

“FUJITSU Integrated System PRIMEFLEX for SAP, based on FlexFrame Orchestrator, helped us innovate data center operations and migrate to SAP HANA. By taking IT processes to the next level, LuLu Group is well prepared for future growth.”

Madhav Rao  
CIO  
LuLu Group



FUJITSU Integrated System PRIMEFLEX® for SAP Landscapes provides LuLu Group with real-time access to data delivering flexibility and scalability for the future.

**At a glance**

**Country:** United Arab Emirates  
**Industry:** Retail, Wholesale/Distribution  
**Employees:** 35,000+  
**Website:** [www.lulugroupinternational.com](http://www.lulugroupinternational.com)

**Challenge**

LuLu Group needed to deliver high levels of flexibility and performance as well as the ability to support SAP HANA®-based applications.

**Solution**

In 2013, LuLu deployed FUJITSU Integrated System PRIMEFLEX® for SAP Landscapes, powered by FlexFrame Orchestrator, to be scalable on all critical data center components, including server, storage and network. Additionally, it was one of the first customers in the Middle East with Business Warehouse on HANA (scale out deployment), integrating Business Suite on HANA to the landscape in 2015.

**Benefit**

- Fast, scalable, flexible and cost-efficient SAP operation supporting ambitious growth plans
- Easily move SAP application workloads to meet performance needs with great simplicity
- Faster data loads and analysis enable real-time analysis of many day to day operations
- Smooth and step-wise migration to HANA with minimal downtime and without any disruption for the business

## Customer

LuLu Group International is a highly diversified entity with operations spanning a vast geographical landscape. Spearheaded by the retail division, the Group also has varied business lines in Imports & Exports, and Wholesale & Distribution. It has over 35,600 employees, serving 500,000 customers per day, in the Middle East, India, and Southeast Asian region, making it one of the world's 50 fastest growing retailers



## Products and services

- FUJITSU Integrated System PRIMEFLEX® for SAP Landscapes, powered by FlexFrame Orchestrator, for running SAP Business Suite for HANA and non-HANA applications
- FUJITSU PRIMEFLEX for SAP HANA for running Business Warehouse
- Comprehensive NetApp storage systems 2 x 8040 in a 2 site DC installation including advances DR functionality with NetApp SnapMirror and FlexClone software
- HANA migration services

## Challenge

LuLu Group has been using SAP software to support its core business functions for over ten years. However, due to its strong growth, the old system needed to be replaced to keep pace with the increasing dynamics and complexity in modern retail business.

"Data was distributed on various systems and we needed to consolidate the application landscape in order to support our business users with real-time analytics for fast decisions, as well as streamlining our entire IT and supply chain processes," explains Madhav Rao, CIO, LuLu Group.

"Beside cost reduction for our IT and SAP operation, we also wanted to be able to optimize our internal processes and data center operations."

Therefore, LuLu Group decided to gain the business values that innovative in-memory technology and SAP HANA offer for such a dynamic retail giant. In the first phase of the project, it became an early adaptor of Business Warehouse on HANA to improve the analytics capabilities. In phase two, the company migrated its core SAP ERP System to Business Suite on HANA as one of the early adopters in the Middle East. LuLu Group was eager to exploit the new HANA capabilities and to increase performance for IT, so it was looking for a trusted advisor who could deliver an end-to-end journey to HANA. It asked Fujitsu, a pioneering SAP HANA partner, to help design and roll out this path to the HANA digital core.

"Fujitsu Integrated Systems provide an innovative, HANA ready and future-proof SAP solution that is a stable, scalable, fast and absolutely flexible environment for our critical business functions," adds Madhav. "It was the natural choice to aid the ongoing development of the business."

## Solution

FUJITSU Integrated System PRIMEFLEX for SAP Landscapes with HANA provides a pre-defined, pre-integrated and pre-tested combination of servers, storage, network connectivity and software from Fujitsu and specialist partners, such as NetApp and SUSE, to ensure the highest quality and fast time to value.

Powered by the FlexFrame Orchestrator software component, it facilitates the operation of SAP applications, SAP databases and the SAP HANA platform and makes it faster and more effective. It simplifies the management of complex SAP environments, optimizes planning, operation and change management. Thus, the LuLu Group's IT environment is future-proofed for years to come.

"The Global Fujitsu SAP Competence Center located in Walldorf, Germany was with us every step of the way from design to implementation to post-go-live support," says Madhav. "The entire project of the Business Suite on HANA implementation took 15 weeks but the migration itself was carefully planned so there would be minimal downtime. We took a 'big bang' approach and migrated our entire SAP ERP landscape in a 17-hour period."

Every aspect of LuLu Group's SAP business operations, including HR, finance, logistics, transportation and material management, is now successfully running in the new Fujitsu PRIMEFLEX environment.

The project also came in on time and in budget and any issues that arose during design and implementation were quickly resolved.

"The Fujitsu local and global teams, together with the LuLu Group team, did a great job in ensuring maximum uptime and minimal disruption to the business. That is impressive," continues Madhav.

## Benefit

LuLu Group now has an innovative and future-proof business environment that provides not only a more responsive user experience but also benefits from all innovations that SAP brings now and in the future with SAP HANA. For example, the entire legacy 8TB database has been shrunk to below 2TB using the SAP HANA compression feature. The system enables accelerated data flow as well as faster access to data sources from various SAP and non-SAP systems. "We can now get analytics and complex reporting within seconds instead of hours," comments Madhav. "That improves user efficiency and boosts productivity, which ultimately leads to a better customer experience and satisfaction."

FUJITSU Integrated System PRIMEFLEX for SAP Landscapes allows all of LuLu Group's stores to handle overnight data processing, compared to managing it in stages as was the case previously. This makes for a more efficient supply chain with automatic inventory replenishment. It also has much enhanced availability and business continuity.

With new highly improved IT operations processes, even day to day IT operations were streamlined. By making use of Snapshots of the databases the backup windows of the environment were greatly reduced. "The application backup between primary and secondary databases used to take too much time," says Madhav. "Now, we can backup our entire application and database far more quickly, which gives us better resilience."

With the added boost of having FlexFrame manage all application services, the new environment also provides a roadmap for future growth – critical to a company that is expanding so rapidly: "We could easily manage more stores within the existing infrastructure by just scaling more server and storage resources and, with plans to open 50-60 in the next five years, it is great to have that bandwidth," remarks Madhav.

LuLu Group now has a robust, agile and flexible infrastructure solution underpinning its entire operations, ensuring optimal performance and seamless communications between systems. This will provide a solid platform on which to build for the future.

"The FlexFrame-powered SAP Landscapes advantage is that it encompasses the entire hardware and SAP application landscape for running SAP HANA from storage to servers to networking in one pre-configured, turn-key solution that is simple to deploy and flexible to run. As we grow, we align our project steps with SAP and with Fujitsu experts and appreciate this as a very trustful collaboration. Fujitsu has provided us with the ideal solution to run our business more efficiently and to provide SAP HANA functionality across more than 120 stores," concludes Madhav.

## FUJITSU

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