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Denso Marston deploys virtualisation to cut carbon footprint, reducing power output from 11KVA to 3KVA

Fujitsu Siemens Computers and value added reseller VdotCOM to provide server virtualisation and storage solution.

Bracknell, 16 September 2008 – Denso Marston, one of the world’s largest suppliers of cooling technology to the heavy-duty automotive sector, is consolidating its server infrastructure to reduce power consumption and improve manageability at its facility in Shipley, UK.

Denso Marston has selected Fujitsu Siemens Computers and value added reseller VdotCOM to consolidate 30 servers, introduce a new storage solution and provide ongoing IT support services. The roll-out is expected to reduce power output from 11 KVA to 3 KVA, plus associated benefits in terms of reducing air conditioning.

Denso Marston produces engine and vehicle systems cooling components for the world’s leading manufacturers of construction and agricultural vehicles, power generation equipment and trucks. Previously operating multiple servers, running everything from CAD software to email, Oracle and SQL databases, and IT help desk, Denso Marston found that IT management was more about fire fighting and less about improving IT efficiency.

VdotCOM recommended consolidating the infrastructure into three virtualised PRIMERGY servers, running on VMWare, along with a FIBRECAT storage from Fujitsu Siemens Computers.

Robin Talbot, IS Manager at Denso Marston says: “The decision to work with Fujitsu Siemens Computers and VdotCOM was based on a business decision of improving our IT management and making cost savings. But as an organisation focused on improving innovation at plant level – we set an industry-leading benchmark of investing eight per cent of our sales into R&D – we were delighted to find that server virtualisation would mean enhancing our green credentials at the same time.”

“Denso Marston places a real focus on driving innovation improvements through its manufacturing process, so we are delighted to be working on this project to enhance the management of the company’s IT function,” adds Kevin Ridings, Technical Support Manager, VdotCOM. “As we work with the IT team on an ongoing basis we hope to be able to make dramatic improvements to both the way that they manage the IT function on a day to day basis and the ability to plan for the future more effectively.”

Sean Haffey, product manager for storage, Fujitsu Siemens Computers, remarks, “The manufacturing industry is ideally placed to enjoy the benefits of server virtualisation: typically plants are concerned with multiple applications, which often have their own dedicated server. Virtualisation simplifies the management and improves control for IT managers and directors.”

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About Denso Marston

Denso Marston is one of the worlds leading designers and manufacturers of cooling systems focused on the heavy-duty on and off highway markets. Its customer base includes companies such as Caterpillar, CNH (a FIAT construction and agricultural equipment company), JCB, AGCO and Scania.

DENSO Marston is part of DENSO Corporation, headquartered in Kariya, Aichi, Japan - one the world’s leading Tier 1 automotive components companies.

About VdotCOM:

VdotCOM is a VAR (value-added reseller) whose key features are to devise, develop and provide cost-effective and innovative solutions to meet the needs of businesses. From value-added consultancy through to product provision, we pride ourselves on providing an efficient, friendly and honest service. As a prominent UK provider of IT solutions, we know it’s not enough for customers to merely trust us to do the job. They have to be confident we can do it better than anyone else. To accord customers the very best service, VdotCOM provides real flexibility with dedicated account managers tailoring accounts to meet individual needs.

About Fujitsu Siemens Computers:

Fujitsu Siemens Computers is the leading European IT Infrastructure Provider with a strategic focus on next-generation Mobility and Dynamic Data Center products, services and solutions. With a platform and services portfolio of exceptional depth, our offering extends from notebooks through desktops to enterprise-class IT infrastructure solutions and services offerings. Fujitsu Siemens Computers has a presence in all key markets across Europe, the Middle East and Africa, with Infrastructure Services extending coverage approximately 170 countries worldwide. Leveraging the strengths, innovation and global reach of our joint shareholders, Fujitsu Limited and Siemens AG, we make sure we meet the needs of customers: large corporations, small and medium enterprises and private users. The company is a pioneer in providing environmentally conscious technology and processes, throughout the lifecycle of each product, and is a member of the Climate Savers Computing Initiative and Green Grid organizations. To meet stringent international standards for corporate social responsibility, Fujitsu Siemens Computers is a member of the United Nations Global Compact.

For more information on Fujitsu Siemens Computers, please visit: www.fujitsu-siemens.com, for Corporate Social Responsibility please see www.fujitsu-siemens.com/aboutus/sor/index.html.

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