

TOP TO BOTTOM

we know

they know

END TO END

## Britannia gets cooking with mySAP ERP and IBM

### Overview

#### ■ The Challenge

*To compete effectively, Britannia found that it was essential to get sales people out in front of customers – yet this isolated them from their ordering systems. Managers wanted to enable remote working to allow more time to be spent with customers, while providing easier access to ordering and production management tools.*

#### ■ The Solution

*Britannia implemented mySAP ERP applications on high-performance, highly scalable IBM technologies. The mySAP ERP software enables full access to company production planning, stock, sales order systems and more, accessed through a simple Web browser and SAP client.*

#### ■ The Benefits

*Britannia expects to achieve around 30 per cent lower database administration costs, with better technical performance leading to increased productivity as sales staff complete orders more quickly without waiting to return to the office; Britannia can provide information on pricing and availability in real time; lower software licence fees for remote systems and reduced administrative and maintenance workload means a significant reduction in TCO.*

#### ■ Key Solution Components

*Industry: Foods  
Applications: mySAP™ ERP ECC 5.0  
Hardware: IBM System p5™ 570, p5-520, IBM System Storage® DS4300™, IBM TotalStorage® 3580 tape drives  
Software: IBM AIX® 5.3, IBM DB2® Optimized for SAP solutions*

A joint partnership between the Wadia Group and Groupe Danone, Bangalore-based Britannia Industries employs more than 2,600 people making cakes, cookies and other bakery products, and is the largest manufacturer of biscuits in India. In recognition of its vision and accelerating graph, Forbes Global rated Britannia 'One amongst the Top 200 Small Companies of the World', and The Economic Times pegged Britannia India's 2nd Most Trusted Brand.

The importance of meeting with, selling to and learning from customers means that more and more Britannia staff are working on the move, a radical departure for a traditional food business. As Mr T S Purushothaman, Corporate Head of IT Systems, explains, "Existing systems were designed for office use, and it was difficult to enable home and remote working. The idea was to allow sales people to discuss requirements with customers, check product availability and pricing on the spot, and place the order right away. Selling can become

*“We need a responsive, reliable infrastructure that will grow with the company and yet offer low total costs of ownership. The IBM System p platform, IBM DB2 and the DS4300 storage servers give us the technical capability we need to achieve our business objectives.”*

T S Purushothaman  
Corporate Head of IT Systems  
Britannia

more of a collaborative process, using IT to bring us closer to our customers, as well as helping us to grow the business without increasing costs.

“Business today moves very quickly indeed, and we need to respond with people out there on the road; this is the only way to get information from customers more accurately, discover their key business requirements, interface with stock more quickly and understand the position of the business.”

#### **Web-based access**

Britannia looked for a way to make remote access easy, quick and efficient. With SAP software already in place, the logical choice was to move to mySAP ERP ECC 5.0 applications, which would enable the company to exploit the full power of SAP software through remote access. This would allow Britannia to realise its ambitious remote working objectives, and cut costs into the bargain through a combination of business process efficiency and operational cost reduction.

The new software would require a significantly more powerful IT infrastructure, and one which would scale to meet the workload as Britannia expanded. The company worked with IBM to determine the most cost-effective approach, including server consolidation, database choice and storage server choice.

The Britannia team selected two IBM System p5 570 servers running AIX for the new SAP applications. The first server is used for production, supporting 450 users, while the second handles test and development. To store rapidly rising data volumes, Britannia created a storage area network based around IBM System Storage DS4300 servers with IBM DB2 Optimized for SAP.

Backup and recovery services are provided by IBM Tivoli Storage Manager running on a p5-520 server at a remote site, providing complete disaster recovery facilities. Should the primary server be knocked out by fire or flood, for example, TSM ensures that the p5-520 has a complete, current copy of all Britannia data, ready for rapid return to full operations.

With this high-performance infrastructure in place, Britannia has implemented mySAP ECC applications, including financials (FI), costing (CO), materials management (MM), production planning (PP) and sales and distribution (SD) applications.

The SAP approach to the unique needs of midsize enterprises is a solution portfolio of offerings that combine SAP software, industry best practices and services delivered by SAP or an experienced partner. The result is a reduction in the effort, cost, time and complexity associated with



purchasing, deploying, customizing, and managing an effective business process management solution.

### **Exploiting DB2 advantages**

Britannia is using IBM DB2, the most recent editions of which have been optimised for SAP software. Higher performance, lower disk space requirements and complete integration with the SAP DBA cockpit allow DB2 to offer easier management and contribute to lower total costs of ownership.

Once Britannia had selected a UNIX strategy and deployed the IBM System p platform, the contest was between Oracle and IBM DB2. DB2 Optimized for SAP running on an all IBM hardware solution gave Britannia comfort that a single vendor would offer greater service, as well as the enhanced performance of the DB2 solution.

“We are very focused on leveraging SAP applications for business advantage,” says Mr Purushothaman. “With this integrated system we are now able to look for areas to highlight profitability. Working with IBM we designed an IT infrastructure that is responsive, reliable and fully able to grow with the company and yet offer low total costs of ownership. The IBM System p platform, and the DS4300 storage servers give us the technical capability we need to achieve our business objectives.

“IBM DB2 provides excellent reliability, security and scalability, and ensures that Britannia is fully able to increase its business operations at low total costs of operation. With DB2, we are able to run dual instances of DB2 on the same server, and with the fully integrated database administration cockpit for DB2 in the SAP computing

center management system, DB2 helps to keep management and administration workload to a minimum.”

With the DB2 9 compression technology, Britannia expects to see 40 to 50 per cent reduction in disk space requirements and reduced SAP administration headcount. SAP benchmarks show that DB2 offers around 70 per cent better performance, and unique capabilities like the DB2 Database Partitioning Feature (DPF) and Multi Dimensional Clustering (MDC) offer a clear growth path. DPF increases scalability by enabling distribution of large SAP databases across several logical or physical partitions, improving performance of query workloads by means of parallelization. DB2 MDC allows to pre-structure multi-dimensional BI data already on disk yielding in faster data access, less data processing and improved query performance.

### **Growing business, shrinking costs**

By deploying the new mySAP ERP software on the p5-570 platform, Britannia has reduced its total server footprint to just three systems, reducing software licence fee charges, cutting administrative costs and shrinking maintenance workload. Mr Purushothaman reports, “The ability to run both test and development areas on a single p5-570 server, using advanced virtualization technology with AIX, offers significant cost-savings to Britannia. We can allocate resources dynamically between partitions exactly as the need arises, ensuring we use – and pay for – our capacity in the most cost-efficient manner possible.”

To cope with the rising data volumes, Britannia has implemented IBM Tivoli

*“IBM DB2 provides excellent reliability, security and scalability, and ensures that Britannia is fully able to increase its business operations at low total costs of operation.”*

T S Purushothaman  
Corporate Head of IT Systems  
Britannia

Storage Manager, which handles automated backup and archive routines, saving precious business information to IBM 3580 tape drives.

“The tight integration of DB2 with SAP applications provides additional administrative savings, with a single database instance on a single server able to handle 1TB of production data,” says Mr Purushothaman. “We are able to monitor DB2 data from within the SAP applications, without external management tools, while Tivoli handles data storage to preset policies, simplifying our day-to-day tasks.”

Britannia uses IBM Lotus Notes as its enterprise messaging system, and various IBM Lotus Domino applications. Lotus Connector for SAP manages connector operations and information exchange between Domino and SAP applications, enabling Britannia personnel to use real-time data right from their desktop productivity solutions.

### **Streamlined sales process**

With mySAP ERP, remote users are now able to access the full SAP applications suite. When presenting to customers, Britannia staff are able to confirm every last detail of the order, current pricing and delivery schedules. Delays associated with paperwork and faxes have been eliminated, and the freedom to work from customer sites with the full functionality of SAP software is in the process of transforming the Britannia business model.

“With an integrated solution like mySAP ERP software, customers, staff and suppliers have immediate insight into stock availability and production

*“We see SAP and IBM solutions as growth enablers for the business, bringing us closer to customers and enabling us to compete more effectively”*

T S Purushothaman  
Corporate Head of IT Systems  
Britannia

scheduling. We can allocate manufacturing to the best site, depending on the urgency of the order, the price and location, which provides a better service to customers and more profitable operations for Britannia,” says Mr Purushothaman.

He concludes, “mySAP ERP applications and IBM technologies allow Britannia to be more proactive, to do more, and to improve customer satisfaction. Our aim is to serve our customers with more fresh products in more places, so more people buy them. We see SAP and IBM solutions as growth enablers for the business, bringing us closer to customers and enabling us to compete more effectively.”



IBM Deutschland GmbH  
D-70548 Stuttgart  
[ibm.com/solutions/sap](http://ibm.com/solutions/sap)

IBM, the IBM logo, IBM System z, IBM System p, IBM System i, IBM System x, z/OS, z/VM, i5/OS, AIX, DB2, DB2 Universal Database, Domino, Lotus, Tivoli, WebSphere and Enterprise Storage Server are trademarks of International Business Machines Corporation in the United States, other countries, or both.

Intel, Intel logo, Intel Inside, Intel Inside logo, Intel Centrino, Intel Centrino logo, Celeron, Intel Xeon, Intel SpeedStep, Itanium, and Pentium are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries. UNIX is a registered trademark of The Open Group in the United States and other countries. Linux is a trademark of Linus Torvalds in the United States, other countries, or both. Microsoft, Windows, Windows NT, and the Windows logo are trademarks of Microsoft Corporation in the United States, other countries, or both.

Other company, product or service names may be trademarks, or service marks of others.

This case study illustrates how one IBM customer uses IBM and/or IBM Business Partner technologies/services. Many factors have contributed to the results and benefits described. IBM does not guarantee comparable results. All information contained herein was provided by the featured customer and/or IBM Business Partner. IBM does not attest to its accuracy. All customer examples cited represent how some customers have used IBM products and the results they may have achieved. Actual environmental costs and performance characteristics will vary depending on individual customer configurations and conditions.

This publication is for general guidance only. Photographs may show design models.

© Copyright IBM Corp. 2006 All Rights Reserved.



© Copyright 2006 SAP AG  
SAP AG  
Dietmar-Hopp-Allee 16  
D-69190 Walldorf

SAP, the SAP logo, mySAP and all other SAP products and services mentioned herein are trademarks or registered trademarks of SAP AG in Germany and several other countries.