

ITANIUM®-BASED SERVERS: OPTIMIZING ERP INFRASTRUCTURE

INDUSTRY STANDARD SOLUTIONS ARE FLEXIBLE, RESPONSIVE, SCALABLE AND LOW COST

Enterprise resource planning (ERP) solutions are the glue that binds computer systems together in large organizations. ERP systems integrate the data and processes of a company, such as planning, purchasing, inventory, sales, finance and human resources, into one single system. To meet changing business demands, companies flexible ERP solutions that enable them to adapt their business processes to new market requirements.

Itanium®-based servers running Windows® or Linux® provide an ideal platform for a wide range of mission-critical applications in the enterprise data center. They allow IT organizations to consolidate multiple, demanding workloads onto each server, and to add CPU, memory and I/O resources as needed to address growing requirements.

IT organizations are expected to optimize ERP infrastructure based on learning from prior experiences and integrating new technologies. Today's ERP applications are often less complex with respect to migration, installation and training. And in the future, IT will enable more ERP applications, such as support for wireless Internet connections and increase access to more stakeholders worldwide who can respond quickly to time-critical requests.

"IT organizations are being asked to provide high-quality ERP support services at the lowest possible cost."

— Albert Pang, Jean S. Bozman, IDC

With their ability to handle massive amounts of data and heavy computational workloads in mission-critical environments, Itanium-based servers are ideal for the most demanding ERP applications. Institutions are also consolidating their existing hardware infrastructure and reducing operational costs such as software licensing fees, maintenance, administration and power and cooling.

Following are several examples of organizations using Itanium-based servers to host some of their most critical applications and ERP solutions.

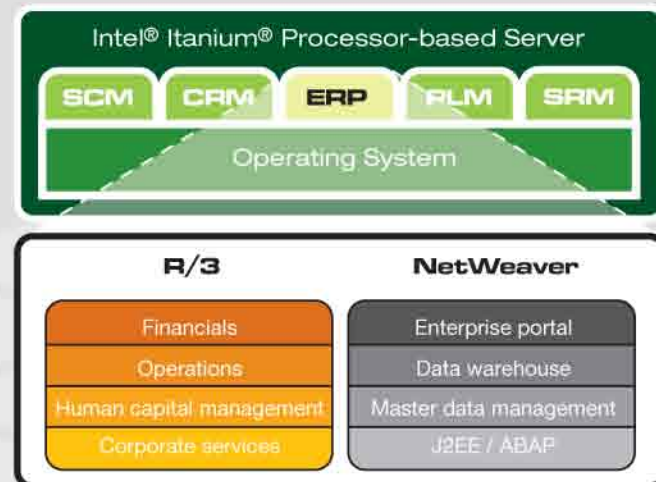
RESPONDING QUICKLY TO MARKET CHANGES

Prada is a leading Italian fashion company that decided to upgrade and simplify aging infrastructure to maximize simplicity and flexibility. To maintain its competitive edge and better serve customers, Prada replaced more than 200 servers—one in each retail location—along with a variety of operating systems, databases and software applications. They deployed a reliable, scalable Itanium-based server with Microsoft Windows Server 2003, Oracle9i, SAP R/3 and SAP Retail. This configuration is keeping Prada at the forefront of the high-fashion industry by streamlining retail, financial and supply-chain operations.

"By moving to one centralized system built on industry standards for retail and logistics, we realized we could react faster to changing market conditions and enhance customer service by obtaining inventory and sales information in real time," says Fulvio Grignani, Prada Group IT director.

IMPROVING RESPONSE TIME

With 1,000 beds and more than 2,200 employees, Allgemeines Krankenhaus Linz (Linz AKH) is the main hospital of the capital of Upper Austria. It serves more than 50,000 in-patients, offers more than 5.4 million out-patient services and carries out 30,000 operations a year. The hospital's new 'care management' project increased its ERP system transaction and memory requirements. After experiencing interoperability and scalability problems running their SAP environment on



IBM iSeries, Linz AKH decided to migrate to Itanium-based servers and reported a dramatic decrease in response time.

"After platform migration, the response times have decreased by approximately 50 percent and we know that the new HP hardware environment has provided us with enough resources for additional growth," says Christian Bauer, project manager for SAP migration, Linz AKH.

INCREASING CAPACITY COST EFFECTIVELY, REDUCING COSTS

JT International (JTI), headquartered in Switzerland, handles international production for the third-largest tobacco company worldwide. With data volumes increasing by up to one terabyte a year, JTI needed to add data capacity constantly, but its mainframe architecture made expanding the environment expensive. Specifically, a mission-critical SAP R/3 application could not be scaled cost-effectively. As a result, JTI migrated from a mainframe environment to Itanium-based servers running the SAP R/3 instance Windows Server® 2003 and Microsoft SQL Server™ 2000 and JTI projects experienced total cost of ownership savings of 30 percent over four years.

Unisys also needed to reduce costs and increase operational efficiencies. The company launched a global program to simplify and standardize its processes and systems; as part of that program, the company moved its Oracle-based ERP environment to Itanium-based servers. This migration doubled processing speeds, improved user response time, delivered more than 99.9 percent availability and is expected to save the company at least \$400 million (USD) over six years.

"The implementation of the ES7000 server employing Intel Itanium processors allows Unisys to continue to expand its use of the Oracle ERP environment by further eliminating legacy applications, and provides additional capacity for future growth," says David Gardiner, Unisys' vice president of Information Technology.

ITANIUM-BASED SOLUTIONS ANSWER THE CHALLENGE

Most large businesses have grown their ERP environment over many years and need to consolidate their systems to reduce costs and simplify future upgrades. Open, industry standard Itanium-based solutions offer a much needed resource with their flexibility, responsiveness, scalability and low cost.

Itanium-based servers improve cost models and offer a better foundation for growth and innovation. They integrate easily with x86-based servers and system. This gives IT organizations exceptional flexibility for consolidating systems and applications, and for using a common set of tools and procedures across their computing assets to simplify, standardize and save.

These flexible systems can also simplify integration and migration, thereby reducing project implementation timelines. This results from the ability of Intel Itanium processors to interact seamlessly between older and newer architectures and run more than 10 operating systems. These capabilities provide IT more flexibility to configure ERP infrastructure and confidently support large volume workloads on fewer high-availability servers.

Achieving high availability, Dual-Core Intel Itanium processors deliver mission-critical computing through many architectural features such as extensive error monitoring, containment and correction at the processor level.

For more information on Itanium-based solutions for ERP, please visit <http://www.itaniumsolutions.com/apac>.

*Other names and brands may be claimed as the property of others.



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1 Source: Opportunities for HP Scalable Windows Servers for ERP Workloads, Albert Pang, Jean S. Bozman, IDC white paper, sponsored by HP & Intel, August 2006.
2 <http://h20341.www2.hp.com/integmy/downloads/PRADA.pdf>

3 http://www.itaniumsolutionsalliance.org/news/use_cases/HP_Linz_Akh.pdf
4 http://www.unisys.com/products/enterprise_servers/clients/featured_case_studies/unisys_cornerstone.htm