

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 fulfil 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.

“Most of 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 customer

Country: UAE
Industry: Food production
Founded: 1975
Employees: 2,500+
Website: www.modernbakery.com



The challenge

Modern Bakery was burdened with an outdated and inefficient collection of ERP systems that were limited in functionality and could no longer support the company's growth.

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.

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 Storage ETERNUS CS200c Powered by Commvault 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 months, 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.

The benefit

The new ERP platform has now been in place for almost a year and is delivering better performing, more reliable business analysis. Modern Bakery has the ability to track orders and production from start to finish and can monitor areas of the business that were previously not reportable. This makes for an all-round more effective operation.

“We have a much more detailed insight into crucial business sectors such as planned maintenance, quality control and manufacturing, which means we can produce more accurate reports and forecasts. That makes us more efficient as a company,” says Prakash. “And we have had zero downtime since the FUJITSU Integrated System PRIMEFLEX for SAP HANA was installed which is a significant improvement on the legacy systems we had in place.”

The PRIMEFLEX for SAP HANA platform is also easily scalable so it can grow seamlessly with the business. In addition, since deploying the new solution, Modern Bakery and Fujitsu have fixed all the bugs from the previous system, enabling them to identify multiple unfulfilled orders which have now translated into immediate revenue. This has helped the company meet its return on investment within the first year of deployment.

Conclusion

Modern Bakery now has a robust ERP platform that will enable its ongoing expansion while providing detailed analysis of every aspect of the business. Such has been the success of the deployment of PRIMEFLEX for SAP HANA that Modern Bakery has already added another SAP HANA server for business intelligence as well as FUJITSU Storage ETERNUS CS200c and Commvault Simpana backup software for data protection. This supports snapshot-based backup for the solution using Simpana IntelliSnap feature and eliminates multiple management, multiple point products and storage silos with a unified backup solution.

“I’d give Fujitsu top marks for the work it has delivered during the introduction of our new SAP HANA implementation. The company is impeccably professional and displayed a genuine knowledge of – and interest in – our company and objectives.”

Lakshman Prakash, Chief Financial Officer, Modern Bakery

In collaboration with



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