

Case Study

Al Nasser Group

»When we decided on SAP® Business Suite powered by SAP HANA®, we were looking for experienced partners to work with us. With PRIMEFLEX for SAP HANA, Fujitsu promised us an easy to implement and bullet proof solution and delivered it with the highest quality. If we need further guidance regarding optimized infrastructure solutions which are easy to implement, we would surely choose Fujitsu again.«

Alaa Al Nasser, MD - Retail, Al Nasser Group



The customer

Al Nasser Group is one the largest suppliers of lighting, wiring devices and advanced building control systems in the Middle East. Founded in 1976, it employs over 400 people and has an annual turnover in excess of \$75m. With retail showrooms (N plus and N Gold) and projects division (Al Nasser Pro) selling own brands SIDRA and NOORTEK professional lighting solutions it has worked on numerous high profile building projects across the region. The company is headquartered in Riyadh and has over 20 showrooms and offices around the country.

The challenge

Al Nasser was using an aging ERP platform to support its business operations which was no longer fit for purpose and made completing operational and management reports complex and time consuming. It wanted to replace it with a new system that would facilitate its ongoing growth and evolution as a company.

“The old ERP solution was not sufficient to deliver our strategic plan for growth so we wanted to find a new approach that would also meet global standards,” explains Alaa Al Nasser, MD - Retail, Al Nasser Group. “We performed a detailed study over three months to ascertain the most suitable vendor and strategic partner for the future.”

This comprehensive analysis suggested that SAP Business Suite powered by SAP HANA might be the ideal choice, however, there was a limited amount of experience in the region. The company issued an RFP but the response surprised Al Nasser.

“One was too expensive, another lacked the experience and one didn’t even bother to respond,” says Al Nasser. “However, Fujitsu’s experts explained the SAP HANA technology, how it works and how it integrates into our data center and IT processes. We found Fujitsu’s experience and proposal very promising as this was also a perfect fit with the application implementation efforts by our partner ISYX Technologies.”

The solution

Fujitsu’s in-depth expertise with SAP solutions combined with infrastructure experience and services enabled Al Nasser to fully exploit the potential of its new SAP HANA platform. The infrastructure is based on FUJITSU Integrated System PRIMEFLEX for SAP HANA. This solution is optimized for in-memory technology so vast amounts of data can be analyzed in real-time, safely and securely. Applications are also accelerated, enhancing business processes and enabling Al Nasser to become a true real-time enterprise.

The customer

Country: Saudi Arabia
 Industry: Construction, Lighting and building control
 Founded: 1976
 Employees: 400+
 Website: www.alnassergroup.com



The challenge

Al Nasser was running its business on an outdated ERP platform that struggled to produce reports and dashboards in a timely fashion and could not support the company’s plans for strategic growth.

The solution

In 2013, Al Nasser decided to implement SAP Business Suite powered by SAP HANA and at the time was the first customer for this specific solution in Saudi Arabia. There was little local experience in the implementation of the application and the specific infrastructure. Fujitsu supported Al Nasser in this innovative project and demonstrated that FUJITSU Integrated System PRIMEFLEX for SAP HANA would be the perfect fit for the company.

The benefit

- Report generation has reduced from weeks to hours, making the company more responsive and enabling more proactive, predictable and real-time decisions
- SAP Business Suite powered by SAP HANA enables Al Nasser's continuing growth through an integrated software platform encompassing sales, logistics, purchasing, finance and HCM
- ROI will be achieved within 18 months
- Fujitsu's extensive SAP HANA experience and expertise made it a trusted partner in all phases of the project

Once SAP and Al Nasser had agreed the technical specifications and configuration required, the Fujitsu Middle East team, supported by members of the Fujitsu Global SAP Competence Center in Walldorf, Germany, set about building the new Al Nasser SAP landscape, which consists of multiple single-node Fujitsu PRIMERGY servers certified for SAP HANA, PRIMERGY application servers and Fujitsu ETERNUS storage. The systems were staged and pre-installed with the SAP HANA software, then rack-mounted and cabled before being dispatched to Riyadh as a pre-tested and easy to implement SAP HANA solution. One system also employs VMware to share multiple SAP HANA test and systems.

When the systems arrived, local Fujitsu engineers worked with Al Nasser's local application implementation partner, ISYX Technologies, to align the FUJITSU Integrated System PRIMEFLEX for SAP HANA into the project plan and project setup. As SAP HANA runs on SUSE Linux, this expertise was also brought in from the Fujitsu team.

"Fujitsu was involved at every stage and provided lots of extra support and valuable experience from other projects when we needed it," says Al Nasser. "We're very grateful for the extra mile the Fujitsu team went to in order to ensure the success of this first deployment of SAP Business Suite powered by SAP HANA in Saudi Arabia."

The benefit

Al Nasser Group now enjoys a modern, flexible and high-performing SAP HANA solution that will enable its future growth. It was able to seamlessly migrate to the new platform thanks to the close collaboration and ongoing support provided by Fujitsu and SAP.

"We were able to go live with over 15 showrooms across the country thanks to centralized support, a helpdesk portal and the extensive training provided," says Al Nasser. "This meant minimal disruption to the business as we made this momentous transition."

Products and services

- FUJITSU Integrated System PRIMEFLEX for SAP HANA and IT implementation services

The company is also benefiting from the ability to produce financial and operational reports based on SAP HANA much more quickly. These reports, which cover several categories such as profit analysis, previously took weeks to close. Now, thanks to the new solution, they are completed in hours. That makes keeping track of business more accurate and allows Al Nasser respond to market changes in a more agile way.

"It has transformed how we operate and made us more responsive to our customers with better visibility across the business," comments Al Nasser. "There have been improvements across the board and, based on our calculations, the new system will pay for itself within 18 months."

In fact, the project has proven so successful that Al Nasser was awarded with the renowned SAP EMEA Quality Award 2014/15 in gold in the HANA Innovation category. This award honored the fast and professional project setup that provided Al Nasser with an exceptional fast time to value and reduced cost in the new SAP implementation project.

Conclusion

Al Nasser now has a reliable, cost-effective SAP platform that allows it to run its business more effectively and more simply. With this ambitious project under its belt, Al Nasser is exploring other areas where Fujitsu might be able to add value.

"When we decided on SAP Business Suite powered by SAP HANA, we were looking to work with experienced partners with the same vision. With PRIMEFLEX for SAP HANA, Fujitsu promised us an easy to implement and bullet proof solution and delivered it," concludes Al Nasser. "If we need further guidance regarding optimized infrastructure solutions which are easy to implement, we would surely choose Fujitsu again."

"Fujitsu was the only SAP infrastructure vendor in the Middle East with SAP HANA experience. That made it the perfect partner for our project – from the outset and during all the further steps of our implementation."

Alaa Al Nasser, MD - Retail, Al Nasser Group



Contact

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