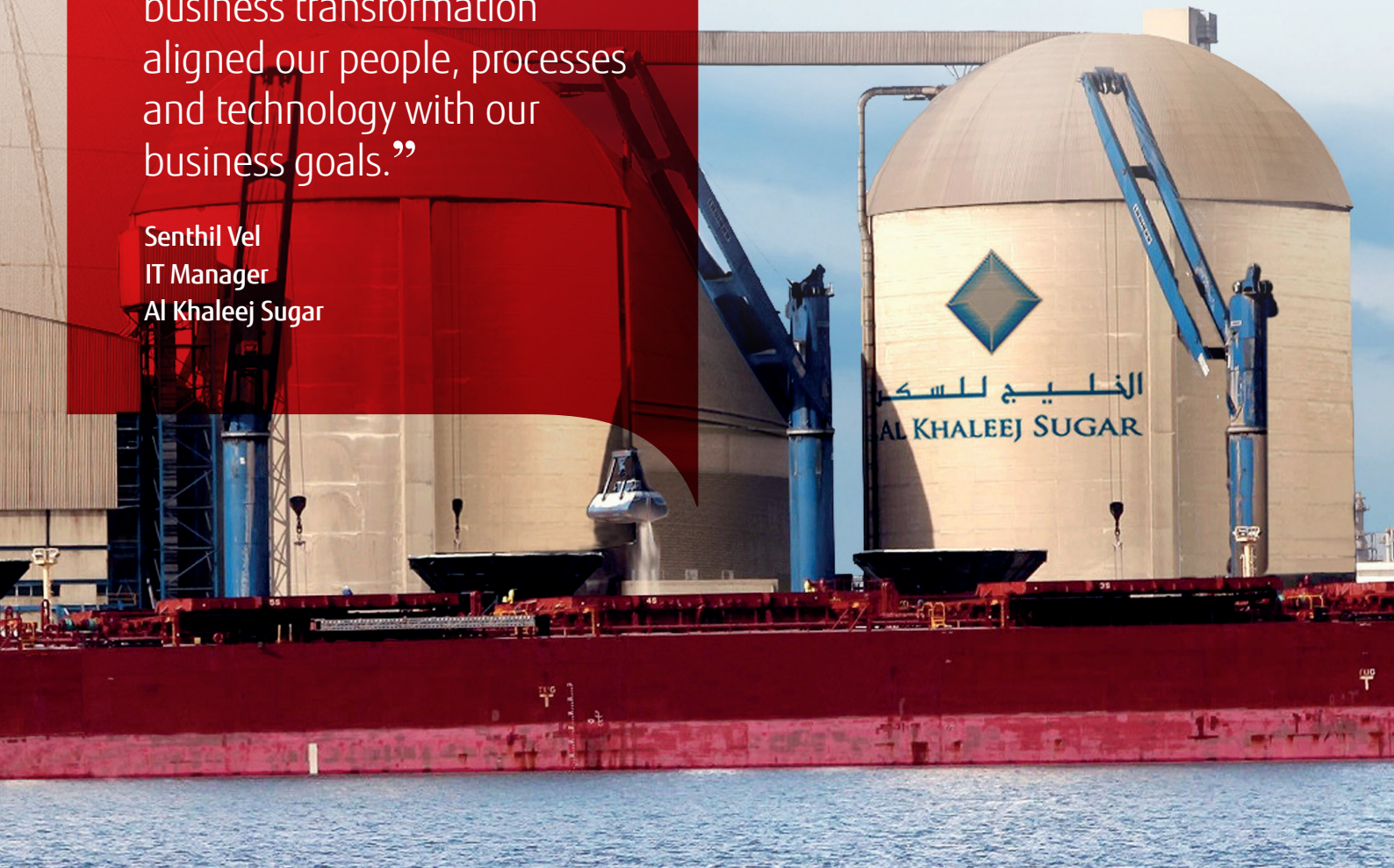


“Fujitsu provided comprehensive SAP HANA project management, helping ensure our digital business transformation aligned our people, processes and technology with our business goals.”

Senthil Vel
 IT Manager
 Al Khaleej Sugar



Al Khaleej Sugar upgrades aging SAP infrastructure to FUJITSU Integrated System PRIMEFLEX for SAP HANA® - providing real-time mobile analytics and enabling growth.

At a glance

Country: UAE
 Industry: Manufacturing
 Founded: 1995
 Website: alkhaleejsugar.ae



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Challenge

Al Khaleej Sugar's existing SAP platform was built on outdated IBM Power hardware and was proving expensive to maintain. The company wanted to find a better-performing, innovative solution that would cut costs while also delivering new SAP HANA based business functionalities.

Solution

After close evaluation of the market, Al Khaleej partnered with Fujitsu to deploy FUJITSU Integrated System PRIMEFLEX for SAP HANA®, which integrates virtualized servers and storage with Intel® Xeon® processors in one end-to-end, pre-configured solution. It also includes a separate disaster recovery facility.

Benefit

- Forty percent reduction in overall costs
- Improved decision making thanks to real-time predictive analysis
- Secure mobile access promotes faster decision making by senior management
- Enhanced operational visibility thanks to improved integration with critical systems
- Optimized availability and scalability – ensuring the company remains ready for future innovations, e.g., Internet of Things

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Customer

Based in Jebel Ali, Dubai, Al Khaleej Sugar produces 6,000 tons of refined white sugar per day, and employs 800 personnel. Beginning production in 1995, it has made remarkable progress to achieve its status as the largest standalone sugar refinery in the world. Plans are currently in place to increase the capacity of its refinery to 7,000 tons per day to meet growing global demand. In 2011, the refinery produced a record-breaking annual production of 1.5 million tons.

Products and Services

- FUJITSU Integrated System PRIMEFLEX for SAP HANA®
- VMware virtualization software
- FUJITSU Server PRIMERGY RX2540
- Comprehensive Technology Advisory and Data Center
- FUJITSU Storage ETERNUS DX100
- Integration Services, incl. SAP HANA software preload
- FUJITSU Storage ETERNUS JX40

Upgrading critical SAP environment

Al Khaleej Sugar was running its core business applications on SAP. However, the hardware platform was reaching end-of-life. The company also wanted to introduce secure mobile applications for employees on the road or at home. It realized that upgrading to SAP HANA was the best approach.

"Maintaining our previous hardware environment had simply become too expensive, and the performance was no longer sufficient for our needs," explains Senthil Vel, IT Manager, Al Khaleej Sugar. "It could take over 30-minutes to produce vital reports relating to finance, HR, and other key functions. Implementing SAP HANA was a clear path to improved performance and lower costs, however, we needed to find the right hardware and implementation partner."

The company researched potential HANA certified partners in the Middle East region with several criteria in mind. At the top of this list was cost, followed by SAP HANA expertise, and a local presence that could deliver the best solution.

"We visited multiple vendors and discussed our requirements one-on-one, with it quickly becoming clear that the Fujitsu team had the knowledge and skills we needed," adds Vel. "Admittedly, we were a little hesitant because we had never worked with Fujitsu before, however, SAP reassured us that Fujitsu was fully certified and would provide a proper response."

Moving away from SAP on an IBM Power platform, Al Khaleej Sugar took the strategic decision to introduce SAP HANA using Intel x86 and Fujitsu - providing faster access to innovations, improved cost-levels, and ultimately proving to be the most suitable solution for them.

All-in-one, made-to-measure

Fujitsu built a pre-configured solution based on Al Khaleej's requirements. This consisted of a production and disaster recovery site, each with SAP HANA appliances, FUJITSU Storage ETERNUS DX100 and FUJITSU Server PRIMERGY RX2540 technology running VMware virtualization software and using Intel® Xeon® processors. Together, these make up the overall FUJITSU Integrated System PRIMEFLEX for SAP HANA® solution.

"We developed a script to identify the existing Oracle database files so they could be easily extracted and migrated to the new environment," continues Vel. "We then ran the existing platform and the new Fujitsu solution in parallel for just over a month while we performed the migration."

Aligned planning with Fujitsu and local SAP implementation partner ISYX Technologies enabled Al Khaleej Sugar to minimize downtime and disruption to the business.

This included a blueprint for transition that allowed it to gradually bring its quality, development, and production servers online, and switch over within just five hours. It also helped consolidate the data involved, reducing it from 350GB to 175GB.

"Fujitsu provided a comprehensive SAP HANA project management, helping ensure our digital business transformation aligned our people, processes and technology with our business goals," says Vel. "Now, over 200 users have access to essential SAP modules, including plant maintenance, sales and distribution, HR, and financial control."

Faster analytics for smarter decision-making

Reports, which once had to be created overnight, can now be produced in just minutes. At the same time, real-time predictive analysis gives the business assurance team of Al Khaleej the information it needs to make smarter decisions.

"The analytics are sharper and available at the touch of a button. This means we don't have to wait for management approval because senior decision making can happen anywhere," comments Vel. "The new Fujitsu solution also connects directly to critical systems, such as laser systems used for estimating raw sugar quantity and our factory biometric machine systems which are used for automated payroll. Beforehand, biometric systems interfaced with SAP via third-party software, causing lots of manual intervention, error, and disputes. Now, there is total real-time visibility, and no more arguments."

Affordability was one of Al Khaleej's primary concerns, so the company is delighted to have reduced costs by 40 percent. Its five-year warranty and four-hour break-fix contract with Fujitsu has lowered maintenance costs considerably, while the reliability of the hardware reduces the burden on the in-house IT team.

"Fujitsu was able to wrap up all the support and maintenance for both our production and disaster recovery sites, enabling us to reduce expenditure," remarks Vel. "It is delivering a much-enhanced SAP experience with better analytics, faster performance, and mobile access that we can easily scale as we grow as a business."

Al Khaleej Sugar has already begun integrating its Management Information System (MIS) with SAP so it can pull data directly from the MIS. It is also looking at Internet of Things (IoT) solutions, such as license plate recognition for its distribution fleet.

"Fujitsu has given us a solid platform on which we can build as our business grows," concludes Vel. "It has 100 percent improved how we operate."

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