

# Case study Mensa Bina Sukses (MBS)

» Increasing sales figures are proof that our partnership with FUJITSU has paid-off very well «

Djunaedi Sastraatmaja, IT Manager, Mensa Bina Sukses



### The customer

PT Mensa Bina Sukses (MBS) is a subsidiary of Mensa Group. It distributes healthcare equipment, pharmaceutical and consumer health products. Established in 1973, the MBS mission is to ensure sustainable and reliable services which benefit both the company and its distributing partners. Through 27 branches across Indonesia, MBS distributes a range of health brands from prominent pharmaceutical principals, such as Abbott, Otto Pharmaceuticals, Jamu Air Mancur, Rohto Laboratories, Aventis Pharma and 3M. MBS also provides comprehensive distribution solutions consisting of order collection, order fulfillment, payment collection and sales information to boost marketing.

### The challenge

MBS serves both large and small scale retailers across Indonesia, consisting of drug stores, pharmacies, hospitals, modern market and general traders. As a distributor, the installed IT system at MBS needed to be able to process multiple transactions, particularly customer product orders, in an effective way. Orders are taken during the daily visits to customers of MBS field sales staff. The orders are then received by MBS customer support that input them onto the system. With improved performance of the sales team, the company was experiencing an increase in the number of customers and was able to open more branches. This in turn led to higher transaction volumes. Unfortunately the old server at the distribution company was no longer able to accommodate the jump in transaction volumes. "We suffered delays in processing the orders and eventually took much longer to achieve fulfillment. Many times, users found it difficult to log in. If we did not pay attention to this problem, we would in fact be less profitable and potentially lose income," said Djunaedi Sastraatmaja, IT Manager at Mensa Bina Sukses. "Hence we came to the decision to replace the old server with a new one even though the system had not yet reached its replacement age. We indeed a high-throughput server."

### The solution

Following a thorough consideration of reliability, performance, and technical specifications, particularly the processors, which were above other brands' offerings, MBS turned to Fujitsu. Fujitsu provided MBS with a robust server infrastructure solution, consisting of high performing and scalable PRIMERGY servers, and a reliable ETERNUS storage system. The project took only just three months, from requirements to implementation.

### The customer

Country: Indonesia  
Industry: Distribution  
Employees: 1,869  
Website: <http://www.mbs.co.id>



### The challenge

MBS needed a new server system to support its business expansion and increasing sales transaction volumes. The previous system caused delays in order processing, order taking, and fulfillment, putting MBS business at risk.

### The solution

Fujitsu provided MBS with a robust server infrastructure solution, consisting of high performing and scalable PRIMERGY servers, as well as a reliable ETERNUS storage system. The project took just three months, from requirements, ordering, to implementation.

### The benefits

- Improved performance and higher system availability compared to the old server system
- Fujitsu also provided a fast response time in meeting the requirements of the company.
- With increased system availability, the MBS IT division was able to focus more on strategic development, rather than system troubleshooting.
- The project was completed in only three months including system migration. This enabled MBS to experience a faster return-on-investment from the new Fujitsu system.
- Even during peak hours, the processor load on the Fujitsu systems is only 10%-20% compared to 80%-90% with the previous system, ensuring fast response times.

### Products and services

- Fujitsu PRIMERGY RX900 S1
- Fujitsu PRIMERGY RX100 S6
- Fujitsu ETERNUS DX410

### The benefits

The direct benefits MBS is enjoying from the Fujitsu server solution are improved performance and higher system availability compared to the old server system. "The difference between the new and old systems is significant. With the old system our processor utilization was between 80%-90%. We were able to improve it to only 10%-20% with the Fujitsu solution we installed, even when we have to process huge transaction volumes. This is an awesome improvement. We also now have capacity in reserve to anticipate any additional transaction jumps when the business grows significantly again," explained Djunaedi.

The Fujitsu server solution runs a distribution application from IFS that operates 24 hours a day. It handles order peaks during the day and executes administrative processes overnight. "With the better system availability, we now receive no more complaints from the users. Our sales and customer support groups have now become more motivated to meet our sales targets without concerns about system failure," said Djunaedi. "We can also work efficiently on troubleshooting, and allocate IT resources to handle strategic issues, such as how IT can support strategy implementation at the company."

Djunaedi added that the Fujitsu server solution provided benefits to MBS ever since the project implementation started. "Fujitsu had the good response time to meet the requirements of the company. The team was well skilled and opened to any information that could optimize the features of the server."

During the high-risk system migration phase, Fujitsu worked closely with MBS internal IT and the application provider. As a result, the project was completed in only three months, enabling MBS to experience a faster return-on-investment from their Fujitsu system. "Our increasing sales figures are proof for the management that our investment has paid-off very well, it is beyond our expectations."

With adequate server resources, MBS is now embarking on a plan to develop a mirrored system in the Mensa Group as an initiative of its business continuity plan.

### Conclusion

Fujitsu's comprehensive and robust server infrastructure was an appropriate solution to ensure the business continuity of Mensa Bina Sukses (MBS). It not only addresses the internal problems of the company, but with Fujitsu's help, MBS was also able to provide additional value in service delivery to its customers.

**"We are more than happy working with Fujitsu, not only did they deliver a robust server infrastructure, but also enabled us to drive our business performance to a new level"**

MBS is looking forward with Fujitsu as a valuable technology partner that brings strategic advantage to its business, in the highly competitive distribution industry.

### About Fujitsu Indonesia

Fujitsu Indonesia was established in 1995 under the name of PT. Fujitsu Systems Indonesia. Headquartered in Jakarta and with a number of service centers in Jakarta & Surabaya and more than 20 authorized service providers across Indonesia, Fujitsu Indonesia has a vision to become a leading provider in IT, communications and customer-focused business solutions.

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2011-12-22 ID-EN

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