Hewlett Packard Enterprise

Betagro finds the best fit platform for its new SAP HANA implementation

HPE ConvergedSystem for SAP HANA underpins business requirements of leading Thai enterprise

Objective
Implement a new ERP system to support business growth

Approach
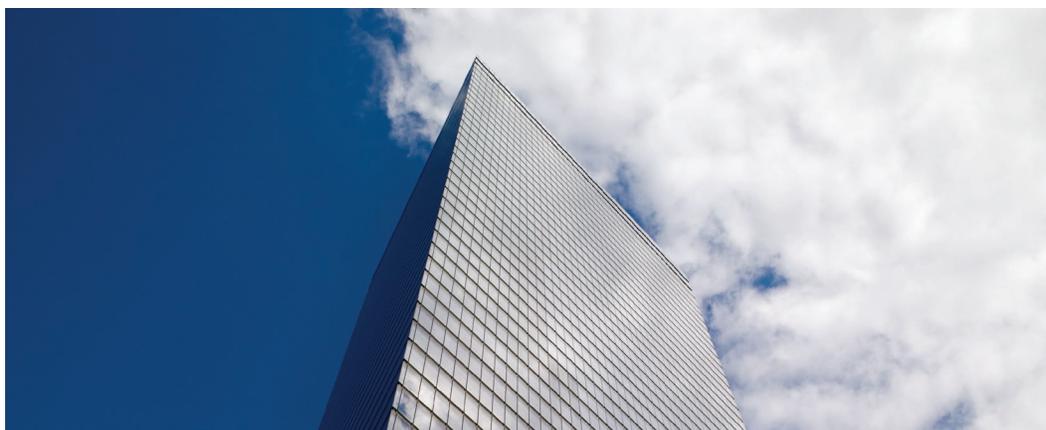Researched the market with help from external consultants

IT Matters
- Pre-engineered, turnkey solution for ease of implementation
- Single support contract for easier management
- SAP certified infrastructure

Business Matters
- Support for business growth of 5% to 10% a year
- Improved reporting for better decision-making
- Foundation of a competitive market advantage

When Thai agriculture and food group Betagro implemented SAP HANA®, it needed a new platform. Its choice was the pre-engineered, turnkey solution provided by HPE ConvergedSystem for SAP HANA, offering smooth, bug-free implementation, SAP® certification and a scalable infrastructure for future business growth.

Challenge

Exploding data volumes
Founded in 1967 and headquartered in Bangkok, Betagro Group is a leader in the agricultural and food industry. Its vision is to develop and produce high quality, nutritious food including animal feeds, livestock and animal health products. Today, as well as being a country leader in the fully integrated agro-industrial and food business sector, Betagro is widely recognized for its quality and safety standards and has earned numerous accolades for product quality and production standards.

With 30,000 employees, Betagro's aim is to continue delivering superb produce to its customers with 70% of production going to the domestic Thai market and 30% for export throughout Asia and Europe.

> "We hope that this new solution will support Betagro's business growth well into the future. It will give us a competitive advantage and the sustainability of having one platform and a single database."
>
> — Pornthip Chusuwan, vice president, Information Technology Office, Betagro Group

A 200-strong IT team supports all group locations and plays an important role in helping the company achieve its goals. It invested in the company's first Legacy Enterprise Resource Planning (ERP) system in 1997. However, with the business growing at between 5% and 10% a year, this ERP legacy system and platform could not keep pace with exploding data volumes and increasingly demanding business requirements.

"Having an efficient ERP system is fundamental for us to compete effectively in the market," says Pornthip Chusuwan, vice president, Information Technology Office, Betagro Group. "Since technology has evolved so rapidly and because the business keeps growing so fast, we needed to upgrade to a new ERP system. Like other businesses in the world, we wanted to gain a competitive advantage and generate sustainable stakeholder benefits for customers, business partners, employees, joint ventures, and shareholders. Upgrading our ERP would enable us to do that."

During a thorough market analysis done with the assistance of Japanese consultants, Betagro considered many solutions and decided that its new ERP system would be based on SAP HANA, the SAP in-memory data platform designed to accelerate business processes, delivers more business intelligence and simplify IT environments. Because of the complexity of its planned SAP HANA landscape, including 18 SAP HANA modules, Betagro needed a powerful new platform to run this system.

Solution

Pre-engineered, turnkey platform
Betagro decided to implement a pre-engineered, turnkey solution rather that going for the Tailored Datacenter Integration (TDI) option of adapting existing infrastructure.

"We took this route because it would be faster to implement, bug-free and would already be SAP certified," says Yodpetch Xumsaeng, director of system and infrastructure management, Betagro. "We considered many solutions and decided that Hewlett Packard Enterprise was the best fit for our business requirements and system sizing. HPE can provide not only an end-to-end solution which included HANA hardware, enterprise storage, backup and clusterware service implementation but also service expertise with SAP. This gave us confidence in choosing the HPE solution."

Betagro chose a combination of HPE ConvergedSystems for SAP HANA, including both the CS900 and CS500 models. Purpose-built specifically to cope with the speed and performance of SAP HANA, these tightly integrated suites of HPE servers, storage and network management software are factory configured and tested for rapid on-site deployment. The CS900, based on HPE Superdome technology, uses a scalable approach providing the flexibility to grow compute and storage as needed; it also delivers a unique set of Reliability, Availability and Serviceability (RAS) features not present in other standard servers, which makes it ideal to power critical workloads. The CS500, based on HPE ProLiant technology can be configured, quoted and installed in as few as 15 days.

The new landscape is a SAP HANA, certified appliance solution and Betagro's implementation is in three phases. The company's Agro business went live in 2017 and the Food and Other Business phases will be completed by the end of 2018. The CS500s run other SAP modules which include ERP Central Component (S4 HANA), Customer Relationship Management (CRM), Development (DEV), Quality (QAS), Production (PRD), Project & Portfolio Management (PPM) and Supply Chain Management (SCM).

HPE blade and DL servers with VMware® virtualization run the application tier and backup is provided by the HPE tape libraries and HPE StoreOnce appliances.

HPE Pointnext is in charge of implementation and Xumsaeng explains: "We kicked off with a meeting between HPE, SAP consultants and the Betagro team. As this project is a large enterprise wide implementation, it required specialist knowledge of the hardware infrastructure and SAP HANA. Many well-trained HPE service teams worked together to achieve the target plan and help with sizing, and an HPE project manager guaranteed that the project was implemented smoothly. HPE Pointnext ensured that the implementation was quick and was finished on time and to the required standards."

Services also included Suse Linux® Enterprise Server (SLES) and VMware implementations.

Customer at a glance

Hardware

- HPE ConvergedSystem 500 for SAP HANA

- HPE ConvergedSystem 900 for SAP HANA

- HPE 3PAR StoreServ 8400 Storage arrays

- HPE BladeSystem c7000 enclosures

- HPE ProLiant BL480c G9 server blades

- HPE ProLiant DL380 G9 and DL360 G9 servers

- HPE StoreOnce 5100 48TB backup appliances

- HPE StorageWorks MSL4048 Tape Libraries

- HPE FlexFabric 5900AF 49VG network switches

HPE Pointnext services

- HPE Pointnext implementation services

Benefit

Bright expectations for the future

Improved reporting is one of the main benefits of this project. Used to support better and more immediate decision-making by operational and management teams, reports include production, financial management and Key Performance Indicator (KPI) data.

Betagro's IT team also likes the fact that HPE is a single platform with a pre-engineered infrastructure that makes SAP HANA implementation fast and smooth. It provides more reliability, higher availability and serviceability and is suitable for critical workload like ERP.

However, it's still early days for Betagro to experience the full advantages of running SAP HANA on an HPE platform.

"We are still getting familiar with the SAP system and are measuring all aspects, especially manpower efficiency," concludes Chusuwan. "We hope that this new solution will support Betagro business growth well into the future. It will give us a competitive advantage and the sustainability of having one platform and a single database."

Learn more at
hpe.com/info/sap/hana

Hewlett Packard Enterprise