

Case Study

Frucor Beverages - Fujitsu Power Appliance for the SAP HANA® platform

» Business users are thrilled with the results. They are able to run reports faster, and more importantly, productively utilize their time for analysis and better decision making «

Mark Palmer, IS Program Manager, Frucor Beverages



The customer

Frucor Beverages Ltd is one of Australasia's largest beverage manufacturers and distributors. It is best known for its flagship product, the 'V' energy drink as well as an extensive brand portfolio including fruit juices, waters and soft drinks. Headquartered in Sydney and Auckland, Frucor has more than 900 employees in Australia and New Zealand.

The challenge

Frucor has experienced rapid growth, and with it increased volumes and complexity of business data. The company has a core SAP system that does an excellent job of collecting and processing company-wide data. As the business continues to expand locally and internationally the company's data warehousing overhead was becoming complex, resulting in some reports taking too long to process.

The solution

Fujitsu implemented the SAP HANA database for the SAP NetWeaver® Business Warehouse (SAP NetWeaver BW), giving Frucor advanced data analysis, increased speed and depth of reporting.

Fujitsu's implementation team worked collaboratively with Frucor to deliver a very successful project over a six-week period. Fujitsu carried out a database migration from SQL Server to SAP HANA in development and test environments. Then, after comprehensive testing and a number of trial runs, the production system was commissioned over one weekend, an activity that ran smoothly – largely due to the attention to detail of the implementation team and team commitment to testing and trial runs.

Frucor chose the Fujitsu Power Appliance for SAP HANA based on PRIMERGY Rack optimized servers, giving scalability, high availability, and backup / restore, as well as disaster resilience.

The solution entailed installing SAP NetWeaver BW in Fujitsu's cloud environment, and integrating this solution into the SAP cloud solution for Frucor. The services Fujitsu provided included the upgrade of SAP NetWeaver BW and BPC, performing Unicode conversions, and migrating all BW and BPC data to SAP HANA services on the cloud.

THE CUSTOMER

Country: Australia, New Zealand
Industry: Manufacturing
Founded: 1962
Number of employees: 900
Website: www.frucor.com



THE CHALLENGE

Increased data volumes and data warehouse complexities.

THE SOLUTION

SAP NetWeaver BW powered by SAP HANA based on optimized infrastructure from Fujitsu.

THE BENEFIT

- Faster decision making based on faster processing of data, up to 10x faster than the original data warehouse
- Reduced IT workloads due to reduced complexity and simplified architecture
- Lower Total Cost of Ownership
- Preserves investment in the SAP NetWeaver BW application

The benefit

Essentially the main benefit is that the Frucor business community has the information available to make faster decisions based on the data available. Running their entire SAP NetWeaver BW on the SAP HANA platform allows the company to enjoy superior performance and a dramatically simplified Business Intelligence (BI) landscape.

With reduced complexity and a simplified architecture, the SAP HANA solution will help Frucor to lower the total cost of ownership, reduce IT workloads and respond faster to business requests for information. The simplified data warehouse architecture is more efficient to manage and requires less storage because the data persistency layers are cut out; there is no need for aggregates, indexes, rollups or statistics. It is also much faster to load data into the BW.

The transition was achieved without disruption to the business and also preserved the existing investments in SAP NetWeaver BW. Fujitsu undertook a database migration without impacting the in the SAP NetWeaver BW application layer itself, no changes were required to existing business content, logic, or BW queries.

Performance improvements have been realised in several areas including BW queries that run 10-100 times faster, data loads that run 5-10 times faster, and calculations that are 5-10 times faster. These performance improvements have helped Frucor to analyse reports faster and make business decisions quicker.

"The speed is very impressive, previously some reports would take nearly an hour to process, now the same report is done in just a few seconds.

"We are very pleased with the operation and speed of the entire SAP NetWeaver BW powered by SAP HANA implementation. According to end users' feedback, the speed of their BW reports is very fast and has been improved greatly. In addition, the running of the whole production system is stable with fast speed of the data extract, ETL, and incremental updates.

PRODUCTS AND SERVICES

- Fujitsu Deployment Service for SAP HANA®
- Fujitsu Migration Service for SAP NetWeaver BW to SAP HANA
- Fujitsu Power Appliance for SAP HANA based on PRIMERGY server infrastructure

"Business users are thrilled with the performance of SAP NetWeaver BW on SAP HANA. They are able to run reports faster, and more importantly, productively utilize their time for analysis and better decision making. Our IT department is also very happy due to the simplified architecture and reduced complexity of the solution. This project has achieved 3 things in one go: a smaller DB footprint for the same size of BW deployment; faster data loads making more current data available to business; faster reporting and analysis making business users happy," Mark Palmer, IS Program Manager, Frucor.

Conclusion

Fujitsu and Frucor IT have collaborated closely on a tightly integrated and optimized end-to-end solution for the business. The SAP HANA database, Fujitsu implementation services and the Fujitsu Power Appliance for SAP HANA have provided Frucor with an in-memory computing technology solution that supplies great business value.

With the increase in speed of processing of information, Frucor executives will be better informed and empowered to make business decisions more quickly. Reporting cycles are simplified and lead times have been significantly reduced.

About Fujitsu

Fujitsu Australia and New Zealand (FANZ) is a full service provider of information technology and communications solutions. As the third largest ICT Company in the Australian and New Zealand marketplace, we partner with our customers to consult, design, build, operate and support business solutions. From strategic consulting to application and infrastructure solutions and services, Fujitsu Australia and New Zealand has earned a reputation as the supplier of choice for leading corporate and government organisations. For more information, please see, www.fujitsu.com

In collaboration with



Contact

Fujitsu Australia and New Zealand
Address: Level 16, 15 Blue Street,
North Sydney, NSW, 2060, Australia
Phone: +61-2-9113 9200
Fax: +61-2-9113 9222
E-mail: askus@au.fujitsu.com
Website: www.fujitsu.com/au
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