

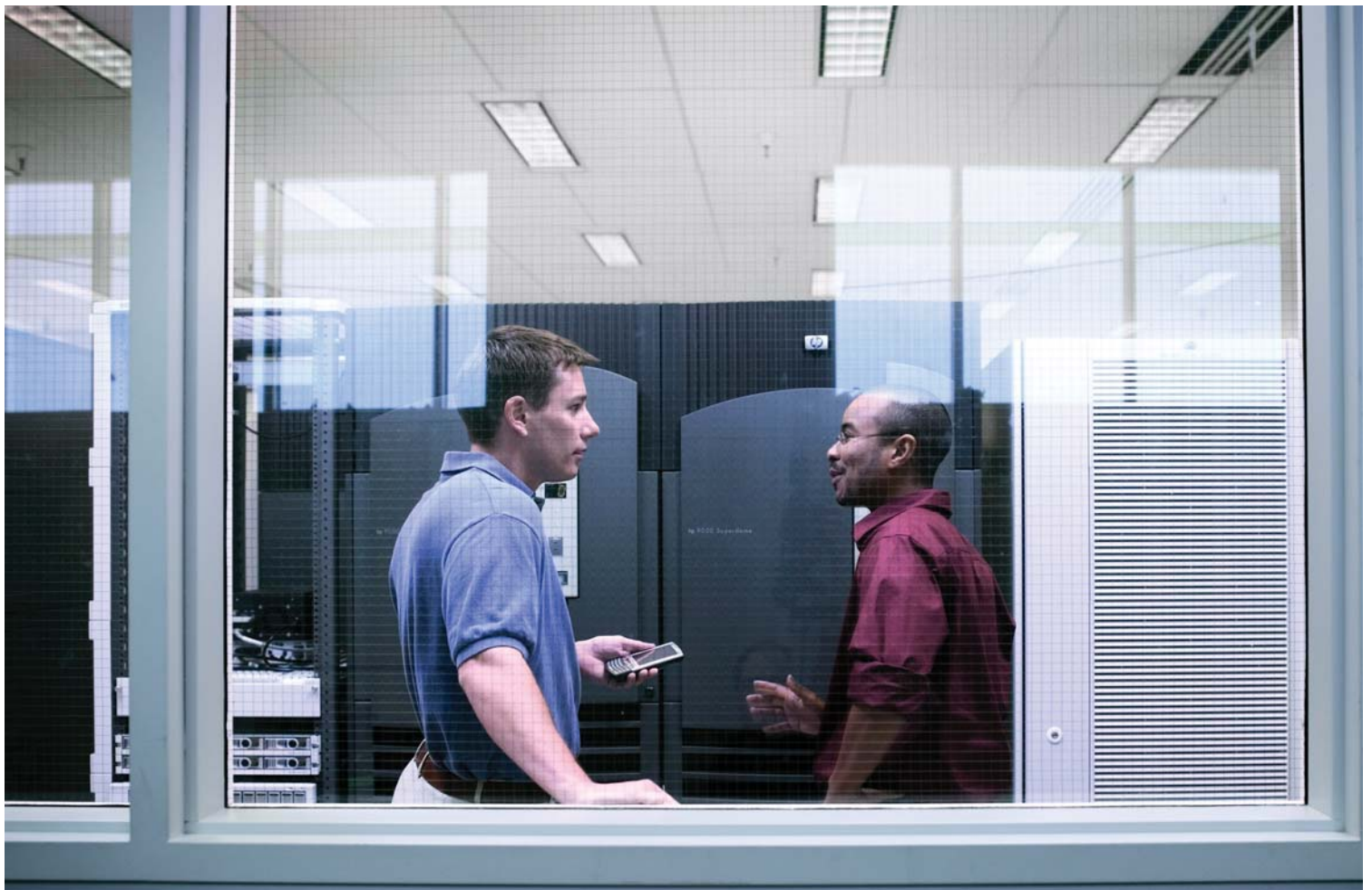
HP technologies bring the sweet taste  
of standardisation to Nordzucker

change + hp

“As we move toward a more competitive market situation, we now have the right platform and the right suppliers to be able to look ahead with confidence. As well as providing us with excellent technology, HP has always worked hard to sort out any issues and problems so that our experience has been a very positive one.”

Torsten Niemietz, CIO, Nordzucker





Nordzucker is Europe's second largest sugar producer and supplier of natural sweeteners. Its core business includes the extraction and processing of sugar for the food industry as well as the supply of a wide variety of sugar products for retail industry and household use. Based in Germany, the company also has plants in Poland, Hungary and Slovakia. In 2005, its 3,300-strong workforce was responsible for the production of some 1.8 million tons of sugar.

Currently, the sugar market in the European Union (EU) is in a state of transition as deregulation begins to take effect. On the one hand, new legislation permits imports from the third world, while on the other, production within the EU is still closely regulated. In order to maintain its profitability, Nordzucker has to concentrate on optimising its processes. It is one of the areas where this is being done.

"We are seeking to make efficiency gains by standardising our software and hardware platforms," explained Torsten Niemiets, CIO at Nordzucker. "At the same time, we have to ensure that our infrastructure is highly scalable and flexible because we know that the changing business environment will make a lot of demands on us in the future."

These aims recently led Nordzucker to replace the hardware architecture in its data centre. Having decided to standardise its business operations on the SAP

solution environment, the company set out to identify a robust, high-capacity hardware platform that would offer a greatly improved price/performance ratio together with enhanced flexibility. After looking at various possibilities, it chose to implement Intel® Itanium®-based HP Integrity servers running HP-UX 11i v2 together with an HP-based storage area network (SAN).

"We have a long-standing and very successful relationship with HP as a hardware supplier, so we did not consider going to anyone else," said Niemiets. "Having visited reference sites and heard what people had to say about Itanium-based HP Integrity servers, we became convinced that they represented the best solution for our needs."

#### **Increased level of price/performance ratio**

With the decision to implement SAP NetWeaver, Nordzucker gradually migrated its existing SAP applications to HP Itanium-based servers. Additional servers were later installed to accommodate the new SAP NetWeaver solution. Overall, there is a total of seven different SAP applications running on seven HP Integrity servers. These applications cover the full range of Nordzucker's business operations and include both SAP Business Warehouse and the SAP NetWeaver Exchange infrastructure.

Two HP StorageWorks 5000 Enterprise Virtual Array systems were also installed, together with an HP

StorageWorks MSL6060 Tape Library for backup. The solution supported up to eight manufacturing sites and two administrative offices in Germany, 600 SAP-users in total. HP consultants assisted together with probusiness (HP reseller and technology consultancy partner of Nordzucker, based in Hanover) with the design, selection and migration. Nordzucker has an IAS contract agreement with HP, guaranteeing the prices of products purchased through resellers across Europe.

Compared with the previous environment, Nordzucker's use of HP Itanium-based servers gives it access to much better values of price/performance for heavy processing workloads. In fact, Niemietz estimates that the price/performance ratio has more or less doubled with the new infrastructure. The second major benefit is the improved flexibility that the HP Integrity server solution offers. Also, with the entire SAP implementation sharing the same HP StorageWorks SAN, it is now much easier and quicker to set up a new application and manage server and storage resources in line with business needs.

"Staff in the IT department now has the ability to be more responsive to the business when demands come in for a new system or an upgrade to a new platform. This provides the business with much-needed support during a time of change," commented Niemietz.

#### **Standardisation brings benefits**

Nordzucker is also seeing the benefits of standardising on SAP and HP Integrity servers for all its needs. For example, there is no longer any need to invest resources

in maintaining knowledge about several different technologies, while system management has become much more straightforward. HP Integrity servers are built on open standards, which simplify server management and makes them fully compatible with mainstream enterprise resource planning (ERP) applications like SAP.

"Our strategy at Nordzucker is to build trusted relationships with a small number of best-of-breed vendors, in our case HP, SAP and Microsoft. These relationships are very important when it comes to getting the best possible service standards from one's suppliers," commented Niemietz.

Standardisation on a single hardware platform will also support Nordzucker's virtualisation initiative, which is in the planning stages at the moment. In the future, Nordzucker hopes to be able to allocate available processing capacity to any application that needs it, regardless of which server it runs on. This will take flexibility to a new level, and the Integrity platform offers expanded virtualization capabilities including hard and soft partitioning to assist this endeavour.

"As we move toward a more competitive market situation, we now have the right platform and the right suppliers to be able to look ahead with confidence. As well as providing us with excellent technology, HP has always worked hard to sort out any issues and problems so that our experience has been a very positive one", concluded Niemietz.



## Challenge

- Nordzucker sought to optimise processes in IT and other areas.
- Nordzucker decided to renew its data centre infrastructure to achieve higher levels of price/performance in combination with enhanced flexibility.
- Nordzucker's implementation of the SAP NetWeaver solution required a hardware platform that could offer the highest levels of performance, flexibility and scalability while ensuring that the level of the price/performance ratio improved.

## Solution

- Nordzucker standardised on SAP applications and HP Itanium-based servers in its German data centre.
- It implemented seven HP Integrity servers together with a new SAN based on two HP StorageWorks EVA5000 systems.
- HP consultants helped with the migration, while the hardware was supplied through HP reseller, probusiness.

## Results

- Server price/performance has doubled compared with the previous infrastructure.
- The new HP SAN has brought about improved flexibility, enabling faster response to business needs and quicker application deployment.
- Hardware and software standardisation contributes to greater adaptability, easier IT administration, and a reduction in the support, staff, and training resources required to maintain the infrastructure.
- Nordzucker has the right platform to act in the new sugar market with confidence and maintain profitability

## Customer at a glance

- **Industry sector:** Manufacturing
- **Company:** Nordzucker AG
- **Headquarters:** Braunschweig, Germany
- **Telephone:** +49 (0) 531 2411-0
- **Number of employees:** 3,300
- **Annual revenues:** €1.23 billion
- **URL:** www.nordzucker.com

## Partner at a glance

- **Company:** SAP
- **Headquarters:** Walldorf, Germany
- **Telephone:** +49 (0) 6227 7 47474
- **Number of employees:** 32,000
- **URL:** www.sap.com
- **Business:** Independent software vendor
- **Product:** mySAP Business Suite, SAP R/3

## Partner at a glance

- **Company:** probusiness AG
- **Headquarters:** Hanover, Germany
- **Telephone:** +49 (0) 511 600 660
- **Number of employees:** 100
- **URL:** www.probusiness.de
- **Business:** IT solutions company
- **Product:** IT consultancy; IT infrastructure; business consultancy; open source software solutions

## Why HP?

- Long-standing, successful relationship.
- Quality of HP Integrity reference sites.
- Excellent support services.

## Hardware

- 2 x HP Integrity rx8620 servers
- 1 x HP Integrity rx7620 server
- 3 x HP Integrity rx4640 servers
- 1 x HP Integrity rx2600 server
- 2 xHP StorageWorks 5000 Enterprise Virtual Array (EVA5000) systems
- 1 HP StorageWorks MSL6060 Tape Library
- 1 HP StorageWorks 1200mx Optical Jukebox
- 28 x HP ProLiant DL-series servers

## Software

- SAP R/3 application
- SAP Business Warehouse
- SAP NetWeaver
- SAP NetWeaver Exchange Infrastructure

## HP Services

- Migration services
- IAS contract (order processing guideline)
- HP Financial Services

For more information on how working with HP can benefit you, please contact your local HP sales representative or reseller, or visit [www.hp.com](http://www.hp.com).

© 2005 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.