

# Ten compelling reasons to invest in FUJITSU Server PRIMERGY Systems

## 1. Industry's most complete portfolio

**One size does not fit all:** In order to meet the requirements facing companies of all sizes, Fujitsu offers industry's most complete portfolio of industry standard x86 servers, ranging from Tower Servers (TX), Rack Servers (RX) over Blade Servers (BX) to Scale-out systems (CX).

### Your benefits

- With Fujitsu, you can be sure that you will get exactly what you need
- Fujitsu is an ideal one-stop shop where you can buy for your branch offices not only high-performance data center solutions but also low-noise tower systems that are easy to maintain and implement
- Integration, Implementation, Administration and Deployment become an easy task which help you benefit as you transfer your IT staff skills



## 2. Business-proven quality

FUJITSU Servers PRIMERGY have been and always will be developed with the main focus being on the delivery of top quality. Rigorous testing is deeply implemented in our development process and our engineering cycles in order to ensure outstanding quality.

### Your advantages

- Extremely low annual failure rates with minimum downtime, even in entry-level systems
- Should downtimes be required, they can be planned more effectively



## 3. Highly efficient system design

**Cut your operational costs and complexity; shorten your time-to-business results with servers that are not just powerful but also save you real money.**

### Your advantage

- Extended Cool-safe® Advanced Thermal Design enables system operation in ambient temperatures of up to 45 °C
- PSUs with up to 96% energy efficiency help to reduce costs while still delivering the power required for the server
- Nexperience Design enables for screw-less removal of hard drives, PSU and other components. All the system maintenance points are marked green to improve serviceability



## 4. Uncompromised performance

**All FUJITSU Server PRIMERGY systems rely upon strong bi-directional partnerships with leading component manufacturers. This ensures business-centric system development for demanding applications without performance becoming a bottleneck**

### Your advantages

- World records and best-in-class records across all form factors and platforms for best system performance while maintaining a strong focus on efficiency result in cost reductions and future readiness
- Intel® Xeon® processors - across all product families from Intel® Xeon® E3 to Intel® Xeon® E7 - deliver unprecedented computing performance for every need



## 5. Fair conditions for the whole value chain

**FUJITSU Server PRIMERGY systems are researched, designed, manufactured and tested in Germany. With accumulated decades of experience in server development and engineering, we deliver all our products with the highest possible aspirations and at fair conditions for all parties involved.**

### Your advantages

- "made in Germany" is not just a claim – at Fujitsu, we live this as can be seen by our low annual failure rates
- Corporate social responsibility is not just important for us; it is essential for you and your customers. In a hyperconnected and globalized world of ours, Fujitsu supports and lives fair conditions.
- Both global and national regulations are not feared. Indeed, to the contrary, we exceed such requirements to be ready for the future and beyond.



## 6. Reliable system design - even for non-RAS featured servers

All FUJITSU Server PRIMERGY systems are designed for high reliability. Even our entry-level systems reach availability values of 99.997%. Continuity defined for the availability you need.

### Your advantage

- Hardly any unplanned downtimes and significantly low failure rates
- Redundancy, hot-plug PSU and storage drives is just one step. RAS features in our flagship systems are a standard – not an option



## 7. Cost saving and ease-of-use administration

FUJITSU Server PRIMERGY systems come with ServerView Suite. This tool reduces complexity as well as the efforts and costs involved in maintenance, integration, deployment, control and dynamization.

### Your advantages

- Make your admin's life easy and save money at the same time: Infrastructure and resource management, integration and monitoring and much more makes it less complex
- Updates for BIOS, firmware and drivers are rolled out without any charge.



## 8. Unmatched portfolio for solutions and service

FUJITSU Servers PRIMERGY form the basis of our comprehensive portfolio of solutions and services and work smoothly together with FUJITSU Storage and Switches. A broad range of partnerships rely on FUJITSU Server PRIMERGY – for a reason.

### Your advantages

- Obtain everything you need out of one hand
- Benefit from synergy effects in development and the perfect synchronization across the portfolio for smooth operation
- PRIMEFLEX as the new brand consolidates technology based on FUJITSU Server PRIMERGY



## 9. Future-ready design already today

Market trends are of utmost importance for our customers. Buzzwords, such as Big Data, IoT, and Industry 4.0 are demanding challenges that we can already meet today.

### Your advantage

- PRIMERGY systems offer state-of-the-art technology. Our lifecycles are perfectly aligned with market demands and even beyond. As an innovative company, we strive to turn your IT into competitive advantages
- Innovations such as Cool-safe® Advanced Thermal Design, Dynamic-LoM Technology, or Liquid Cooling provide you the flexibility you need to keep one step ahead.



## 10. Faster time to operation is the key for success

At Fujitsu we know that time and speed is crucial. To make you win the race in a fast-moving world, our processes and procedures are short and can help you stay ahead of the competition.

### Your advantages

- Our system allows for plenty of configurations to meet your requirements. Our optimized production enables us to reach order-to-delivery times of only 8 days
- Reference architectures make your life easy: Our specialists have designed specialized pre-configured models that fit – without burden on your resources
- We always have a sympathetic ear for special demands: Just let us know, which challenges you are facing and we will be more than happy to find the perfect solution for you.

