

**Objective**

Improve internal business processes and provide good customer service

Approach

Implemented SAP Enterprise Resource Planning then sought a cloud service provider who could host the application

IT Matters

- Provides 99.999 per cent system availability for critical business processes
- Delivers the power, latency and scalability to support SAP
- Ensures data safety to support daily operation and forward forecasts

Business Matters

- Saved USD\$8,000 in SAP set-up costs
- Reduces sales order processing input from five days to five minutes
- Enables Eagle to provide more efficient customer service

Eagle outsources to the cloud to lower costs and ensure SAP success

HPE CloudSystem provides platform for pay-per-use cloud for Indian appliance retailer



Based in India, Eagle Home Appliances is a leader in the home appliance market. To support business efficiency and good customer service, it decided to implement SAP Enterprise Resource Planning (ERP). This required IT resources that the company did not have so it chose to outsource. AllTimeIT Solutions Pvt Ltd provided the answer with its effiCloud service built on HPE CloudSystem.

Challenge

Need for effective ERP

Enterprise Resource Planning (ERP) solutions are vital to growing companies that need to improve the integration and flow of information within their increasingly complex business environments. Integrating a wide variety of commercial functions calls for complex and sophisticated systems which can put pressure on a company's IT infrastructure and staff, and this was the situation faced by Eagle Home Appliances.

Based in Pune, India, and with offices in other major Indian cities, Eagle Home Appliances was formed in 1965 and is still run by its founders, the Padamsee family. It is a leader in the home appliances market, stocking some 2,500 lines that include vacuum flasks, thermoware, electrical items, cutlery, cookware and containers. These are made to Eagle's specifications by 35 international suppliers and are sold throughout India and by export.

“Orders that previously took four or five days can now be seen in five minutes. We’re now able to track salespeople out in the field and see what they’re doing. This is all making us a lot more efficient, reducing time-to-market and ensuring we give a better service to our customers.”

— Swapan Dutta, head of Electronic Data Processing Department, Eagle Home Appliances

Having recently launched a new travel and tourism arm, Eagle is constantly growing and found that its legacy ERP system could no longer provide the necessary level of support.

“We used an ERP system that was just restricted to accounts. A lot of our processes were not covered by it so the company decided to change to SAP,” explains Swapan Dutta, the head of Eagle’s Electronic Data Processing (EDP) Department. “Our aim is to connect the entire company to SAP with data stored in a central location. Previously everything was very manual and that was affecting the business because delivery schedules and delivery dates are very important.”

Since it only has a small IT team and virtually no infrastructure, Eagle decided that the best route, particularly in the early implementation phase, was to outsource the SAP application to a cloud services provider.

“We don’t have our own data centre and we are on a trial run with SAP right now,” adds Dutta. “People are learning how to use SAP and until everyone has learned the processes we did not want to go to the expense of creating our own infrastructure.”

Eagle wanted a robust solution that was highly available with low latency and lower Total Cost of Ownership (TCO). It also wanted a provider who could deliver the solution in as little time as possible.

Solution

Outsourced cloud

Eagle decided that the provider who could best meet its needs was AllTimeIT Solutions Pvt Ltd (AllTimeIT), a group of Indian IT infrastructure service providers who recently partnered with Hewlett Packard Enterprise to create a service called effiCloud, built on an HPE CloudSystem platform. With this service, AllTimeIT aims to be one of the top three cloud service providers in India by 2015. Eagle’s partner Vintech Electronic Systems, introduced the company to the AllTimeIT solution and advised them that it was the best solution.

“effiCloud is a pay-per-use cloud model that delivers reliable cloud services, tailored to meet the IT needs of small and medium businesses,” says Ajay Sawant, managing director at AllTimeIT.



The HPE CloudSystem built on ConvergedSystem 700x at AllTimeIT uses HPE BL460 G8 servers running the Matrix operating system and HP 3PAR StoreServ storage. The cloud services are delivered using both VMware vSphere and Microsoft® Hyper-V platforms. AllTimeIT has ISO27001 certification for information security management from the British Standards Institute (BSI).

Six of the virtual machines are used to run Eagle's SAP Business One service and the company also uses effiProtect, which provides online backup over the cloud with the option of replicating data to a Disaster Recovery (DR) site. Eagle's SAP services are accessed across a leased line.

"I had considered many providers and I found that effiProtect was quite cost-effective," says Dutta. "This was quite new for me. We had to go somewhere that we could trust.

"It was definitely important that AllTimeIT uses reliable HPE servers and storage because without our data we would not survive. We spoke to many AllTimeIT clients about the security of data. AllTimeIT also gave me a presentation and I definitely felt that their servers would be secure."

With the backup, customers can choose to opt for a high availability solution or not but the backup is made in the main data centre and always replicated to the second data centre. In addition, it is also written to tape which goes to a third location."

Benefits

Data security and low latency

AllTimeIT met one of Eagle's first aims by providing the effiCloud service at a day's notice and it is currently supporting 40 concurrent SAP users.

"There has never been a problem with the HPE servers at AllTimeIT and its support staff are always ready to help on every aspect," says Dutta. "Another benefit is that they always update to the latest software and hardware."

It is estimated that going for the cloud option saved Eagle up to £5,000 (Lakh 5 Rupees) in set-up costs. effiCloud is delivering 99.999 per cent availability and high-performing HPE Gen8 servers support very low latency, providing the speed of service that Eagle staff need. Also, scalability is not a problem.

Customer at a glance

Hardware

- HPE CloudSystem built on ConvergedSystem 700x
- HPE BL460 G8 blade servers
- HPE 3PAR StoreServ Storage

Software

- SAP Enterprise Resource Planning
- Matrix operating system

“The Hewlett Packard Enterprise blade servers that power our cloud service are very fast and robust. They provide the scalability, latency and high availability that we need.”

— Swapan Dutta, head of Electronic Data Processing Department, Eagle Home Appliances

“Using effiProtect backup and HPE 3PAR storage means that my data is safe,” adds Dutta. “As well as effiProtect, we also take backups ourselves on a regular basis. All our forecasting is done on the basis of the previous data which we keep for four years. This gives us the proper business perspective and points to opportunities for the future.”

More efficient platform

Previously, salespeople used the manual paper systems for orders. It would take four or five days for orders to be put into the system which was too slow.

“We have deadlines for everything and they cannot be met if staff don’t send the data on time,” says Dutta. “We have to give orders to the suppliers for manufacturing and get products supplied on time. If the order gets delayed, then manufacture also gets delayed.

“Now, staff can access and input data anywhere, anytime. We have given them iPad® and iPhone®. They have their order interface and it connects to the centralised servers.”

“People here in the headquarters can quickly make the indent and give it to the production department who will send it to the supplier. Time is very important and we are getting the benefit of this quick time factor through SAP.

“Also, we are now able to track the salespeople who are out in the field and see what they are doing. This is all making us a lot more efficient, reducing time-to-market and ensuring that we give a better service to our customers.”

This quicker and more efficient process is not only the result of using SAP but is also due to the speed of the HPE CloudSystem hardware it runs on.

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