

“Fujitsu built an all-in-one SAP HANA® solution on a future-ready technology platform with all the modules we need as well as the added SAP Fiori functionality. It also migrated our 8TB database from Oracle to SAP HANA without impacting the business.”

Anas Taraben  
Director of IT  
Dubai Refreshment Company

DRC migrated its existing SAP landscape, along with an 8TB Oracle database, to FUJITSU Integrated System PRIMEFLEX for SAP HANA, for increased performance and flexibility.

#### At a glance

Country: United Arab Emirates

Industry: FMCG

Founded: 1959

Website: [pepsidrc.com](http://pepsidrc.com)



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#### Challenge

DRC's SAP hardware platform was reaching end of life and would cost significant amounts to continue maintenance and support. In order to achieve the shift to SAP HANA, it decided to replace it with a flexible, future-proof SAP data center solution but needed to find the right partner to provide both the innovative data center and handle the migration.

#### Solution

The company turned to FUJITSU Integrated System PRIMEFLEX for SAP HANA, running 12 SAP modules including SAP Fiori. Fujitsu also managed the migration of an 8TB Oracle database into the new HANA-based environment. Now all users in five locations have significantly accelerated access to core business functions.

#### Benefit

- Business reports can be generated in 30 seconds rather than 30 minutes
- Analytics can be performed without the need for a data warehouse
- Predictable monthly payments remove the need for costly up-front investment
- SAP Fiori enables 3G connectivity for mobile users
- FUJITSU Integrated System PRIMEFLEX for SAP HANA is scalable to seamlessly extend capacity, leaving room for business growth





## Customer

Dubai Refreshment Company (DRC) was founded in 1959 and in 1962 was appointed the sole franchisee and distributor for PepsiCo in the UAE. The company aims to be the lower Gulf's leading food and beverage provider, based on the caliber of its staff in combination with best in class tools and technologies. Its extensive distribution network ensures that PepsiCo products are widely available across the UAE and beyond.

## Products and Services

- FUJITSU Integrated System PRIMEFLEX for SAP HANA®
- FUJITSU SAP Migration Services:
  - SAP ERP, CRM, SRM, Fiori, BW, BW/BPC, EP migrated to SAP HANA
  - SAP SCM migrated to SAP HANA with Integrated LiveCache
- SAP Solution Manager 7.2 installed on SAP HANA, configured with Technical Monitoring setup
- FUJITSU Financial Services



## Replacing an aging SAP system

Dubai Refreshment Company (DRC) had run SAP on a legacy server platform which had become expensive due to high maintenance costs. When it decided to start with SAP HANA, as well as a hardware refresh, it needed to rethink its IT strategy.

It started with the decision of whether to start with HANA on its existing system, or on an Intel x86 platform. "We were locked into a rigid, expensive, proprietary server approach that prevented us from building a replicated site for Disaster Recovery. We wanted to upgrade to SAP HANA, but the OS wouldn't support it," explains Anas Taraben, Director of IT, Dubai Refreshment Company. "It became clear that the most flexible and cost-effective solution was to introduce a fresh, future-ready platform on SAP HANA."

DRC evaluated the alternatives on the market and quickly came to the conclusion that moving to an Intel/Linux platform would be the best path forward. The company issued an RFP to find the right partner for the journey. It wanted a company that could not only provide the technology and implementation of SAP HANA but could also migrate its existing Oracle database to SAP HANA.

"Most contenders could supply the hardware and the SAP piece but when it came to the migration, relied on local third parties, which was not ideal," adds Taraben. "However, Fujitsu could deliver everything all wrapped up at an extremely competitive price. In fact, Fujitsu's proposed flexible five-year payment plan worked out equivalent in price to paying to support the old system. Fujitsu also provided a number of references specific to our region, demonstrating its expertise in similar deployments. That made it the stand-out choice for this critical project."

## Introducing PRIMEFLEX for SAP HANA

Fujitsu and DRC began by establishing a project team, split across infrastructure and applications. They then explored every aspect of the existing platform, including functionality, modules, and documentation in order to design a roadmap for migration to SAP HANA. Fujitsu even delivered temporary servers so development and testing could begin right away.

"The contract with our previous vendor ended in December and we didn't want to pay for a costly extension so there was a tight deadline. By using temporary servers, we could start working immediately," continues Taraben. "The majority of the work came in the testing phase for the migration where moving to Linux revealed some project-specific challenges. However, our collaborative approach, rigorous change management and committee of super-users kept us on the right track."

FUJITSU Integrated System PRIMEFLEX for SAP HANA supports all DRC users in five locations, who can now access 12 SAP modules, including Material Management, CRM, Payroll, HR, APO and Manufacturing. Dubai Refreshment Company has also added SAP Fiori, a new user experience application, which provides consistency across multiple devices, allowing the company to introduce mobile connectivity. After the migration, DRC is now ready for further innovations coming from SAP based on HANA.

"Fujitsu built an all-in-one SAP HANA solution with all the modules we need as well as the added SAP Fiori functionality," says Taraben. "It also migrated 8TB database from Oracle to the new system without impacting the business."

## Improved agility increases productivity

Dubai Refreshment Company noticed that the new Fujitsu solution delivered immediate benefits, with enhanced performance and improved functionality. Reports which once took half an hour to generate are now available within seconds, making employees more productive and raising their motivation. At the same time, the SAP infrastructure platform offers enough capacity to accelerate and expand in the future.

"We carried out a survey with our user group and the feedback was extremely positive. For example, we love the fact that we can do analytics directly on HANA without needing a data warehouse," comments Taraben. "By working on the production system for analysis, we can cut out vast amounts of duplication and replication."

Additionally, Dubai Refreshment Company is making good use of SAP Fiori to enable delivery drivers to make transactions on the road in real-time, rather than coming back to the office to file invoices. This gives much greater visibility of stock and invoice clearance across the business. "One hundred and fifty trucks are now 3G connected to the SAP backbone, making our delivery system more efficient," remarks Taraben.

Moreover, the company is delighted with the flexible financing and payment plan, which has removed the need for significant upfront investment and replaced it with a predictable cost, enabling the company to enjoy the new technology and licenses at competitive rates.

"Fujitsu has been tremendously supportive and is always ready to go the extra mile to ensure our joint success," concludes Taraben. "There were some challenges and curveballs along the way, but Fujitsu was always there with a swift solution."

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