# Fujitsu Interstage
## Business Operations Platform

# Fujitsu Interstage
# Business Operations Platform
## Better, Faster, Cheaper

It's no longer just what you do that counts, it's how you do it – and how quickly you can modify the way you work to take on new opportunities and challenges.

The Fujitsu Interstage® Business Operations Platform is a next-generation business solution and integration platform. Based on the leading Business Operations Platform from Cordys™, it is designed to truly support the way businesses operate, finally bringing the worlds of business and IT together.

### Better, Faster, Cheaper

It's no longer just what you do that counts, it's how you do it – and how quickly you can modify the way you work to take on new opportunities and challenges.

In many corporations, introducing new services and new ways of working may typically span several years, causing immense upheaval and disruption. IT infrastructure and systems in particular can be difficult and costly to re-engineer and adapt.

At the business level, operational strategies and tactics are constantly on the move in the search for optimum results, yet IT frequently struggles to keep pace.

### Business Benefits

The Interstage Business Operations Platform is a unique cloud-enabled solution designed to help organizations increase responsiveness to dynamic market demands. With the Interstage Business Operations Platform, enterprises are able to adapt to new opportunities, minimize risks and introduce new service innovations rapidly and cost-effectively.

Interstage introduces the concept of the Platform-as-a-Service (PaaS), massively reducing costs and allowing enterprises to reap clear business and IT benefits from day one.

- **Faster change** – Dramatically increase the speed of change in business operations and exploit new revenue opportunities more rapidly
- **Unparalleled innovation** – Create a single view of the business, outperform the competition and meet the ever-changing demands of today's market
- **Continuous improvement** – Design, execute, monitor, change and continuously optimize critical business processes with closed-loop business process management
- **Superior performance** – Stay on top of new trends, reduce time-to-market, accelerate growth and incorporate acquisitions faster

The cloud-based approach allows processes based on the Interstage Business Operations Platform to be introduced very rapidly, across the entire organization. Interstage introduces the concept of the Platform-as-a-Service (PaaS), massively reducing costs and allowing enterprises to reap clear business and IT benefits from day one.

### Are you ready for today?

Implementing changes to embedded business processes ranks as one of the most difficult challenges facing both business and technology managers today.

For example, ERP systems, implemented and tailored at considerable expense, contain embedded processes that are often acknowledged to be the best-practice-at-the-time. Workflows between business units, such as sales and manufacturing, will have been built on many years of experience, tuned to meet user, customer and internal needs.

### Disruptive change

In many industries, disruptive change is destroying the value of these embedded processes. Faced with the continuing online revolution, there is a pressing need to revise and update systems and processes, yet there may be enormous internal cultural resistance to change – from both users and overloaded IT departments.

Externally, market sentiment and client expectations are shifting at an alarming rate. The IT service and business users may struggle to use or adapt existing processes to keep pace with customer demands. The delay and expense caused by changes to software and physical systems may mean that, in practice, there is no realistic prospect of meeting the challenges of today.

This creates problems for organizations looking to defend against new market entrants, whose offerings and services may be supported by newer systems that are better able meet immediate customer demands without the drag of legacy systems.

### Agile business strategy

Being able to increase enterprise agility by synchronizing the business and infrastructure change cycles offers enormous competitive advantage. To do so requires systems that are capable of rapid modification, and a mechanism to ensure that business strategies are reflected accurately in the underlying software and hardware.

The Interstage Business Operations Platform is fully SaaS-enabled and fully web-based, with no client implementation requirements other than a web browser.

## Deployed on-premise or in a public or private cloud

The Interstage Business Operations Platform is a next-generation business process management solution delivered in one single platform, which allows organizations to design, execute, monitor, change and continuously optimize critical business processes and operations wherever they are deployed.

The Interstage Business Operations Platform is fully SaaS-enabled and fully web-based, with no client implementation requirements other than a web browser.

The platform is grid-enabled, and contains comprehensive master data management (MDM) capabilities, which ensures one version of the truth is used right across the enterprise, thereby reducing operational costs and delivering a complete, high performance business process management-enabled solution.

## Business Monitoring

The Interstage Business Operations Platform provides the essential link between business requirements and IT services and infrastructure, bringing systems fully under control.

Designed to facilitate collaboration between general management and specialist IT services, the Interstage Business Operations Platform enables new processes to be defined and implemented without any knowledge of the underlying systems.

### Continuous improvement

The platform presents a clear, non-technical definition of current processes, described in terms of users, functions and responsibilities. Complete with metrics and advanced business activity monitoring, the Interstage Business Operations Platform allows ongoing optimization and integration of both internal and external processes. New business and IT services are available as components within the platform. Creating a new process by linking services is independent of the underlying integration, which is handled by the Interstage Business Operations Platform. By taking this component-based approach, new processes can be introduced very rapidly in response to changing market demands.

### Real-time process information

For example, with Interstage Business Operations Platform both internal and external services can be integrated ('mashups' from the cloud) as soon as the data is available, such as sales reports containing customer address information connected to bank payment confirmations. Because all the data is handled by Interstage, there are no complex integration projects, and even the largest enterprise is able to react at internet speed.

With built-in metrics and business activity monitoring tools, the Interstage Business Operations Platform delivers real-time process performance information from across the enterprise. Reports and KPIs can themselves be easily tailored without specialist technical knowledge, reducing the need for IT department intervention and accelerating the ability to respond to change.

## Next-generation BPM

Interstage Business Operations Platform offers total business process management, with advanced enterprise mashup and collaboration capabilities.

Interstage Business Operations Platform provides real-time, accurate operational insight into core processes. With timely information, business managers can respond better to events as they unfold, and manage resources efficiently to achieve optimal business outcomes.

Easy access to data empowers business users to control task flow, manage the decision process and handle work distribution in the most cost-efficient manner.

### Interstage Business Operations Platform highlights include:
- Model and execute knowledge-intensive workflows
- Dynamic work balancing
- Organizational modeling
- Team collaboration tools
- Comprehensive event management

### Making enterprise mashups work

Interstage Business Operations Platform solves the complex and challenging tasks behind enterprise mashups, bringing data from multiple sources under central control.

For example, data from external providers, such as Google™ or Microsoft® mapping, can be combined with internal customer, sales, manufacturing and product data, regardless of the underlying source. Interstage Business Operations Platform supports creative aggregation of almost any information source, including internet, database and legacy systems, enabling business users to create and deliver innovative services in real time.

### Reap the benefits

Interstage offers an integrated platform that enables the business process improvements and refinements proposed by management to be tested and deployed rapidly and cost-effectively.

When changing market conditions require new ways of working, Interstage ensures the achievement of business results by helping to create new scenarios, model possible new workflows, and translate business ideas into practical actions. Interstage offers increased productivity, with fewer delays and hand-offs between the proposal of new processes and the implementation and monitoring of the results.

The Interstage Business Operations Platform provides the essential link between business requirements and IT services and infrastructure, bringing systems fully under control.

Interstage Business Operations Platform offers total business process management, with advanced enterprise mashup and collaboration capabilities.

Changed workflows are easily distributed to users, and the Interstage interface guides them through each step. With a more responsive workforce able to understand and use new processes more quickly, enterprises can respond dynamically to and take advantage of changing business conditions.

### Collaboration

Interstage Business Operations Platform provides a collaborative, web-based, model-driven environment enabling business and IT to create, deliver and deploy solutions rapidly, accurately and effectively. With control of IT services placed fully in the hands of the business managers who create, define, modify and use business processes, the Interstage Business Operations Platform creates a truly agile enterprise, able to respond to change quickly and cost-effectively.

### Cloud Orchestration

Interstage Business Operations Platform offers an intelligent cloud-based deployment platform that uses Business Process Management (BPM) techniques to make the cloud proactive and responsive to your business needs. The BPM component allows simple, intuitive design, execution, monitoring and improvement of business process models for closed-loop business process management. The user interface provides a non-technical bridge between the business perspective (people, responsibilities, workflow) and IT infrastructure (applications, dependencies and transactions).

Each IT system can be viewed as providing a service, published on the platform, and each service can be linked using the Interstage tools to create new internal and external processes and customer offerings. On this principle, the Interstage BPM component delivers a "what you model is what you execute" capability.

The model is the master template that drives the process execution. Business strategy is translated into business processes and rules, which in turn govern the services required from the underlying IT systems. In this way, existing IT investments are fully leveraged and new functionality is flexibly added on top of the current assets.

### Easy, cost-effective deployment

Interstage uses a unique SaaS Deployment Framework to automate the provisioning of the platform and of any third party service or application. With no local PC software footprint to manage and SaaS deployment, Interstage applications are available for enterprise-wide use immediately, unlike more traditional solutions that can take months to implement.

The Interstage SaaS framework makes it easy to integrate third party components, and new services can be presented to users through the platform. All traffic and transactions within Interstage can be monitored and managed, with specific usage billing to individuals, teams and departments if required.

### Real-time view on the business

The Business Activity Monitoring (BAM) component offers real-time performance monitoring through both predefined and ad-hoc process analysis and event management.

By accessing information from multiple sources, users of the Interstage Business Operations Platform are able to gain access to information in a single view regardless of processes, disparate systems or departments. Even for large and complex organizational structures, Interstage BAM allows immediate

insight into Key Performance Indicators. There is no need to build specific reports or integrate departmental systems, because with Interstage the aggregation is designed into the application as it is modeled.

Interstage BAM includes the ability to detect anomalies based on predefined tolerance levels, with automatically generated alerts delivered through multiple channels, such as portals, text messages and e-mail – putting users in control.

Interstage BAM ensures continuous information delivery based on real-time data, allowing corrective actions to be taken manually or automatically at an early stage, offering complete control and improvement of business operations.

As additional users join, the configuration can be pre-set by the platform owner, including data and application usage rights, and automated billing.

With Interstage, business costs are easily identified and allocated to the correct budget-holder, which allows them to gain a clearer picture of their operational expenses and quickly identify where savings may be made.

### Single version of the truth
Ensuring everyone in an organization is working from the same source data is one of the most complex challenges, particularly when the data is sourced from legacy and departmental systems.

The Interstage Business Operations Platform contains comprehensive Master Data Management (MDM) capabilities, acting as a central repository. The platform connects to and aggregates data from multiple systems, and provides a consistent foundation for all subsequent analysis and reporting.

This approach ensures that one version of the truth is used right across the enterprise, thereby reducing operational costs and delivering a complete, high-performance business process management-enabled solution.

### Gain business control
The Interstage Business Operations Platform presents the workflows themselves as objects that can be manipulated. It is possible to model and execute hybrid dynamic workflows and manage non-sequential workflows from within the platform, visualizing hierarchies, work dispatches, escalations and more. With clear graphical insight available instantly, staff requirements can be assessed for immediate allocation of the right teams – right down to the level of individual availability through access to personal calendars.

### Head in the cloud
The Interstage Business Operations Platform is a fully web-based platform; no client software is required, and almost any device with a web browser and connection can be used to access applications.

The Interstage platform also offers an assembly and orchestration layer for cloud-based services and applications.

The platform enables Web 2.0 capabilities, such as tagging tasks and documents, and incorporation of third-party gadgets such as clocks, timers, RSS feeds and more, for improved user experience and productivity.

Business user productivity is enhanced with built-in functionality such as the ability to manage tasks organized by work list, team, role and user (or any combination), to help distribute and execute workloads in the most efficient manner.

### Enabling easy collaboration
A key feature of the platform is the web-based, model-driven environment that enables business and IT to collaborate easily to create, deliver and deploy Interstage solutions rapidly and incrementally. Starting with a single view of all applications with workspace isolation that enables changes to be validated before sharing and distribution, Interstage Business Operations Platform provides a very powerful way to work in extended teams. The model-driven workspace offers zero-code application development, with a very short learning curve – even the most non-technical managers can create and share new applications. The platform includes rigorous audit features to track and authorize changes, which offers complete control over business process modifications and allows full compliance with regulatory mandates.

### Enterprise cloud orchestration
The Interstage platform also offers an assembly and orchestration layer for cloud-based services and applications. This allows enterprises to connect their IT backbone with any offering in the cloud or orchestrate different online services, to fundamentally change the way of innovating the business processes and to exploit the full potential of the cloud.

**Greener IT**

Unlike other software offerings, the platform is fully implemented as a set of web-services, from the ground up. A Service Oriented Architecture is inherent throughout the product – which means that Interstage is completely decoupled from existing infrastructure and applications. This approach means that Interstage not only works with and respects existing investments, but also that it runs in a virtual environment if required ensures that you do not waste resources, making your IT environment greener and kinder to the environment.

**About Fujitsu America**

Fujitsu America, Inc., is a leading ICT solutions provider for organizations in the U.S., Canada and the Caribbean. Fujitsu enables clients to meet their business objectives through integrated offerings and solutions, including consulting, systems integration, managed services, outsourcing and cloud services for infrastructure, platforms and applications; data center and field services; and server, storage, software and mobile/tablet technologies. For more information, please visit: http://solutions.us.fujitsu.com/ and http://twitter.com/fujitsuamerica

**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

## FUJITSU AMERICA, INC.

1250 East Arques Avenue
Sunnyvale, CA 94085-3470, U.S.A.
Telephone: 800 831 3183 or 408 746 6000
Contact Form: http://solutions.us.fujitsu.com/contact

## FUJITSU LIMITED

Shiodome City Center, 1-5-2 Higashi-Shimbashi
Minato-ku, Tokyo 105-7123, JAPAN
Telephone: +81-3-6252-2220
www.fujitsu.com

http://solutions.us.fujitsu.com/