

Encapsulating growth and progress through technology upgrades

To maintain its position as an industry leader and to keep up with business growth, Pam Pharmaceutical and Allied Machinery Co. Pvt. Ltd turns to HP and Orient Technologies to upgrade its legacy SAP infrastructure.



As one of the largest Asian pharmaceutical machinery companies in the world, Pam Pharmaceutical and Allied Machinery Co. Pvt. Ltd, the flagship engineering company of ACG Worldwide (ACG) is in the midst of expanding its business from India and establishing branches internationally. To support this growth, they needed to upgrade their existing SAP infrastructure to 6.0 and transform their legacy system into a 3-tier architecture. Pam Pharma is one of the most respected groups in India, and is known for its focus on R&D, innovation and technology.

HP customer case study:
Working in conjunction with partner Orient Technologies, HP builds a powerfully scalable 3-tier SAP infrastructure for ACG.

Industry:
Pharmaceutical capsule machinery

Objectives

- To support international business expansion
- To enhance productivity and manageability by increasing the throughput capability of the existing servers
- To build a more forward-scalable, modular infrastructure
- To improve system response times

Approach

- Create a new SAP 6.0 platform, developed by Orient technologies
- HP Integrity rx2660 Servers and StorageWorks EVA4400 Virtual Arrays for storage
- Implement a 3-tier infrastructure

IT improvements

- Improved response time, from minutes to milliseconds
- Increase capacity from 175 to 300 concurrent users
- Better scalability for future applications
- Lower cost of ownership

Desired Business outcomes

Accelerate business growth

- Better response time to improve productivity and overall processes
- Improve capacity to support global business expansion
- Ability to service more clients in less time

Lower costs

- Reduce maintenance costs
- Lower cost of ownership

Risk Mitigation

- Built-in scalability will allow the company to adapt to future business needs, reducing future investment costs
- Faster and more secure access to data storage



On the road to global competitiveness

As one of the most prominent companies in the ACG Worldwide Group, Pam Pharmaceutical and Allied Machinery Co. Pvt. Ltd offers a full range of solutions for pharmaceutical companies, all built in-house. The company is synonymous with innovation, R&D and technological superiority, and is known throughout India for the quality of its products.

As part of its business strategy, ACG has been expanding business operations around the world. ACG operates in 84 countries worldwide, and is the market leader in many of them. It is an ISO 9001 certified company, with a long history of Quality Assurance both in India and globally.

A large part of ACG's competitiveness lies in its focus on research and innovation. The company has its own testing and laboratory facilities, helping to analyse and solve problems for difficult formulations. This focus allows ACG to provide customised solutions for its wide roster of clients.

However, the company's internal SAP 4.7 and 5.0 infrastructure was having difficulties coping with the company's rapid growth. The current 2-tier infrastructure could only accommodate a limited number of users.

Customer solution at a glance

To achieve global competitiveness and enhance productivity by upgrading the existing SAP infrastructure.

Primary hardware

- HP Integrity rx2660 Servers
- HP StorageWorks EVA4400 Enterprise Virtual Array

Primary software

- SAP 6.0

“Resource optimisation was low. The legacy SAP 4.7 system was struggling with having to manage requests from different international offices. Data processing was slow and business continuity was affected,” explained Mr. Vilas Pujari, General Manager, IT. “We needed a cost-effective, yet highly efficient solution that would help the company maintain its technological lead in the foreseeable future.”

The solution: A powerful partnership

ACG approached Orient Technologies, one of the leading developers in Mumbai, to build a new platform that would address its IT needs while ensuring business continuity. For the hardware, Orient Technologies turned to HP. Working together in a seamless partnership, Orient and HP built a seamless turnkey solution. Orient focused on a gap analysis, sizing the infrastructure for SAP 6.0 with modular sections that encompassed 6 key areas, namely SD, MM, PP, FI, CO, ECM and DMS. This ensured that any downtime would be minimised, and business could continue with minimal interruptions in the event of any technical issues. HP recommended using rx2660 Servers as the backbone of the new infrastructure, retaining functionality for some existing applications. For storage, the HP StorageWorks EVA4400 Virtual Array was chosen due to its high capacity utilisation and its ability to work in a fast, on-demand data environment. “In the previous system, users had to wait for the data to be retrieved, resulting in some backlog. With the new system, it will only take milliseconds to retrieve data as soon as the IT user logs in,” adds Mr Pujari.

To help showcase the advantages of the new SAP platform, HP offered technical insights on the performance capabilities and microdetails of the hardware, and how it complemented Orient’s solution. The in-depth understanding of the client’s business needs, challenges and applications landscape helped Orient and HP seal the deal.

Implementation was estimated to require a 12-hour downtime. Two key concerns for the migration to the new architecture was to ensure no business interruptions

or loss of stored data. Applying their professionalism and expertise, the project team were able to reassure ACG that these would not be a problem.

A stronger, more flexible IT environment

With the new 3-tier SAP 6.0 IT infrastructure implemented, ACG realised significant improvements in its operational flow. Transactions are being processed faster, leading to more efficient delivery of products and services. Business relations, both internally and externally, has improved. The system is optimised to handle 200 or more concurrent users, which can lead to better productivity throughout the company. Response times also tremendously improved; users are able to retrieve data in milliseconds, compared to minutes on the old system. With the faster throughput, higher stability and performance of the new platform, management could receive more timely MIS reports, which can help in decision making. IT maintenance costs are expected to be greatly reduced, freeing more resources to handle the company’s core business requirements.

Additionally, the new SAP 6.0 infrastructure is designed to complement Pam Pharma’s forward-thinking and progress-focused philosophy. It was designed to have full scalability, allowing it to adapt to future business requirements and enjoying “plug-and-play” flexibility for next generation technology. The new architecture will also provide greater investment protection, reducing total cost of ownership and improving the company’s ROI.

“We are looking forward to the new infrastructure. The faster internal turnaround and response time will allow us to deliver a visibly higher throughput for our users. We are also looking at implementing CRM and Disaster Recovery solutions for the company in the future. And we will definitely be looking to HP and Orient to help us achieve this.”

Mr. Vilas Pujari
General Manager, IT
Pam Pharmaceutical and
Allied Machinery Co. Pvt. Ltd



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