



POWERING THE INFORMATION AGE

As the leading European computer company, Fujitsu Siemens Computers offers everything for enterprise computing, ranging from best-in-class Intel- and UNIX-based servers to mainframes and enterprise storage solutions. The company is one of the leading providers of mobile computing products, PCs, and workstations to business customers and the No. 1 supplier of computers for home users in Europe. Writer David Baum recently spoke with **Dr. Joseph Reger, chief technology officer and head of corporate strategy at Fujitsu Siemens Computers**, about his company's market strength, strategy, and partnership with Oracle Corporation.



| INTERVIEWED BY DAVID BAUM

Q Baum: There are lots of computer companies in the world today. What's unique about your strategy?

A Reger: We've always been very strong in the server and storage arena. Recently, we've been revamping our infrastructure to support recent technology requirements. For example, we pioneered a strategy called Mobility and Business Critical Computing to bring a degree of sanity and simplicity to our highly networked world. The gist of this strategy is simple: Wherever you go or whatever computer you use, you will always be able to access the same working environment—the same preferences, the same data, the same documents—exactly as you left them the last time you sat down at a computer. In this case, mobility doesn't necessarily refer to the devices, but to the environment, a virtual workspace that is always available to you. There is not much value attached to mobility if you cannot access your personal data and applications.

Q Baum: Tell us about your relationship with Oracle.

A Reger: When we look for partners, we have a very simple strategy. We insist on best of breed. Oracle is a key strategic partner, and we are continually looking for innovative opportunities together. Fujitsu Siemens Computers is the only company of its kind that supports three out of five strategic Oracle development platforms: Linux, Microsoft Windows, and Sun Solaris across both Intel and Sparc platforms. Additionally, we have a jointly staffed Global Competence Center for sizing, benchmarking, troubleshooting, porting, certification, and integration activities. Through the joint alignment of our development, marketing, and sales operations, we offer a best-in-class information technology infrastructure to customers.

Q Baum: Can you give us some examples of how your products complement each other?

A Reger: Our PRIMEPOWER UNIX systems are a match made in heaven for Oracle Collaboration Suite. We can employ 128-way UNIX-based servers that consolidate communication for tens of thousands of users. For example, the University of Manchester is using these systems to automate e-mail and file-sharing activities through a centralized, repository-based environment that will serve 33,000 users. This high-end platform allows them to combine voice and e-mail communication and enjoy the advantages of advanced search functionality as well.

Q Baum: Can customers demo these unique solutions?

A Reger: We have equipped a demonstration site for Oracle Collaboration Suite at the Oracle Enterprise Technology Center in the U.K. We also have a demo site installed in the joint competency center that we run at Oracle headquarters here in Germany. This provides the perfect opportunity for customers to explore Oracle Collaboration Suite running live on Fujitsu Siemens Computers infrastructure. At the same time, they can experiment with the wireless functionality of Oracle9i Application Server with our mobile devices, and see the benefits of using Oracle9i Real Application Clusters technology on Fujitsu Siemens Computers PRIMECLUSTER Servers.

Q Baum: How are you simplifying implementation tasks for these customers?

A Reger: Lowering total cost of ownership (TCO) is a key topic for both companies, as evidenced by our joint interest in the Linux platform. We launched a wonderful concept at the CeBIT technology forum to demonstrate how industry-standard components, such as network storage devices and our BX300 Blade Servers, could simplify IT management chores. These server blades are designed to snap in to a common enclosure, which provides network, power, and external storage connections. Meanwhile, essential system hardware—like the CPU and memory—resides on the individual blades. This makes it easy to allocate application services on demand. In one instance, we revealed how application-specific servers could reduce total cost of ownership by as much as 60 percent. I'm looking forward to carrying this innovation into the realm of Oracle software.

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"Powering the Information Age—that is our corporate vision. We enable people to freely access information and services—anywhere, anytime, with world-leading products, services and solutions. We're striving to ensure our customers' success within a knowledge-based society." Dr. Joseph Reger, Chief Technology Officer and Head of Corporate Strategy