

Modernization with high-tech IT components from Fujitsu Siemens Computers:

Fujifilm Italy achieves brilliant results with strong systems and green IT

FUJIFILM

» Our new data center with systems from Fujitsu Siemens Computers features streamlined administration and is significantly more energy-efficient. «

Pierantonio Vai, IT Manager, Fujifilm Italia S.r.l., San Donato Milanese

→ The challenge

Reorganization of enterprise IT – move to a new headquarters location with a harmonized system landscape and IT components from a single vendor

Centralized deployment of applications – introduction of terminal server architecture based on Citrix software for streamlined administration

Optimum IT workstation quality – replacement of outmoded hardware by modern equipment for mobile and stationary activities

→ The solution

Fujifilm Italy launched a rejuvenation project that resulted in an innovative enterprise IT landscape. The occasion for this project was the company's move to new headquarters offices in Milan's San Donato Milanese district. Fujifilm Italy's IT team partnered with Fujitsu Siemens Computers and Infoklix in order to manage the move and start out with optimal, future-safe IT resources at the new location. Successful **reorganization and modernization of its IT infrastructure and PC workstations** gave the customer an economical IT platform that features exceptionally efficient administration. The installed solution consists of a terminal server architecture based on high-performance PRIMERGY servers running on Citrix. Employees now use energy-efficient Futro Thin Clients to access centralized applications, which cuts support needs to a minimum.



Fujifilm Italy, which is based in San Donato Milanese (Milan), is a subsidiary of Japan's Fujifilm technology group. The company entered the Italian market in 1984 and now provides customers with innovative products and solutions from world of digital imaging with some 100 employees in two core business areas – Business Products and Consumer Products. For more information on Fujifilm Italia S.r.l., please visit: www.fujifilm.it

→ Solution components

- Citrix system environment: 2x PRIMERGY RX300 S2s with Dual-Core Xeon® processors
- Operating system: Microsoft® Windows® Server 2003
- Stationary workstations: 40x FUTRO Thin Clients with Linux as an embedded operating system
- Further IT infrastructure modules: 6x PRIMERGY RX200 S2 servers with Intel® Xeon® EM64T technology, 2x FibreCAT N40i NAS storage systems
- Mobile workstations: 40x LIFEBOOK C1320 and 15x LIFEBOOK C1410 for sales personnel

→ Customer benefits

- High-performance IT infrastructure
- Modern IT components
- Terminal server architecture with streamlined administration
- Reduction in Total Cost of Ownership
- Virtually no support or maintenance expense for Thin Client workstations
- Increase in workforce productivity
- Energy savings of 96% as compared with standard PCs (500W to 20W) with FUTRO Thin Clients

→ The project

When Fujifilm decided to move to its new building in San Donato Milanese, the company took advantage of the occasion to rethink its entire enterprise IT strategy. Fujifilm, which is known for its high capacity for innovation in its chosen field, recognized the need to take appropriate action. After all, the company was less than satisfied with a series of factors. For example, its heterogeneous system landscape consisted of hardware components from different vendors, and management of existing hardware and software was excessively cumbersome. In addition, management was dissatisfied with the low level of overall performance and the high cost of maintaining its tower PCs. As a result, Fujifilm Italy turned to Fujitsu Siemens Computers for the installation of a reliable IT infrastructure with advanced technology. In addition, the customer took advantage of the systems integration expertise of Infoklix to centralize its back-office applications under Citrix Virtual User Interface. The project partners drew up a migration plan and launched the IT modernization project by installing a terminal server architecture. The implementation time window was limited to a single weekend, but Fujifilm Italy was still able to leave its old premises on a Friday and move into new headquarters offices with a high-performance platform on the following Monday. This "soft migration" was made possible by parallel installation of the new Citrix system architecture based on reliable, high-performance PRIMERGY servers. The IT team used PRIMERGY ServerView functionality to prepare the back office programs in advance from a central location. As a result, all the company's employees had to do was to turn on their new Thin Clients and start work without any loss of productivity.

→ Project partner



→ A record of success

Pierantonio Vai, the Fujifilm Italy IT manager who was in charge of coordinating the modernization projects, had nothing but praise for the new terminal server solution: "Our plan was to find a system that would require virtually no support or maintenance. And it worked. All installations and updates are now made exclusively at the server level. That means we save valuable time, cut administration costs and at the same time increase the productivity of our employees." On the other hand, management of Fujifilm Italy was also impressed by other savings. For example, the company's CFO found that the migration has resulted in a reduction of the Total Cost of Ownership. In addition, the FUTRO Thin Clients from Fujitsu Siemens Computers chosen by the customer proved to be not only particularly user-friendly, but also extremely energy-efficient at the same time. They give Fujifilm employees outstanding performance and also reduce power consumption from the 500 watts consumed by a conventional PC unit to 20 watts – which represents a savings of 96 percent!

→ Contact

Fujitsu Siemens Computers
Customer Interaction Center
Mon. – Fri.: 8:00 a.m. – 6:00 p.m.
Email: cic@fujitsu-siemens.com
Phone: +49 (0) 1805-372 100 and
+49 (0) 1805 FSC 100

(each call 14 ct/min.; the prices for calls made from mobile devices can vary from this rate)

Fujitsu Siemens Computers GmbH,
Mies-van-der-Rohe-Strasse 8, D-80807 Munich,
Phone +49 (0) 89 620 60-0
www.fujitsu-siemens.com/casestudies

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