



SEW-EURODRIVE captures new sales opportunities with up to 83 percent faster reporting on SAP HANA

SEW-EURODRIVE GmbH & Co KG is a leading supplier of drive engineering solutions to the automotive, transport and logistics, and beverage industries. Headquartered in Bruchsal, Germany, SEW-EURODRIVE employs more than 16,000 people worldwide and achieves annual revenues of EUR 2.5 billion (USD 3.4 billion).

Improving sales effectiveness

Offering an extensive product portfolio to customers all over the world, SEW-EURODRIVE needs a clear view of sales performance to ensure that it remains the go-to choice for drive technology and automation solutions. Without deep insight into all aspects of product performance, sales activity and customer demand, the company risked missing out on valuable jobs.

Michael Orth, Project Manager and Senior Expert SAP System Landscape Architecture at SEW-EURODRIVE, explains, “Most of our products are

highly customized, allowing customers to pick and choose the features that best fit their needs. We wanted to dig deeper into sales data, for example, to discover which combinations of features were typically selected by different customers. This would allow us to better understand our customers and adjust promotions and marketing efforts accordingly to increase sales revenues. However, slow reporting performance meant that our staff could only analyze a limited amount of data, which created the risk that we were missing out on opportunities to boost sales and business volumes.”

Responding to rising demand for information

For many years, SEW-EURODRIVE has relied on integrated SAP ERP applications to run its business processes. The information delivered by these SAP® ERP applications is crucial to the smooth running of daily operations across the group. However,

Overview

Challenge

SEW-EURODRIVE needs fast insight into sales performance to capture more customers and grow revenues, but slow reporting was holding teams back from making the most of sales opportunities.

Solution

To drive rapid reporting, SEW-EURODRIVE selected SAP Business Warehouse, powered by SAP HANA, and deployed the IBM Systems solution for SAP HANA, based on IBM System x3950 X5 servers.

Key benefits

Reporting speed is now up to 83 percent faster, giving teams the rapid insight they need to optimize sales efforts. Staff spend less time processing data and more time interacting with clients.

Business Challenge

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Staff spend less time processing data and more time interacting with clients.

as the company grew it found that existing systems were struggling to cope with the corresponding increase in data volumes.

the project manager says, “It was becoming more and more of a challenge to provide business users with timely access to the information they needed to perform analysis and reporting. Some overnight processes in batch mode ran into the morning hours – affecting staff productivity and slowing down our business operations.

“We could not afford for staff in various departments to waste valuable time waiting for reports to be completed – we wanted them to be able to access all the information they needed first thing in the morning, so they could get on with their work.”

Selecting SAP HANA

Finding that its existing analytics systems were struggling to keep pace with rising business demand for information, SEW-EURODRIVE looked for a way to find new business value in huge volumes of operational data by enabling faster, more accurate analysis and reporting.

This search led SEW-EURODRIVE to SAP HANA® and, after evaluating the

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solution in greater depth, the company decided to migrate its SAP Business Warehouse from Oracle Database software to SAP HANA, enlisting the expertise of IBM and IBM Business Partner PROFI Engineering Systems to ensure a smooth implementation.

The project manager states: “We received highly competent support from IBM and PROFI Engineering Systems. Extensive testing was key to project success, as it saved us a lot of time when we moved into full production.

“We were able to complete the implementation on time, and there were no issues following the

go-live, which can be attributed to the rigorous preparation and testing that were performed.”

During the migration, SEW-EURODRIVE was able to take advantage of powerful database compression technology offered by the SAP HANA solution to significantly reduce overall data volumes.

According to the project manager, “We were already using compression technology in our Oracle environment, which helped us to bring data volumes down to approximately 6 TB. When we migrated to SAP HANA, we were able to shrink data base size even further, reducing it to just 3.4 TB, because indices were no logner needed.”

Strong performance and scalability with an IBM solution

SEW-EURODRIVE chose the IBM® Systems solution for SAP HANA, which is delivered on IBM System x3950 X5 servers featuring eight 10-core Intel® Xeon® E7-8870 processors.

These top-of-the-line processors deliver performance designed to handle data-demanding workloads with improved scalability and increased memory and I/O capacity.

Advanced reliability and security features work to maintain data integrity, and maximize the availability of mission-critical applications.

“We selected the IBM Systems solution for SAP HANA because of the close collaboration between IBM and SAP,” comments the project manager.

“We were already familiar with the capabilities of IBM General Parallel File System (GPFS™) in distributed architectures, and appreciated the fact that GPFS would enable us to seamlessly scale out the solution as required, without the need to add a dedicated storage system.”

Taking advantage of the modular design of the IBM Systems solution for SAP HANA, SEW-EURODRIVE worked with a team from IBM and SAP to develop and deploy a multi-node, scale-out SAP HANA configuration that combines 14 nodes into a scalable, integrated solution architecture.

To ensure high levels of availability, SEW-EURODRIVE has deployed the IBM Systems solution for SAP HANA in a mirrored configuration across two data centers, each with seven 1 TB nodes, including a standby node. With this setup, SEW-EURODRIVE can take advantage of a fault-tolerant solution



Solution

To empower staff with fast, accurate reporting, SEW-EURODRIVE worked with IBM and IBM Business Partner PROFI Engineering Systems to deploy SAP Business Warehouse, powered by SAP HANA.

The company selected the IBM Systems solution for SAP HANA, based on 14 IBM System x3950 X5 workload optimized servers featuring powerful Intel Xeon E7 processors.



Key Solution Components

Industry

Industrial Products

Applications

SAP® HANA®, SAP Business

Warehouse, SAP Extended

Warehouse Management

Hardware

IBM® Systems solution for SAP HANA, based on IBM System x3950 X5 and IBM System x3650 M4 servers with Intel® Xeon® E7-8870 processors

Software

IBM General Parallel File System (GPFS™), SUSE Linux Enterprise Server

Services

IBM Business Partner PROFIT Engineering Systems

that provides high availability within each data centers for improved reliability. There is also a test environment, with a single 512 GB node, and a quality assurance environment comprising four 512 GB nodes.

Faster reporting

SAP HANA running on powerful IBM System x3950 X5 servers combines the speed and efficiency of in-memory processing with the ability to rapidly analyze massive amounts of data. SEW-EURODRIVE has seen impressive performance improvements, including five times faster data loading.

While previously, overnight data loading processes in batch mode would sometimes run over the maintenance window, the same processes now finish on time, every time, ensuring that information is always ready for reporting and analysis by the start of each working day. Today, the SAP HANA platform provides approximately 1,500 business users at SEW-EURODRIVE with reliable availability of important business metrics.

The project manager explains, “We have cut the time taken to generate reports by up to 83 percent with the IBM Systems solution for SAP HANA, helping provide the business

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with much faster access to the information they need. As many of our users run multiple reports daily, the performance improvements have resulted in significant time savings.”

He adds, “For example, in the sales department, teams spend less time processing data and running reports, and have more time to focus on higher-value work. Once a customer has placed an order, sellers can follow up much faster than before,

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and spend more time interacting with customers. This helps build better customer relationships and improve the effectiveness of sales efforts, enabling the company to win more business.”

With more rapid access to key performance indicators on business performance, SEW-EURODRIVE can respond faster to changing market conditions – for example,

by adjusting offers and promotions to maximize revenues.

Driving new insight

The performance improvements delivered by the IBM Systems solution for SAP HANA give staff at SEW-EURODRIVE the ability to explore data in new ways. Armed with this improved insight and agility, the company will be able to respond more quickly to changing demand and seize new opportunities to drive business growth. In a world where orders can be placed at the touch of a button, windows of opportunity can be very short.

By delivering information faster to decision-makers, SEW-EURODRIVE is helping to ensure that they can seize these fleeting opportunities to drive up revenues and beat the competition to new sales.

The project manager concludes, “The IBM Systems solution for SAP HANA meets our expectations. In collaboration with IBM, PROFI Engineering Systems, our SAP implementation partner and SAP, we have successfully boosted our business analytics capabilities, and have a powerful new way of looking at business data.

Business Benefits

- **Accelerated reporting speed by up to 83 percent, providing quick access to key sales and operational data.**
 - **Up to five times faster batch loading means staff spend less time waiting for data to be processed, giving them more time to interact with clients.**
 - **Rapid, deep insight into operations will help sales teams make smarter decisions that help capture more revenue from both new and existing customers.**
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“With SAP HANA, staff can employ data mining techniques to find new patterns in the information we already capture. For example, in future we will be able to dig deeper into sales order data to uncover the typical combinations of product features selected by customers in certain geographic regions. With this insight, sales teams will create more tailored product offerings that respond to actual customer demand, improving sales conversion rates and helping SEW-EURODRIVE increase revenues.”

For more information

To learn more about IBM System x solutions, contact your IBM representative or IBM Business Partner, or visit the following website: ibm.com/systems/x

About PROFI Engineering Systems

PROFI Engineering Systems AG offers system integration and infrastructure solutions for companies of all sizes. An IBM Business Partner since 1985, PROFI employs 350 people at 14 locations, and serves more than 1,300 customers.

To learn more about products, services and solutions from PROFI Engineering Systems, please visit www.profi-ag.de



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