

Case Study Meydan

“Our business acts more effectively and efficiently as a result of moving to Fujitsu PRIMEFLEX for SAP HANA. We have the ability to create and analyze the information we need with total reliability.”

Wassim Hamwi, Vice President Group IT Services, Meydan Group



The customer

Meydan is the culmination of Dubai’s vision to create a venue for horse racing as well as an integrated city that is sustainable, environmentally responsible and at the center of the competitive global business stage. It aims to link the world with the Emirate of Dubai through international horse racing and equestrian events, a range of commercial developments, hospitality, sports, entertainment and amusement services, a series of state-of-the-art business parks, residential villa communities, schools, hospitals, business towers with luxury waterfront developments and shopping destinations.

The challenge

Meydan installed its first business-critical SAP ERP platform in 2008 prior to its official opening, however, in the following years due to the impressive growth it wasn’t delivering the necessary performance and couldn’t use the benefits coming with SAP HANA. The organization wanted to refresh the underlying hardware in order to provide faster speeds and enhanced functionality.

“We decided that upgrading to SAP HANA® would give us the features and performance to deliver the best business outcomes across our estate, from the racecourse to our hotels, restaurants and entertainment facilities,” explains Wassim Hamwi, Vice President Group IT Services, Meydan Group. “We therefore needed to find the best hardware platform to support this new software solution.”

SAP recommended a number of potential hardware vendors, which Meydan evaluated with its consultancy partner, Delaware. Together, they found that Fujitsu offered the best SAP HANA experience in combination with an established local presence and excellent value for money. An initial Proof of Concept also contributed to create a trustful project collaboration.

“This was the first SAP Business Suite for HANA deployment in the UAE so it was essential to find the right partner,” adds Hamwi. “We discovered that Fujitsu had the people and services on the ground to deliver a cost-effective and robust hardware infrastructure that was seamlessly integrated into our existing DC structures.”

The customer

Country: Dubai, UAE
Industry: Hospitality / Sport
Founded: 2010
Employees: 3,000
Website: www.meydan.ae



The challenge

Meydan had to replace its aging IBM P-Series server platform in order to enable a migration to SAP HANA®. It needed to find the right vendor to provide a future-proof, reliable and high-performing environment that also had the experience to integrate the new SAP HANA landscape into the existing data center.

The solution

Based on very good results from a HANA Proof of Concept project together with SAP and its consultancy partner Delaware, and following a comprehensive evaluation process, the company selected FUJITSU Integrated System PRIMEFLEX® for SAP HANA® to support its new Business Suite on HANA solution.

The benefit

- With the shift from R/3 to Business Suite on HANA Meydan users can create accurate records instantly for improved productivity and user satisfaction
- SAP HANA runs in-memory, providing optimal speed and availability and acceleration
- Innovative and quality assured Fujitsu SAP HANA infrastructure solution including high-availability for assured business continuity
- Existing storage could be reused and was integrated by Fujitsu HANA experts based on SAP TDI project approach

The solution

SAP HANA is an in-memory data platform that's best suited for helping customers like Meydan with performing real-time analytics, and developing and deploying real-time applications. Combined with optimized infrastructure and comprehensive services from Fujitsu, SAP HANA enables instant data access resulting in smarter business decisions and faster response to changing market conditions.

Meydan worked with its SAP implementation partner Delaware and Fujitsu to evaluate the fitting platform for its requirements. It opted for FUJITSU PRIMERGY RX4770 servers as HANA certified Intel x86 system with four sockets, which provides superior levels of performance, scalability and efficiency. This makes it the ideal platform for running databases and transactional applications, back-end and in-memory databases, as well as data-intensive applications.

"We identified a well-defined topology for the new system and worked together to create a sandbox environment so we could fine tune the requirements and make the productive HANA project as efficient as possible," says Hamwi. "This meant that, when we were confident with the innovative technology, we could perform the migration quickly without disrupting the business." Over the course of two days, Meydan was able to seamlessly transition its finance, HR, procurement, sales, manufacturing and other core business functions to this new system, which is typically used by 100 employees.

According to the defined specifications, Fujitsu implemented Meydan's HANA systems connected with its existing storage systems, using the SAP Tailored Datacenter Integration (TDI) program that allows HANA customers to leverage existing hardware and infrastructure components for their HANA environment. This project was the first cross-vendor HANA TDI project that went live in the Middle East region, another innovative aspect of the project.

Products and services

- FUJITSU Integrated System PRIMEFLEX® for SAP HANA® based on SUSE Linux and Intel x86 technology
- Customer specific data center integration of the new HANA landscape into existing Meydan IT environment

The benefit

As SAP HANA is using in-memory technology, the principal advantage in deploying it on Fujitsu PRIMEFLEX for SAP HANA is its speed and availability. Previously, reports of any kind had to be generated by the IT team and could take hours to complete, now every user can create accurate records instantly. That makes for improved productivity and increase user satisfaction.

"Our business acts more effectively and efficiently as a result of moving to SAP HANA and Fujitsu," continues Hamwi. "We have the ability to create and analyze the information we need with total reliability. Since going live, we have had no downtime or any issues, which means we can focus on the business itself."

The new infrastructure was implemented in combination with the existing storage system that was an important financial project aspect. Fujitsu SAP HANA and IT experts took special care that via the TDI-based project approach Meydan could combine latest technology with a seamless, risk-free and cost-efficient integration into its IT landscape.

"We are enjoying the speed and broad values of the SAP HANA application as well as the flexibility and stability that Fujitsu has given us," says Hamwi. "As one of the first Business Suite on SAP HANA deployments in UAE, we are proud to lead with such innovations."

Conclusion

Meydan now has a robust, scalable and high-performing SAP HANA solution based on Fujitsu infrastructure that can meet the requirements of every part of its fast growing operations, from the racecourse to the restaurants and hotels, ensuring that every guest and resident receives the best possible service. As a result of this success, the organization is exploring other areas where it can work with Fujitsu.

"We've started a great collaboration with Fujitsu and now also consider to integrate them into other IT projects because we know they are reliable and easy to manage," concludes Hamwi.

"Fujitsu has the people who know SAP HANA without having to line up external resources. With that experience and expertise, it made sure that this ambitious migration went smoothly and seamlessly."

Wassim Hamwi, Vice President Group IT Services, Meydan Group

In collaboration with



Contact

FUJITSU
Office 706-710, C-Wing, P.O. Box 341045
DSOA HQ Bldg., Dubai Silicon Oasis
United Arab Emirates
Tel: +971-4-5015713
Web: ae.fujitsu.com
2016-05-04

© 2016 Fujitsu and the Fujitsu logo are trademarks or registered trademarks of Fujitsu Limited in Japan and other countries. PRIMEFLEX is a registered trademark in Europe and other countries. Other company, product and service names may be trademarks or registered trademarks of their respective owners. Technical data subject to modification and delivery subject to availability. Any liability that the data and illustrations are complete, actual or correct is excluded. Designations may be trademarks and/or copyrights of the respective manufacturer, the use of which by third parties for their own purposes may infringe the rights of such owner.

Intel, the Intel logo, Xeon, and Xeon Inside are trademarks or registered trademarks of Intel Corporation in the U.S. and/or other countries.