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PRIMEPOWER Server



ETERNUS GR700 series storage system



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THE POSSIBILITIES ARE INFINITE **FUJITSU**  
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## mySAP.com Case Study Daiichi Pharmaceutical Co., Ltd.

Fujitsu's BASIS service and Solaris™ Operating Environment PRIMEPOWER server contribute to a reliable SAP R/3 infrastructure.



**Daiichi Pharmaceutical Co., Ltd.**

**Fujitsu's BASIS service and Solaris™ Operating Environment PRIMEPOWER server contribute to a reliable SAP R/3 infrastructure.**

**Daiichi Pharmaceutical, a leading drug manufacturer, started operation of its corporate core system using SAP R/3 in April 2002. During the project, several sub-systems that had been developed individually on an area by area basis were integrated into SAP R/3 to achieve the company's primary targets of an efficient management environment and enhanced competitiveness in the market. The core system was constructed in the relatively short time of 18 months with support from Fujitsu as the BASIS partner. By introducing the high-performance PRIMEPOWER server, Daiichi Pharmaceutical ensured the absolute reliability and availability of the new system.**

Competing by leveraging its strengths as a dedicated pharmaceutical company

Due to several factors, including reforms in the national health insurance system and the entry of foreign-affiliated companies, competition in the Japanese pharmaceutical industry had intensified significantly. This, in turn, led to the establishment of new and unprecedented developments in areas such as genomic pharmaceuticals and individually tailored medical treatments. Drug manufacturers face major issues in evolving to accommodate such changes in their business environment.

Mr. Yasuhiko Yotsui, general manager of Daiichi's Information Planning and Administration Dept. said, "As a company specializing in manufacturing drugs, our experience

is extensive and our performance excellent. We'd like to leverage these characteristics so that our business thrives in the global competition of the future." Every drug manufacturer has its own priorities and strengths. One of Daiichi Pharmaceutical's strengths is its line of products intended for use by medical practitioners. Particularly in the fields of antibacterial drugs and contrast media, the company is recognized as a leader; and has already proven itself to be successful not only in Japan but also worldwide.

The decision to introduce SAP R/3 was targeted at corporate structural reform

In 1999, Daiichi Pharmaceutical kicked off their MINT (Mission INvestment Total system) Project to completely rebuild their corporate core system.

Mr. Shinya Kobayashi, in charge of ERP as deputy manager of the Planning and Administration Group for the Information Planning and Administration Dept., gave the following background explanation: "At that time, our previous core systems built using mainframes had become obsolete and were expensive to maintain. More importantly, it was most urgent that we achieve business process improvement and structural reform; for example, better inventory turnover and faster monthly account settlement."

The decision was taken to rebuild the corporate core system based on an ERP package. SAP R/3, which had already become the de-facto standard in the pharmaceutical industry by then, was chosen. The company opted for the so-called "big bang" approach where all the sub-systems handling accounting, production, sales, and logistics are rebuilt at the same time. Mr. Hiroshi Kobayashi, engagement manager for ERP promotion in the Information Planning and Administration Dept., said "We used the challenge of a big bang approach where a wide area of business processes are optimized to better drive structural reform of the entire company. Of course, we held to minimum customizations and add-ons to SAP R/3."

PRIMEPOWER 2000 was selected based on excellent performance and reliability

It is typical in the set-up of an SAP R/3 system that customers prepare separate servers for development, verification, and production work. Solaris™ Operating Environment (Solaris OE) handles such operations well, is highly reputed as a platform for large-scale systems, and also supports excellent features for domain generation (partitioning) and multi-user support. "With a single PRIMEPOWER from Fujitsu supposed

to take the roles of all those multiple servers. I was very interested", said Mr. Shinya Kobayashi.

The excellent transaction capability of PRIMEPOWER was attractive, too. Mr. Hiroshi Kobayashi said, "The SD (sales and distribution) application of SAP R/3 has a fairly large CPU power requirement. We therefore wanted our central server to have the highest performance possible and ran benchmark tests on several high-end UNIX® servers from candidate vendors. What we found was PRIMEPOWER2000 (the top-end model) outperformed all the others by 40%. That was evaluated as significant."

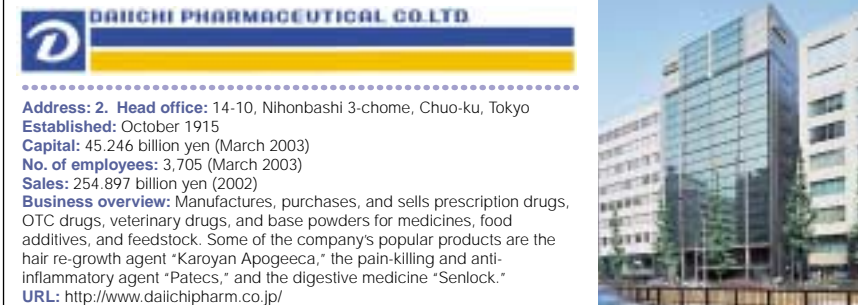
They were satisfied with PRIMEPOWER in terms of reliability and availability as well. "We put a single PRIMEPOWER into our production operation and did not make it into a clustered system as we judged that PRIMEPOWER could achieve the required level of security just from its multi-layered ECC functions (automatic detection and correction of memory errors, etc.) and the stability of its standard Solaris OE. In fact, we have never encountered a problem since production was cut over", said Mr. Hiroshi Kobayashi.

Stable systems operation support came from a variety of applied solutions

In the important manufacture of medication for human ailments, it was critical that the company not suffer any problematic system shutdowns. In addition, it was decided to outsource their SAP system operation. Several outsourcing organizations were thoroughly investigated in terms of facilities, infrastructure and available services. Subsequently, they chose Fujitsu Tatebayashi System Center as their outsource provider based on its preparedness for security problems, natural disasters such as earthquakes, and a range of other matters. This choice was also influenced by Fujitsu's positive reaction to Daiichi Pharmaceutical's SLA (Service Level Agreement) requirements.

Fujitsu's middleware "SystemWalker" software takes care of overall operations management while BMC's "PATROL" monitors performance under the control of SystemWalker.

In regard to everyday data backup operations, Mr. Shinya Kobayashi said, "By use of the OPC (one time copy) function provided with Fujitsu's storage system "ETERNUS GR700 series", we



**DAIICHI PHARMACEUTICAL CO. LTD.**

Address: 2. Head office: 14-10, Nihonbashi 3-chome, Chuo-ku, Tokyo  
 Established: October 1915  
 Capital: 45.246 billion yen (March 2003)  
 No. of employees: 3,705 (March 2003)  
 Sales: 254.897 billion yen (2002)  
**Business overview:** Manufactures, purchases, and sells prescription drugs, OTC drugs, veterinary drugs, and base powders for medicines, food additives, and feedstock. Some of the company's popular products are the hair re-growth agent "Karoyan Apogeece," the pain-killing and anti-inflammatory agent "Patecs," and the digestive medicine "Senlock."  
 URL: <http://www.daiichipharm.co.jp/>

can keep production operation downtime to an absolute minimum." In relation to the storage sub-system they have an SSP (Storage Service Provider) contract with Fujitsu which helps them both reduce their initial hardware investment and ensure speedy capacity expansion whenever necessary.

Fujitsu's BASIS members supported the world's first implementation of PP-MES

Daiichi Pharmaceutical employed the new "PP-MES" (manufacturing execution system) solution for its SAP R/3 system ahead of other companies. Because the solution had never been implemented anywhere in the world, the challenge was handled under the direct support of SAP headquarters (in Germany). The work was managed in the following way: BASIS members of Fujitsu first verified new codes sent from SAP headquarters in the development environment of Daiichi Pharmaceutical, then, if no problems were found, the codes were transferred to the production environment.

"It is as if we have our own SAP competence center within the company. I admire the efforts of

Fujitsu BASIS members who worked together with us to complete the implementation", Mr. Hiroshi Kobayashi reflected.

Daiichi Pharmaceutical constructed a new SAP-based corporate core system with a "big bang" approach.

"We calculate that the development of a similar system in COBOL would have required approximately 4 to 4.5 million program steps, thus costing in the range of 10 billion yen. Based on SAP R/3, we completed our new system within the budget of 4 billion yen, so I think the project was a tremendous success from a systems investment perspective, too", said Mr. Hiroshi Kobayashi contentedly.

To further promote strategic business, Daiichi Pharmaceutical's intention was to further expand the IT system.

Mr. Yotsui spoke of his hope, saying, "In the pharmaceutical industry, demand for effective use of IT solutions on a global basis is greatly intensifying, examples being the sharing of experimental data internationally and the standardization of application procedures for new drug approval, etc. We expect Fujitsu to tailor beneficial IT proposals for Daiichi Pharmaceutical as well as continue their excellent support in the future, too."



**Mr. Yasuhiko Yotsui,**  
General Manager, Information Planning & Administration Dept., Daiichi Pharmaceutical Co., Ltd.



**Mr. Shinya Kobayashi,**  
Deputy Manager (in charge of ERP), Planning & Admin. Group, Information Planning & Administration Dept., Daiichi Pharmaceutical Co., Ltd.



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