Case Study
Modern Bakery

»The implementation of FUJITSU Integrated System PRIMEFLEX® for SAP HANA® was much faster than we expected and enabled us to make a totally seamless transition without disrupting the business.«
Lakshman Prakash, Chief Financial Officer, Modern Bakery

The customer
Modern Bakery is a large-scale, Dubai-based baked goods company with over 2,500 employees. It boasts an ultra-modern facility with enormous production capacities and highly trained professionals. The company’s product range consists of over 600 varieties of quality products produced under strictly monitored hygienic conditions. Its reputation and multiple international certifications have enabled it to build a business that serves almost 90 percent of the fast food industry in the UAE as well as numerous retail outlets.

The challenge
Since 2000, Modern Bakery had relied on various in-house ERP applications to support its operations across seven locations and two manufacturing plants. However, as the company continued to grow, it became clear that these platforms were no longer fit for purpose. The company needed to find a new solution to ensure it could maintain its business effectively and in a more holistic fashion.

“We had a number of disparate systems supporting our financial, logistics and production capabilities but they couldn’t adequately fulfill our requirements,” explains Lakshman Prakash, Chief Financial Officer at Modern Bakery. “Some of the applications were reaching end of life so we needed to find a new approach that would introduce a more joined-up, automated way of managing our business.”

After evaluating a number of vendors, Modern Bakery decided that SAP Business Suite powered by SAP HANA would best suit its needs, however, it also found that there was a significant lack of relevant experience in the region. It wanted to find a technology partner with knowledge of SAP principles that could deliver both hardware and an optimized, pre-installed software platform.

“The vendors we approached couldn’t give us an end-to-end solution and didn’t have the requisite knowledge of the SAP HANA technology. If we queried any SAP-related component, we were asked to refer to SAP directly,” adds Prakash. “Fujitsu, on the other hand, has its own dedicated SAP-certified team as well as SAP certified hardware to facilitate the implementation. If we had questions, Fujitsu was well placed to answer them.”

The solution
SAP Business Suite powered by SAP HANA implemented on Fujitsu Integrated System PRIMEFLEX for SAP HANA enabled the company to increase efficiency and improve business analysis.
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The benefit

- Ensures maximum productivity and business continuity due to zero downtime since installation
- Ability to track orders and production from start to finish, making for a more effective operation
- Enables accurate reporting and smarter decision making with more detailed business insight
- Delivers Return on Investment within one year
- Fujitsu Commvault Simpana provides data protection with improved recovery time and application availability

Products and services

- FUJITSU Integrated System PRIMEFLEX for SAP HANA
- FUJITSU Storage ETERNUS CS200c backup appliance
- Commvault Simpana backup software

This blend of experience in SAP solutions, best in class hardware and software solutions and an understanding of the business challenges faced by Modern Bakery, made Fujitsu the ideal partner for this project.

The solution

Fujitsu proposed deploying FUJITSU PRIMERGY servers for the new SAP application, combined with FUJITSU Integrated System PRIMEFLEX for SAP HANA. Delivered on a SAP-certified infrastructure from Fujitsu and optimized for in-memory computing technology, FUJITSU Integrated System PRIMEFLEX for SAP HANA enables instant data access, resulting in smarter, faster business decisions. SAP HANA itself lets business users access, model, and analyze all of their transactional and analytical data in real-time within a single environment.

Over the course of four months, Fujitsu worked with Modern Bakery to analyze its logistics, supply chain, financial reporting and other critical aspects of the business. This enabled it to build the bespoke SAP HANA solution based on proven reference architectures in its Global SAP Competence Center in Walldorf, Germany, which were then delivered as a pre-configured and staged FUJITSU Integrated System PRIMEFLEX for SAP HANA, ready for deployment in Dubai.

“We collated all the information from each department and sent it to the German team. Within a few weeks, we received the pre-installed hardware, configured to meet our needs out of the box,” continues Prakash. “The implementation was much faster than we expected and enabled us to make a totally seamless transition without disrupting the business.”

Modern Bakery now has two physical application servers running VMware in conjunction with two FUJITSU Integrated System PRIMEFLEX for SAP HANA – one for production and one for development. In addition Fujitsu implemented the SAP-certified Commvault Simpana software, which helps reduce backup times, and creates application-consistent snapshots without impacting the production or any decrease of system performance.

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