

Fujitsu to launch cloud offering in Singapore

Japanese giant to invest US\$40 million here to beef up data centre and offer enterprise cloud services, reports **RAJU CHELLAM**

JAPANESE giant Fujitsu Corp has picked Singapore as its first country in Asia to launch its cloud computing initiative and will offer large- and medium-sized companies secure private, public, and hybrid clouds.

The company's subsidiary, Fujitsu Asia, will invest US\$40 million on its cloud initiative and the services will be launched in early 2011.

"We chose Singapore for our cloud computing initiative because Singapore is the most cloud-ready in Asia," Fujitsu's Tokyo-based senior executive vice-president Richard Christou told BizIT in an interview. "We will set up a global cloud platform in Singapore from which cloud services can be deployed across Asia."

Mr Christou, who's also Fujitsu's head of global business, said the cloud platform in Singapore will be one of five globally.

"We have a cloud platform in Japan already and are also looking at Australia," he said. "However, for South-east Asia, Singapore is a hub that meets all our requirements, including a robust infrastructure, international bandwidth connectivity and a pro-cloud government."

He was in Singapore recently to meet customers and government officials and to finalise Fujitsu's cloud strategy for Asia.

"We've also decided that Singapore will be the first country for our IaaS (Infrastructure as a Service) offering for SAP customers," he added.

"SAP customers can look forward to cost savings of 30 per cent or more while ensuring that

service levels are met for their mission-critical applications."

Fujitsu Asia runs three DCs (data centres) in Singapore where it offers both managed and co-location services. "The US\$40 million includes setting up a new DC, as well as beefing up our existing facilities," Mr Christou said.

"We can provide private clouds for large businesses, and the whole gamut of cloud offerings – including IaaS, PaaS (Platform as a Service), SaaS (Software as a Service) and StaaS (Storage as a Service) – for medium-sized businesses, or ones with 50 to 999 employees."

Globally, the company will invest US\$1.1 billion this fiscal year in cloud-related businesses, up 54 per cent over last year.

"We plan to train 5,000 cloud specialists globally by 2012,"

Mr Christou said. "We will also be restructuring the company and our businesses to operate in a cloud environment. Our aim is to generate US\$17 billion in cloud-related revenues worldwide by 2016. That compares with US\$14 million in cloud-related revenues today, mostly from IaaS."

Mr Christou is a British national and the only non-Japanese on the top management team at Fujitsu. In Japan, Fujitsu's cloud computing services is headed by Kazuo Ishida.

"Fujitsu has been developing its cloud computing technologies by looking at changes in society and how technology can help people cope with those changes – what we call a human-centric standpoint," Mr Ishida said in a statement.

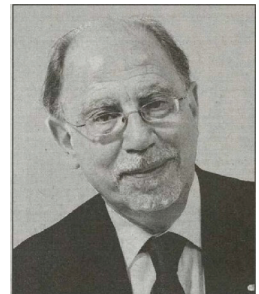
"In Japan, we have been suc-

cessful in conducting trials involving ICT infrastructures in areas such as agriculture and healthcare. Through these offerings, we aim to become a leader in providing these types of services around the world."

Fujitsu is the world's third-largest IT services provider. The Tokyo-headquartered giant employs 175,000 staff in 70 countries and reported revenues of US\$50 billion for its last fiscal year ended March 31, 2010.

Fujitsu began operations in Singapore in 1973 to provide IT solutions to companies in manufacturing, telecoms, insurance, and services providers.

The group now employs 500 staff here. It recently set up a biomedical lab at Biopolis and a joint collaboration with A*Star for R&D on peta-scale computing apps using supercomputers.



'We will set up a global cloud platform in Singapore...'

– Mr Christou