game changer. It enables the processing of even the largest volumes of transactional and analytical data in seconds.

These extensive assets are intended for distribution to customers. They provide insights into what SAP HANA can do, and which customer challenges Fujitsu PRIMEFLEX for SAP HANA can help to resolve. They also promote the value of working with an expert partner.

Because this is a complex solution, we have put together great marketing assets to help you outline the advantages, and build a business case designed around the challenges of your customers. You can use these assets to frame your story in meetings and calls, and answer questions.
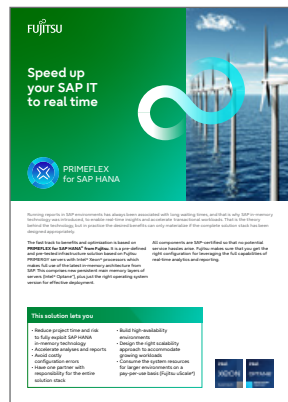

Flyer
This flyer (2 pages) pitches the values and usage scenarios of PRIMEFLEX for SAP HANA. It also provides the most relevant speaking points in a customer conversation.
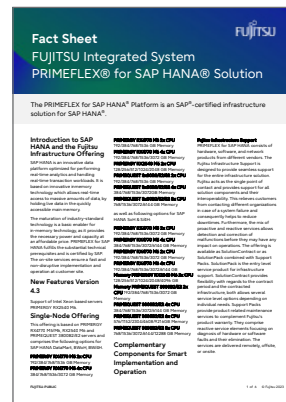
Fact sheet
A quick introduction and overview of the full spectrum of the PRIMEFLEX for SAP HANA Platform. Includes a comprehensive list of single-node components, infrastructure support, and scale-up/scale-out solution offerings.
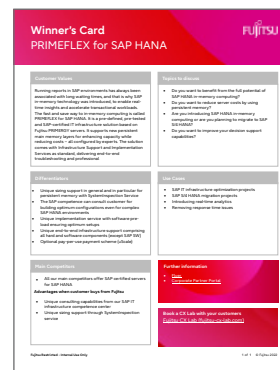
Winner's card
Use this brilliant one-page tool to drive your sales: it summarizes key topics, e.g. competitors, customer challenges and case studies.

Customer presentation
21-slide presentation on PRIMEFLEX for SAP HANA value proposition, including key advantages, use case, and case study. Includes speaker notes.

PRIMEFLEX for SAP HANA:
Campaigning

These assets are valuable tools to raise awareness and interest for PRIMEFLEX for SAP HANA
as part of your own business communications with customers through mail and social media.

Banners
Banner-type visuals in various formats. They have the same subject as the key visuals, and include brief promotional copies.
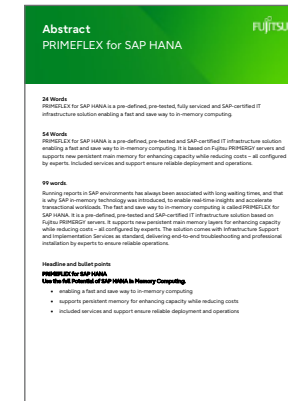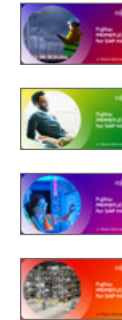

HTML newsletter
Use the newsletter to promote PRIMEFLEX for SAP HANA to your customers via mail and encourage them to engage. You can add your own branding and company details.
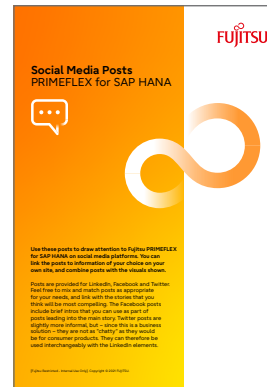
Social media copybook
A set of posts and suggested visuals for promoting PRIMEFLEX for SAP HANA on social media. Posts can be linked with relevant stories and online material.

Text blocks
Abstracts in 24, 54 and 99 words to promote PRIMEFLEX for SAP HANA, plus a brief summary of the value proposition.

# SAP HANA on PRIMEFLEX for VMware vSAN: Informing

Hyper-converged infrastructures (HCI) are ideal for customers who want to consolidate IT platforms for SAP and other applications. HCI infrastructures pool resources and automate administration. PRIMEFLEX for VMware vSAN is a fully SAP certified solution, targeting on customers who use VMware.

Use the assets here to give customers an outline of what they can achieve with this solution. Along with an informative marketing brochure, we have also provided assets with more technical information for a deep dive into components and performance.
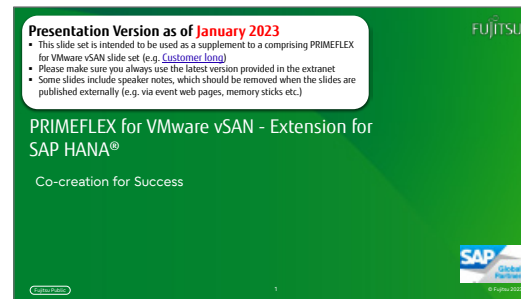
Solution flyer
2-page flyer focusing on the advantages of SAP HANA on PRIMEFLEX for VMware vSAN as a consolidated, shared platform for SAP and non-SAP applications.
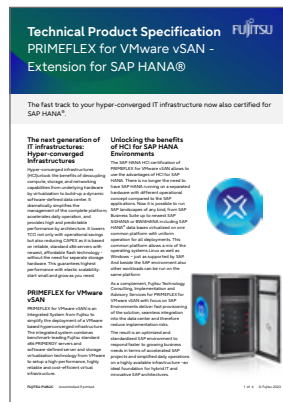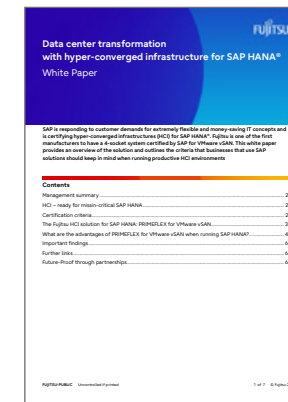
Spec sheet
Tech specs of cluster nodes, possible configurations, details of licensing models, plus a brief section on features and benefits.

Technical presentation
17-slide presentation with technical insights into workflow scenarios, vSAN storage, case studies, plus specs on PRIMERGY servers in the solution.

Technical whitepaper
7-page white paper that offers an overview of the Fujitsu HCI solution for SAP HANA and outlines the criteria that businesses should keep in mind when running productive HCI environments with SAP solutions.

SAP HANA on PRIMEFLEX for VMware vSAN: Presenting the story

Use these marketing assets to make a high-level presentation of the solution and build a business case designed around the challenges of your customers. You can use these assets to frame your story in meetings and calls, and answer questions.

Customer presentation
22-slide presentation on HCI advantages and SAP-focused solutions (hardware and services). Narrative arc: from consolidation via HCI to hybrid IT. Includes speaker notes.

Text blocks
Abstracts in 28, 48 and 102 words explaining how PRIMEFLEX for VMware vSAN simplifies deployment of a VMware-based HCI to run virtualized SAP environments.

SAP HANA on PRIMEFLEX for VMware vSAN: Campaigning

These assets are valuable tools to raise awareness and interest for PRIMEFLEX for VMware vSAN as part of your own business communications with customers through mail and social media.

Banners
Banner-type visuals in various formats. They have the same subject as the key visuals, and include brief promotional copy.
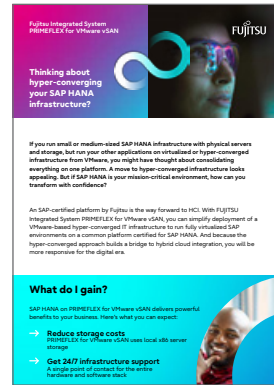
HTML newsletter
Use the newsletter to promote PRIMEFLEX for VMware vSAN to your customers via mail and encourage them to engage. You can add your own branding and company details.

Social media copybook
A set of posts and suggested visuals for promoting PRIMEFLEX for VMware vSAN on social media. Posts can be linked with relevant stories and online material.

Fujitsu SystemInspection Service Suite for SAP solutions: Informing

You can offer this service to help your customers to meet SAP performance SLAs whilst reducing infrastructure costs. The Fujitsu SystemInspection Service Suite for SAP solutions is a comprehensive consultation package for SAP infrastructure environments, and is offered at a fixed and affordable price.

Use these assets to explain what your customers can gain from the service, and how it works.

Customer presentation
High-level presentation about the value proposition and process of the Fujitsu SystemInspection Service Suite for SAP solutions.

Flyer
This two page flyer pitches the values of the Fujitsu SystemInspection Service Suite for SAP solutions.

Technical presentation
36 slide presentation with speaker's notes outlining the Fujitsu SystemInspection Service Suite for SAP solutions process, the metrics it provides about the landscape, plus product options and deliverables.

Data sheet
Tech specs of cluster nodes, possible configurations, details of licensing models, plus a brief section on features and benefits.

Fujitsu SystemInspection Service Suite for SAP solutions: Campaigning

These assets are valuable tools to raise awareness and interest for Fujitsu SystemInspection Service Suite for SAP solutions as part of your own business communications with customers through mail and social media.

Banners
Banner-type visuals in various formats. They have the same subject as the key visuals and include brief promotional copy.

HTML newsletter
Use the newsletter to promote Fujitsu SystemInspection Service Suite for SAP solutions to your customers via mail and encourage them to engage. You can add your own branding and company details.

Social media copybook
A set of posts and suggested visuals for promoting Fujitsu SystemInspection Service Suite for SAP solutions on social media. Posts can be linked with relevant stories and online material.
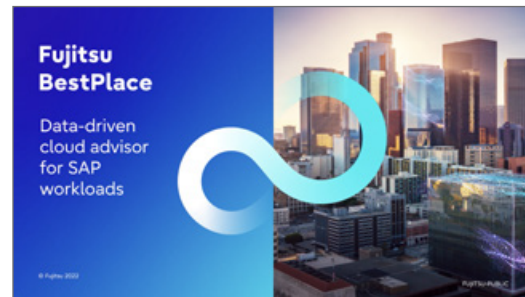
BestPlace: Data-Driven Cloud Advisor for SAP Workloads: Informing

Fujitsu BestPlace is a consulting service to determine the best places for SAP instances, based on data-driven insights.

Customer presentation
Customer-centric presentation that provides an overview of the benefits of BestPlace.

Service introduction video
2 minutes long video that gives an overview of what Fujitsu BestPlace is all about.

Infographic
What is the right placement for the customer's particular environment? This infographic shows how BestPlace can be the solution.

Data sheet
Product description, which includes scope, deliverables, methodology and delivery.

BestPlace: Data-Driven Cloud Advisor for SAP Workloads: Campaigning

These assets are valuable tools to raise awareness and interest for Fujitsu BestPlace: Data-Driven Cloud Advisor for SAP Workloads as part of your own business communications with customers through mail and social media.

Social media copybook
A set of posts and suggested visual for promoting Fujitsu BestPlace on social media. Posts can be linked with relevant stories and online material.
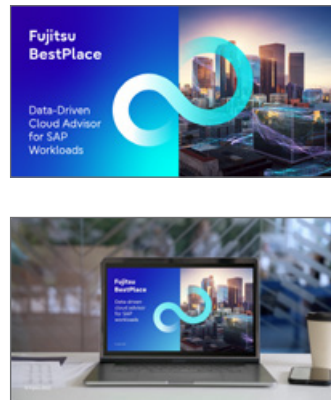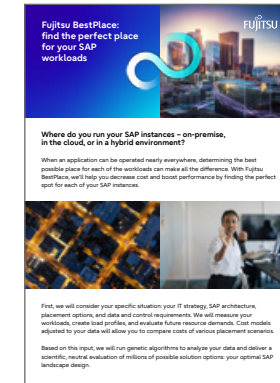
Banners and video snippets
A set of banners and videos in multiple sizes and for different social networks.

Banners
Banner-type visuals in various formats. They have the same subject as the key visuals and include brief promotional copy.

HTML newsletter
Use the newsletter to raise awareness for BestPlace advisor services and communicate key advantages.

Help us to help you

We want to give you creative marketing material that drives your business growth with new sales of Fujitsu solutions. We rely on your feedback to make the material as effective as possible, and design it more closely around the business scenarios of your customers.
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 us at:
askfujitsu@fujitsu.com

Good luck with your marketing activities!