

Fujitsu Creates New Global Revenue Streams for ISVs with Business Solutions Store

CeBIT «SaaSification Factory» provides easy route to global business opportunities via Fujitsu Global Cloud Platform

Munich, February 2, 2012 – Fujitsu today announces a major step forward in enabling Independent Software Vendors (ISVs) to create new revenue streams by extending their existing software to the cloud. Starting today, ISVs can pre-register and set up a profile for the new Fujitsu Business Solutions Store, therefore growing their business by gaining access to new markets and customers.

First announced at Fujitsu Forum Europe last November, the Business Solutions Store is Fujitsu's new eco-system for subscription-based business solutions in the cloud. The ground-breaking partnership allows ISVs to leverage the Fujitsu Global Cloud Platform to grasp business opportunities previously out of reach due to constraints of geography or cost.

At CeBIT, taking place in Hanover, Germany, in early March, Fujitsu will introduce a major campaign aimed at helping ISVs to port their software into the emerging Fujitsu cloud software eco-system. In many cases, Fujitsu estimates that it will take only a few days for ISVs to convert their existing software to be cloud-ready and available in the Fujitsu Business Solutions Store.

For ISVs, transitioning to cloud-based offerings is a risk-free proposition, as Fujitsu offers a unique revenue-sharing model. ISVs can start generating new income streams without pre-investments as soon as their product is live.

Andre Kiehne, Vice-President Cloud at Fujitsu Technology Solutions comments: «With the new Business Solutions Store, Fujitsu continues to democratize software – by taking the lead in enabling ISVs to find an easy path to the cloud. The clear message we are sending to ISVs is that Fujitsu provides unique partnering opportunities. We are removing the barriers of cost and risk, thanks to our unique revenue-sharing model, backed by Fujitsu's billion dollar-plus investment in cloud computing.»

Fujitsu is proactively targeting ISVs attending CeBIT by running live workshops that will bring applications into the cloud at the trade show. The Fujitsu booth in Hall 2 at CeBIT will feature the «Fujitsu SaaSification Factory», providing real-time cloud-enablement for software houses. ISVs attending CeBIT can also take advantage of free advice from Fujitsu on business consulting, performance marketing and social media analysis.

ISVs interested in learning more about the Fujitsu Business Solutions Store can pre-register via email for the CeBIT SaaSification Factory program: isv.going.saas@ts.fujitsu.com.

Fujitsu Technology Solutions

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About Fujitsu

Fujitsu is the leading Japanese information and communication technology (ICT) company offering a full range of technology products, solutions and services. Over 170,000 Fujitsu people support customers in more than 100 countries. We use our experience and the power of ICT to shape the future of society with our customers. Fujitsu Limited (TSE:6702) reported consolidated revenues of 4.5 trillion yen (US\$55 billion) for the fiscal year ended March 31, 2011. For more information, please see <http://www.fujitsu.com>

About Fujitsu Technology Solutions

Fujitsu Technology Solutions is the leading European IT infrastructure provider with a presence in all key markets in Europe, the Middle East and Africa, plus India, serving large-, medium- and small-sized companies as well as consumers. With its Dynamic Infrastructures approach, the company offers a full portfolio of IT products, solutions and services, ranging from clients to datacenter solutions, Managed Infrastructure and Infrastructure as a Service. Fujitsu Technology Solutions employs more than 13,000 people and is part of the global Fujitsu Group. For more information, please see: <http://ch.ts.fujitsu.com/aboutus>.

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