

**New Global Infrastructure Services Offering Improves Fujitsu's Position in Europe**

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On September 24, 2008, [Fujitsu Ltd](#) launched a series of global infrastructure services, covering datacenter services, desktop managed services, managed server services, a set of network services (but not truly managed network services), and integrated service desks.

The aim is to provide global customers with a homogeneous level of service across the globe. The services will be rolled out globally in a phased approach — we assume Japan and chosen Asian countries as well as Europe will be starting points.

Although this service may not be new and exciting, it is still interesting, as the main criticism levelled at Fujitsu was its lack of or patchy global delivery. This set of services is the first offering in its Global Services Innovation program, which was launched in 2007. In the past, Fujitsu's regional organization has been operating in relative isolation for a company of its size and global coverage. Despite being among the top 10 for service providers, Fujitsu has never shown the strength of the top global providers. This offering, based on global operation of infrastructure, is a significant step towards integrating Fujitsu globally and towards positioning Fujitsu among the global competitors.

As far as global competition is concerned, other vendors provide their customers with global infrastructure services and claim that they provide homogeneous global services. However, according to client feedback we have gathered, this is not necessarily the case when it comes to customer experience. Fujitsu's offering is based on a standardized approach to service delivery, and we would assume that it will be rolled out in phases depending on location and current in-country capability. Although this was not stated, we also assume that the rollout will follow customer demand, and it may therefore be a while before the coverage is truly global. We expect the coverage in Asia to be relatively good at an early stage. If this is the case, it could, in combination with Fujitsu Services' other capabilities, be a differentiator for Europe-based clients. A homogenous pan-European offering will also strengthen the company's position in relation to the many Europe-headquartered multinationals operating primarily in Europe.

IDC welcomes this announcement, as it reinforces the need for consistency, not only of infrastructure but, perhaps more importantly, of processes when it comes to global service delivery. We believe the market is crying out for such consistency. Although this announcement is not a cast iron guarantee that things will work, it nevertheless enables Fujitsu to position itself on a level playing field with other global IT service providers.

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