

# DELIVERING **RELIABLE** ENTERPRISE COMPUTING



“SHODEN  
DELIVERS  
SCALABILITY,  
RELIABILITY,  
AVAILABILITY AND  
PERFORMANCE.”

RUI DE OLIVEIRA

## SHODEN'S KEY PARTNERSHIPS WITH FUJITSU AND HITACHI GIVE IT THE EDGE IN TODAY'S GROWING ENTERPRISE COMPUTING ENVIRONMENT.

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Enterprise computing plays a critical role in most key business functions, from running applications to database operations. Business success is, therefore, dependent on continuous availability of services. As this demand for system availability increases, so too does the requirement for technology that provides the highest levels of availability and scalability. Core business systems need to provide flexibility in order to align with business agility.

According to Rui de Oliveira, product manager at Shoden Data Systems, organisations today require highly flexible servers with built-in virtualisation capabilities and associated tools, technologies and processes, in order to optimise utilisation.

"Shoden prides itself on delivering high-end architectures and solutions, based on core technologies, from two of the globe's most recognised technology leaders in the enterprise environment. Our partnerships with both Fujitsu and Hitachi enable us to meet our customers' current and future investments in enterprise computing technology," he says.

### LIGHTING A SPARC

De Oliveira says that from the Fujitsu side, Shoden can offer its customers the Solaris SPARC enterprise servers, which are highly reliable, easy-to-manage, vertically-scalable systems. These servers offer all the benefits of traditional mainframes without the associated cost, complexity, or vendor lock-in, he says.

"Over the past eight years, we have built a solid reputation by delivering Fujitsu SPARC enterprise solutions to customers who require a high level of reliability and availability, particularly in their mission-critical systems. Shoden has SPARC expertise in both hardware and software, while our engineers have undergone extensive training in both Germany and Japan."

This, he says, enables Shoden to offer complete enterprise solutions and consulting from pre-sales through to systems architecture. The company takes a thorough approach, looking at the enterprise and assessing the environment with a view to aligning the business objectives and systems with the technology solution.

"This enables the enterprise to make a calculated investment in an optimally efficient solution, built on an established and stable technology," adds De Oliveira.

"Then on the Hitachi side, we build robust mainframe-class x86 blade platforms. These have an architecture that is able to scale out and scale up. The Backup Symphony is the next generation of enterprise-class blade servers, and it offers an ideal platform for virtualisation, with extremely high computing bandwidth and memory. Hitachi blades can, therefore, be used to enhance the performance of the heart of the data centre."

De Oliveira says that Shoden is confident that the combination of its systems expertise and its partners' advanced server products will enable organisations to realise performance and cost benefits in their current and next generation data centres.

### PREMIER PARTNERS

"We have worked hard to establish Shoden as a premier partner in the high-end server environment. Now this hard work is paying off, as many customers seek to align with us because we provide solutions from both Fujitsu and Hitachi.

"Shoden has provided solutions from both these organisations for a number of years. Therefore, we have a strong legacy in respect of the solutions on offer and are able to deliver on the key customer

requirements of scalability, reliability, availability and performance."

He points out that Shoden has a number of key differentiators that set it apart from the competition. The first of these is the ability to deliver powerful and robust technology from its industry-leading partners. The company is also able to bring its deep understanding of the data centre challenges and requirements to bear, in order to meet the needs of its customer in the high-end server space.

"In addition, the quality of onsite service, support and consultancy offerings we can provide in the hardware and operating system space, as well as our knowledge of cluster and virtualisation technologies, places us in a league of our own," he says.

### FACING THE FUTURE

De Oliveira says that the acquisition of Sun Microsystems by Oracle leaves Shoden particularly excited about the future. This, he says, is because the Solaris SPARC platform will now be absolutely strategic to both Oracle and its customers. There is a large commitment to both the Solaris operating system and the SPARC hardware platforms from both Oracle and Fujitsu.

"A lot of our customers have been wondering about the future of the Solaris SPARC. Thanks to the Oracle acquisition of Sun, the continuation of this technology and its sustained strategic importance is now assured. In addition, it will now be optimised for Oracle environments."

Looking forward, Fujitsu have recently introduced the SPARC64™ VIIIfx processor, which will be the catalyst for its new supercomputer, boasting a computational performance of 128 gigaflops.

"In fact, both Fujitsu and Hitachi are on the leading edge of supercomputer technology and high-end server technology development. Clearly, our partnerships with these two Japanese technology giants provide us with a huge differentiator in respect of those customers who are seeking robust and proven hardware solutions and technologies," he concludes. **B**