

Fujitsu uSCALE

Agile, cloud-like
infrastructure
solutions that
speed up your
business

Marketing assets
to drive your sales

Start



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Why should you make use of consumption-based models ?

In recent years, markets have seen a significant shift toward the adoption of flexible IT consumption models. Analysts predict that this area of IT delivery will grow at an accelerated rate over the next few years as organizations look to respond better to market demands, increase agility and eliminate the procurement challenges they have traditionally experienced.

**Now
is the time
to act!**



85%

of organizations already operate in hybrid cloud environments with on-premises being a dominant location for data

IDC InfoBrief, sponsored by Fujitsu and Veritas, Boosting Data Resilience and Compliance in Hybrid Cloud, doc #EUR147585021, June 2021

55%

aggressively shifting toward consumption models

IDC: Reset today for what matters the most, 2021

10x

increase in average deal size with Fujitsu uSCALE

Nick Barron, Chief Technology Officer, Harbor Solutions

Offer your customers market-leading infrastructure as a service

Be part of this fantastic opportunity!



With Fujitsu uSCALE, your customers pay only for the infrastructure they use – with monthly consumption-based billing



De-risk and accelerate infrastructure provisioning



Support business transformation and agility with scalable resources



Advantages for your business:



Be totally flexible

Gain a light-touch service foundation to complement your expertise.



Be consistently profitable

Steady revenues through compensation on minimum commitment.



Offer transparent pricing

Give customers peace of mind with charging certainty.



Gain future growth

Sign-on bonus & compensation on contract renewal/new service



Grow without risk

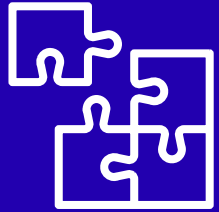
Enhance profitability as you grow (lower unit costs).



Stay free of additional responsibility

Build business without additional accountability for HW.

Advantages for your customers:



Consumption-based model

We provide the IT to meet your needs. No costly “too much”, no blocking “too little”.



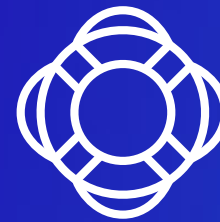
Cloud-like

Billing is usage-based. You only pay for what you use.



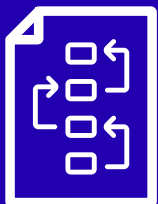
Tailored to your needs

Usage can be precisely measured. Growth can be calculated, so that we can offer you exactly the growing IT basis that you need in your growth process.



Safe Buffer

A buffer is available for unexpected peak loads, which only becomes relevant to costs if it is actually needed.



Clear future planning

Based on the calculated growth, we create a plan for you.

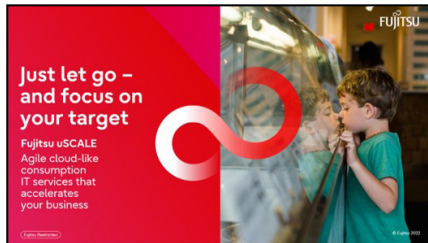


Enhance agility

Quicker response to demand with easy economics.

Start the conversation

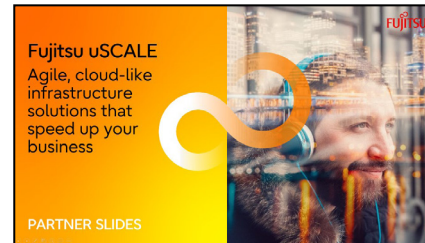
Use this material to gain knowledge, present the solution and send information to your customers.



Customer Presentation

A detailed 30-slide presentation that introduces the as-a-service approach and provides features & benefits about uSCALE. A speaker's script is included.

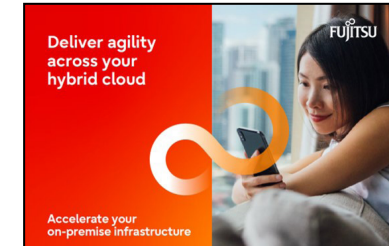
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Partner Presentation

A 20-slide presentation that provides an overview of the specific information of all partners.

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Infographic "Deliver agility across your hybrid cloud"

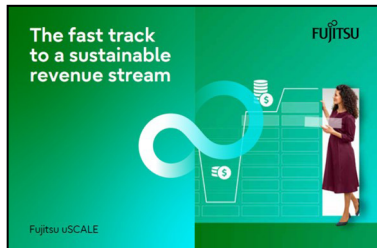
A visual story, presenting an overview to accelerate an on-premise infrastructure with uSCALE.

 Download



Start the conversation

Use this material to gain knowledge, present the solution and send information to your customers.



Infographic "The fast track to a sustainable revenue stream"

A further visual story, presenting benefits and revenue stream of uSCALE especially for partners.

HTML Newsletter

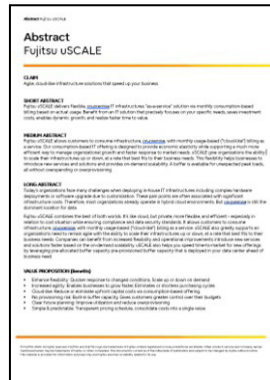
Use the uSCALE newsletter to keep your customers up to date by e-mail.

 Download

 Download

Tell the story

Use this material to gain knowledge, present the solution and send information to your customers.



Abstract

One-pager which includes short text abstracts on uSCALE that can be re-used for different media



Download

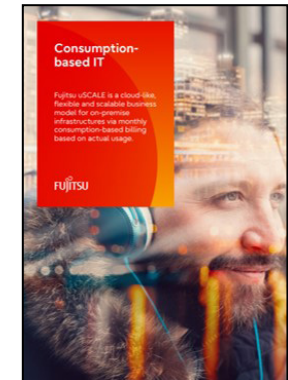


Flyer

2-page flyer about the empowerment of data centers with sustainable and scalable IT service on demand



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Brochure

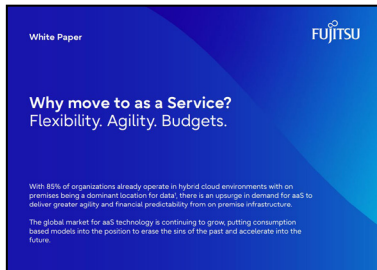
A short brochure introducing agile pay-per-use IT service that accelerates your business



Download

Tell the story

Use this material to gain knowledge, present the solution and send information to your customers.



White Paper

A detailed document with the argumentation about why move to as a Service approach?

 Download



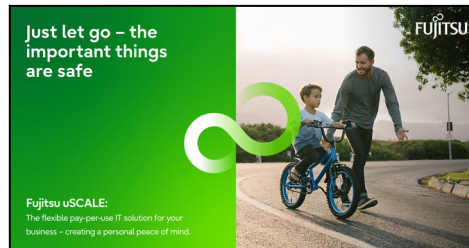
Customer Story

Harbor Solutions provides customers with Backup-as-a-Service (BaaS), Disaster-Recovery-as-a-Service (DRaaS), public cloud protection services, and consultancy.

 Download

Engage on all media

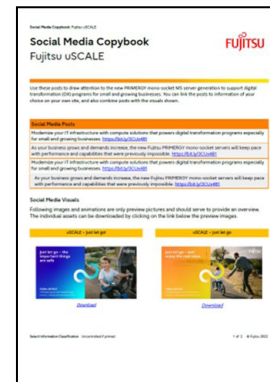
This content is designed for any stage of the sales journey, and enables you to engage with customers on multiple media.



Images / Ads

Images featuring a visual and slogan, plus brief promotional copy

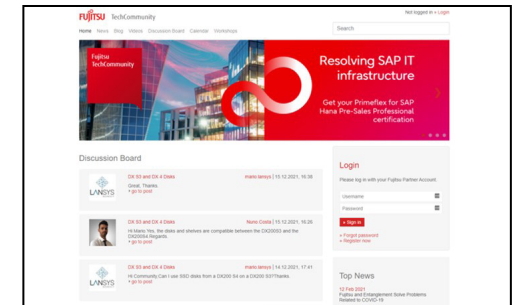
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Copybook

Social media posts about uSCALE.
The copybook provides copytexts and visuals to be used on your social media channel of choice.

 Download



Blogs

On our Fujitsu TechCommunity platform you will find several article about uSCALE, aaS and the advantages to use consumption-based models

 Download

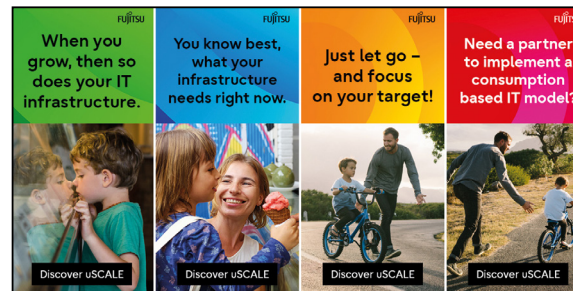
Engage on all media

This content is designed for any stage of the sales journey, and enables you to engage with customers on multiple media.



E-mail signature

This signature element, with the same slogan and image as other campaign collateral, can be incorporated into your own mail communication to give a striking finishing touch to your message.



Online Banners

Highlight your communication with banners in a range of formats. They feature the slogan and visual, plus brief promotional copy.



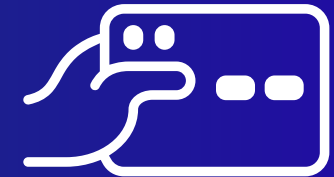
Make uSCALE part of your business

There will be two ways to make uSCALE part of a channel partners business:



uSELL

- Act as service provider and contract directly with the end client(s)
- Deliver the infrastructure and services (agreed deliverables and SLAs with Fujitsu)
- Retain service and billing control to customers



uPROVIDE

- Recommend uSCALE to end clients
- Receive a sign-on bonus and ongoing commission
- Continue aligning with customers for future growth benefits



Over to you

Discover how Fujitsu uSCALE can help you to build the platform your customers need, gain opportunities for your own service value, and build your own profitable growth!

If you have any questions, please contact:
timo.lampe@fujitsu.com

 Want to know more? Please check our website:

www.fujitsu.com/uscale