

“FUJITSU PRIMEFLEX® for SAP® HANA® arrived pre-configured based on our specifications so it was literally plug-and-play to install. That allowed us to quickly begin on-boarding the different parts of the business one by one.”

Reda Loudiyi
CIO
Diana Holding Group

Diana Holding has deployed FUJITSU PRIMEFLEX® for SAP® HANA® for production, warehouse management and logistics, increasing efficiency, speed and reliability.

At a glance

Country: Morocco
Industry: Agribusiness
Founded: 1986
Employees: 6,500+
Website: www.dianaholding.com

Challenge

Faced with multiple, siloed IT environments across its many business units, Diana Holding wanted to consolidate and centralize its business processes on SAP HANA. When it wanted to extend its initial implementation, it needed a partner with the right skills and experience.

Solution

Diana Holding worked with Fujitsu Morocco, in collaboration with central SAP HANA experts and local partner, to set up the new FUJITSU Integrated System PRIMEFLEX for SAP HANA platform. This fast implementation supported the short overall project timeline of five months to deploy the new SAP HANA-based services to its subsidiaries.

Benefit

- Savings of €700k per year courtesy of improved inventory tracking in its bottling business
- The HANA infrastructure is flexible, can be extended, add new modules, and will support a future migration towards S/4 HANA
- Hundreds of users will enjoy increased productivity and enhanced visibility of operations for optimal efficiency

Customer

Since its original foundation in 1956 and eventual incorporation thirty years later, Diana Holding Group has become one of Morocco's leading players in the agri-food industry. Inspired by its love of the land, the company has diversified into multiple sectors, including viticulture, olive oil production and farming, consequently laying the foundations for a fully integrated and constantly evolving organization. Diana Holding is the seventh largest private group in Morocco, with a turnover of three hundred million Euros and 6,500 employees.

Products and services

- FUJITSU Integrated System PRIMEFLEX® for SAP® HANA®
- Fujitsu Technology Advisory Services for SAP HANA including preload services and data center integration

Challenge

Diana Holding Group is a massive operation with 14 subsidiaries in 50 locations. However, each subsidiary had developed with its own IT infrastructure making centralized decision-making near impossible. The company wanted to introduce a more standardized IT environment that would align planning, production and distribution across its entire network.

"We wanted a central solution for all operations to manage the business more effectively and to improve management within each subsidiary," explains Reda Loudiyi, CIO, Diana Holding Group. "Accurate forecasting is crucial in our businesses – for example, we are the largest wine producer in Morocco and weather and climate play a huge role in production. It is essential to plan and align with market needs."

The company took its first step on the road to consolidation by implementing SAP® HANA® for Accounting, Acquisition and Sales in 2014. However, its initial hardware supplier was not up to the task, which led Diana Holding to look for a new SAP technology partner when it came to deploying a more extensive SAP HANA solution, comprising production, warehouse management, mobility and logistics.

"The previous vendor had a lot of staff changes and didn't deliver what we wanted so, when it came to the wider functionality, we needed a hardware partner we could trust," adds Loudiyi. "We came across Fujitsu at a SAP event in Barcelona and were immediately struck by its experience and the excellent track record from SAP HANA deployments all around the world."

Solution

Diana Holding worked with Fujitsu Morocco, aligned with local SAP solution partner, Corporate Software and supported by the specialist Fujitsu SAP HANA team in Germany to implement the new FUJITSU Integrated System PRIMEFLEX® for SAP HANA platform. Fujitsu expertise, infrastructure and services enabled Diana Holding to fully exploit the potential of its new HANA-based business solution.

"FUJITSU Integrated System PRIMEFLEX for SAP HANA arrived pre-configured based on our specifications so to install, it was literally plug and play," continues Loudiyi. "That allowed us to quickly begin on-boarding the different parts of the business one by one."

The Fujitsu platform is optimized for in-memory technology so vast amounts of data can be analyzed in real-time, safely and securely, either on premise or in the cloud, enabling smarter business decisions based on greater business insight.

The SAP HANA-based applications at Diana Holding are accelerated, enhancing processes, and enabling Diana Holding to become a true real-time enterprise. "The implementation and migration was remarkably painless and didn't disrupt the day-to-day business of our various subsidiaries," says Loudiyi. "Rather, it is the first step towards harmonizing operations and delivering more effective management tools."

Benefit

Diana Holding is still partway through the SAP deployment process, with plans to add the Business Intelligence module in the coming months, it has already seen an immediate impact in certain areas. For example, as the country's second largest soft-drinks bottler, it has realized savings of €700k per year courtesy of improved inventory tracking. "Previously, we had no visibility in terms of the expiry date of our stock, however, based on PRIMEFLEX for SAP HANA we have a first-in-first-out distribution methodology which gives us total transparency," comments Loudiyi. "We can also minimize human error and fraud across the supply chain by providing a single dashboard for management."

SAP HANA increased efficiency speeds up time to market and helps control the inventory of perishable goods, ensuring maximum profitability and minimizing risk. Moreover, it makes employees more productive by equipping them with the tools they need while the Fujitsu solution can scale to include more users as the deployment continues.

"We currently have 850 users connected using SAP Business Suite on HANA and this number will rise to 1,200 when we extend the application landscape and add the HANA-based Business Intelligence module," remarks Loudiyi. "In the five months since installation, it has been very stable and on the rare occasion we have had needed support, Fujitsu has been incredibly responsive." The project has proven so successful that Diana Holding and Fujitsu have together outlined a comprehensive roadmap, encompassing not only the incorporation of Business Intelligence but also the addition of CRM and the eventual migration to SAP S/4HANA. "We expect to connect 60,000 customers to the CRM platform when it goes live in 2018 and Fujitsu will provide the underlying hardware to make that possible," concludes Loudiyi. "We are looking forward to working together for many years to run all our businesses as efficient as possible."

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Phone: +212-522-58-17-17

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