The PRIMEFLEX Guide for Channel Partners

The jump start to a Hybrid Data Architecture for your customers

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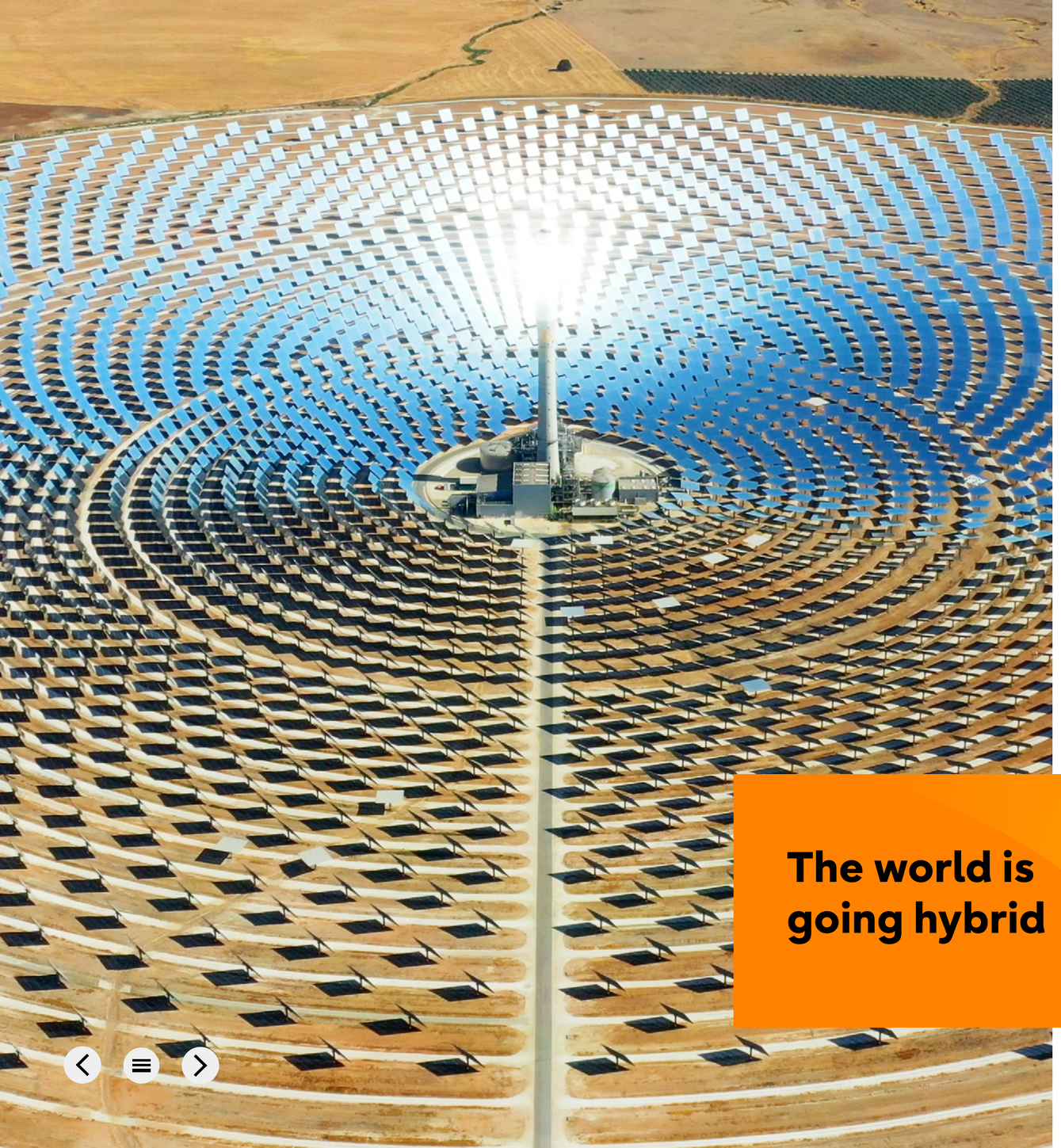

The world is going hybrid

Why should customers consider PRIMEFLEX?

Because PRIMEFLEX has the right solution for all workloads and IT Landscapes - we are t**ransforming business with our Fujitsu Hybrid Cloud.**

The challenge:
Our customers need to define the right data architecture against the background of an increasingly distributed/hybrid IT landscape.

Our answer:
PRIMEFLEX offers an opportunity to deliver business value to customers by helping them to modernize and turning their local IT Infrastructure into a hybrid-enabled private cloud. Work like cloud – pay like cloud: with **Fujitsu uSCALE** we are enabling customers to consume on premises infrastructure on demand.

PRIMEFLEX systems are designed to support practically any workload – databases (SQL, Oracle, and SAP HANA), business-critical, cloud-native, AI or machine-learning applications almost in every environment, from general purpose virtualization to virtual desktop infrastructures, containers or remote and branch offices.

PRIMEFLEX provides a first-class menu of pre-integrated certified software and hardware, based on **PRIMERGY RX & TX** family: a software stack of customers choice wrapped up with standardized Implementation Services and Infrastructure
Support to deliver a best-in-class customer experience.

- PRIMEFLEX short pitch presentation

Why should partners consider PRIMEFLEX?

Only few customers organizations have the time or expertise to build their own data architecture in a distributed IT landscape.

With PRIMEFLEX Integrated Systems you get a pre-tested infrastructure which helps you to implement a solution with less risk and a shorter implementation time. By contributing your sales and consulting expertise and delivering high-quality services, customers will enjoy a unique life cycle experience from deployment to operation and maintenance.

In order to get you up to speed with PRIMEFLEX and enable you to start awareness communication and lead generation activities, Fujitsu provides a broad range of trainings and marketing assets.

If our customers need your help, show them the power of PRIMEFLEX Integrated Systems by Fujitsu and your strengths as a certified partner.

- PRIMEFLEX Sales Power Pack

No one is closer to our customers...

It's all about finding the right needs of your customer

Sales triggers and target customers

According to the latest research, potential customers are essentially looking to **improve their cost/performance ratio** and consolidate their on-premise datacenter by **modernizing their old legacy infrastructure.**

Customers need **more flexibility and automation with Hybrid Cloud operations** to cut costs or **overcome a lack of IT staff.** Customers understand that using their data will give them advantages in the globalized and competitive markets and want to **improve processing and latency.**

Decentralized edge scenarios are more and more common, especially for HCI use cases, where single-node clusters, in remote office / branch office, retail or manufacturing sites, will be used.

In a nutshell: PRIMEFLEX Integrated Systems are mainly targeting innovative and market-leading SMB customers who focus on their business outcome rather than on their IT, appreciating and paying for fast high-quality implementation and trouble-free operations, in terms of technical reliability and support.

- PRIMEFLEX short pitch presentation

Sales triggers and target customers for SAP

Help your customer to create a seamless digital transformation journey to SAP S/4HANA.

The transformation journey every customer must face until 2027 has many pitfalls and challenges that our services and products solve for your customer.

Customers' transformation goals have become more complex and are not only addressing the data center refresh, but more importantly, laying the foundation for a turning point in the digitization of their own processes to become part of the platform economy (e.g.:Digital Factory/Industry 4.0).

The adaptation of digital core processes to meet evolving market conditions and digitization needs is critical in your customers' journey towards S/4HANA.

In a nutshell: Simplify your customer implementation, operation, and maintenance of SAP environments with our completely pre-configured, pre-tested, and pre-installed delivery as an Integrated **PRIMEFLEX solutions** to run SAP applications quickly and securely while reducing costs, driving innovation, and delivering optimal value on-premises, in a hybrid environment or cloud like.

- PRIMEFLEX short pitch presentation

Guiding customers across Digital Transformation

Portfolio

More choice as our competitors with our strong partnerships

PRIMEFLEX is available in different models:

- VMware vSphere
- VMware vSAN
- Microsoft Azure Stack HCI
- Microsoft Storage Spaces Direct
- Nutanix Enterprise Cloud
- SAP HANA
- SAP Landscapes

SAP Global Partner | Microsoft | vmware | NUTANIX

Delivery options		PRIMEFLEX	PRIMEFLEX Essentials
Services	Technical solution support with SPOC	✓	✗
	Implementation service	✓	Optional
	Software support	✓	✓
	Hardware support	✓	✓
Partner Software*	Management (Physical & Virtual infrastructure)	✓	✓
	Virtualization (SDC, SDS, SDN)	✓	✓
Fujitsu Hardware	Certified HCL (Compliant compute & storage)	✓	✓
	Networking	Optional	Optional

*BYOL Bring your own license models possible

Flexibility is our strength

PRIMEFLEX "Carefree"

The default delivery option provides around-the-clock standardized implementation and infrastructure support services for a wide range of converged and hyper-converged infrastructure solutions across VMware, Microsoft, Nutanix and SAP environments.

- Includes Implementation Service and Infrastructure Support (Technical Solution Support with SPoC)

PRIMEFLEX Essentials "Build your own solution"

Option for special customers (SI´s or service provider) which not need standardized service and support offerings.

- No Infrastructure Support (Technical Solution Support with SPoC)
- Optional Implementation Service
- Common foundation
- Pre-integrated and certified hardware and software stack
- Single component support

Common foundation

- Pre-integrated and certified hardware and software stack
- Single component support

Your important role as a Channel Partner

Over 60% of our PRIMEFLEX sales are transacted via Channel Partners and we want to grow with you further.

With our strategy to offer standardized service and support offerings we want to provide more value add and quality to our customers to become the most customer obsessed company in the world.

You as a Select Expert Integrated System partner are playing an important role in achieving this by acting as trusted advisor to our customers.

We would like to support and integrate you as best possible to participate and grow also your additional services offerings within the increased value chain of a PRIMEFLEX solution.

We also offer an SAP Partner Development Program. If you are looking to win more customers and grow your SAP revenue, we can help. Please check in with your SAP contact.

No one is closer to our customers

Sales and pre-sales training

Our training helps you to understand the concept and value proposition of PRIMEFLEX, the basics of the PRIMEFLEX Go-to-Market strategy and how we excel over the competition.

You are going to gain confidence in selling solutions as your norm in every IT infrastructure offering, as this will be the cornerstone of our future in the data center and throughout the whole IT landscape.

Understand how Fujitsu can help develop you as a SELECT Expert/Circle/Infinity partner being successful as a PRIMEFLEX reseller and/or a PRIMEFLEX Implementation Partner.

In the new dedicated PRIMEFLEX for HCI sales training, you will get an overview of the different HCI-solution from our technology partners Nutanix, Microsoft and VMware to deliver your customers the best matching virtualized solution for their needs.

- PRIMEFLEX Sales & Pre-Sales WBT
- PRIMEFLEX Sales WBT with focus on HCI
- PRIMEFLEX for SAP HANA Presales WBT

Data Driven Services

Fujitsu focuses on a consistent, high-quality product and support experience. Therefore, we educate and enable our internal experts and partners with training and certifications.

Each implementation of a PRIMEFLEX solution requires additional pre-delivery and post-implementation tasks necessary to achieve a great customer experience.

The ImplementationPack service includes physical installation, preparation and configuration of PRIMEFLEX nodes and switches for use within a cluster, including documentation according to Fujitsu guidelines and quality standards. Fujitsu has implemented resources and tools to reduce project coordination and documentation efforts.

The **PRIMEFLEX Deployment Portal (PDP)** effectively automates the deployment process, allowing implementors to save time and preparation effort.

The **PRIMEFLEX Implementation Desk (PID)** coordination function is available to support and manage the entire delivery of a PRIMEFLEX Implementation Pack, from pre-delivery elements through to post-implementation tasks.

- Corporate Partner Portal Data Driven Services
- PRIMEFLEX Deployment Portal Information

Infrastructure Support

Fujitsu Infrastructure Support provides customers with fast troubleshooting in case of failures for all hardware and software* components of a PRIMEFLEX solution.

PRIMEFLEX SolutionPacks offers a combination of different SupportPacks for soft and hardware, a SPOC for call acceptance and entitlement and a Technical Solution Support for troubleshooting and coordination of calls.

For the PRIMEFLEX for SAP Landscapes and PRIMEFLEX for SAP HANA solutions, we can offer special solution contracts, which are highly customizable in terms of runtimes, billing intervals, response times and technical scope.

These services are only available for PRIMEFLEX projects where the implementation is done by a certified Implementation Pack Partner or Engineer using the documentation guidelines and processes.

The holistic view on your customers IT-infrastructure

- **More information about Infrastructure Support**

*BYOL Bring your own license models possible

Get the badge for your superpower

The certification as Implementation Pack Partner

Implementation Pack Services are an important component when delivering a PRIMEFLEX solution to our customers and are always mandatory* for delivering Infrastructure Support in Fujitsu.

There are two options: Either you resell it from Fujitsu or certify it as an Implementation Pack Partner, executing it according to the standards by yourself and selling it on your own account. The purpose of this certification is to provide customer assurance of the partner's ability to deliver right-first-time implementations on every occasion an Implementation Pack is ordered. Based on the technical experiences of Fujitsu and its partners, Fujitsu has created a meaningful training and certification path for each solution.

Certified partners will be badged and recognized as capable of delivering a PRIMEFLEX Implementation Pack of high quality based on Fujitsu standards and be able to utilize the PRIMEFLEX Implementation Desk (PID) and Deployment Portal (PDP), which saves you time and costs in your customer projects.

- PRIMEFLEX Certification Policy for Implementation

*optional for PRIMEFLEX Essentials

How to make it PRIMEFLEX?

If you have identified a PRIMEFLEX opportunity: congratulations!

For any PRIMEFLEX or PRIMEFLEX Essentials, initial or extension project, **we strongly recommend using the Make it PRIMEFLEX assistant, also known as the magic PRIMEFLEX button in the Web Architect, for your configuration. This tool guarantees that the right solution identifier, node identifier, service and support components will be picked.**

- The magic PRIMEFLEX button
- Web Architect

Last but not least: Push the button

Get in touch with us

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Latest communication and updates

SELECT Executive Hour: Innovative & new SAP cloud solution by Fujitsu & Equinix

SELECT Executive Hour “Boost your business with the next generation of PRIMEFLEX”

Tech community “The Magic PRIMEFLEX button”

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Help us to help you

We'd love to hear what you think about "The PRIMEFLEX Guide for Channel Partners": we need your feedback to provide material that works for you.

So, do let us know:

- Did you find this guide useful?
- Did you find what you needed?
- How easy was it to use?
- Did we miss anything?
- How can we make this guide better?

Send feedback

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