



Egyptian pharmaceutical distributor modernizes business with HPE solution for SAP HANA

Superdome X delivers extraordinary performance for mission-critical SAP ERP

Objective

Provide superior customer service by increasing performance and scalability for mission-critical SAP ERP solution supporting central distribution company and 80 retail pharmacies

Approach

Modernize mission-critical SAP environment with SAP HANA running on HPE Integrity Superdome X Servers, HPE 3PAR StoreServ 7400 Storage, and HPE 5130 Switch Series

IT Matters

- 12 – 18 times faster transaction processing—reduced from 2 – 3 hours to 10 minutes
- 12 – 24 times faster data collection—accelerated from a full day to 1 – 2 hours
- Eliminated latency problems for critical transaction processing among pharmacies

Business Matters

- Ensures the highest levels of efficiency and responsiveness to customers
- Enables pharmacies to share inventory data to improve customer satisfaction and help boost sales
- Maintains revenue streams with assured business continuity in the event of a site outage



Business growth creates challenges for SAP ERP

In Egypt, if you're looking to fill a prescription or get the latest health and beauty products, you'll likely find what you need right around the corner at your local El Ezaby pharmacy. This leading national chain, with more than 90 retail outlets across the country, provides a broad range of pharmaceutical services and healthcare support to consumers, hospitals, and health insurance companies. Standing behind El Ezaby is Multipharma—sole agent in Egypt for many of the most renowned global producers of pharmaceuticals, paramedic and laboratory equipment, dietary supplements, and cosmetics.

Multipharma has been growing rapidly and plans to expand its network of El Ezaby pharmacies by 50% over the next 12 months. The company's pace of growth led to an exponential increase in data required to manage supply chains, inventory, and customer relationships. This data surge overwhelmed the Multipharma's previous IT infrastructure, dragging down performance, which impacted critical SAP enterprise resource planning (ERP) and customer relationship management (CRM) systems. In some cases the pharmacies could not access critical product information or crosscheck inventory at other locations to satisfy customer requests. Slow responsiveness caused great dissatisfaction among customers, risking damage to the company's reputation and potential business loss.

“With a complete, integrated HPE infrastructure optimized for SAP HANA, we now have the increased performance, capacity, and high availability to serve our customers with the highest levels of efficiency and responsiveness for many years.”

— Haitham EL-Ghamry, IT Director, El Ezaby

Modernized infrastructure for mission-critical SAP HANA

To quickly address the situation and empower its data-driven organization, Multipharma worked with SAP to migrate mission-critical ERP applications running on IBM POWER to SAP HANA running on Superdome X, and modernize the underlying infrastructure with state-of-the-art server and storage technology certified for SAP HANA. After carefully evaluating offerings from IBM, Huawei, and Cisco, Multipharma chose a tailored datacenter integration solution from Hewlett Packard Enterprise (HPE). The HPE solution includes HPE Integrity Superdome X running SUSE Linux, along with HPE 3PAR StoreServ 7400c 4-node Field Integrated Storage Base for production SAP HANA applications, including SAP ERP and SAP CRM. The Superdome X server is configured with two nPars, one for Multipharma corporate operations and the second for the El Ezaby business to meet the unique operational requirements of each line of business. The 3PAR storage is connected to an HPE StoreOnce 4500 appliance for backup. HPE Consulting services integrated the HPE solution into the datacenter, making the transition to the new environment smooth and easy. HPE Datacenter Care provides ongoing support for the environment.

In addition, Multipharma deployed two HPE ConvergedSystem 500 for SAP HANA Scale-up Configurations (CS500) at a remote site for disaster recovery (DR) and non-production SAP HANA environments. One CS500 supports Multipharma corporate and the other El Ezaby, with both systems linked to the production site through HPE 5130 El Switch Series networking.

Haitham EL-Ghamry, IT director for El Ezaby, remarks, “The migration to SAP HANA on HPE Superdome X went very smoothly. With a complete, integrated HPE infrastructure optimized for SAP HANA, we now have the increased performance, capacity, and high availability to serve our customers with the highest levels of efficiency and responsiveness for many years.”

Extraordinary performance improvements

By modernizing its business processes with SAP HANA running on Superdome X, Multipharma achieved extraordinary performance improvements for mission-critical ERP and CRM applications. For example, checking availability on CRM and polling report transactions that took 2–3 hours on the old infrastructure now complete in about 10 minutes. Instead of consuming a full day collecting business intelligence and finance report data from all the pharmacies, Multipharma can perform this task in 1–2 hours.

Case study

Multipharma
and El Ezaby

Industry

Retail/Distribution

Customer at a glance

Application

- SAP HANA running mission-critical SAP ERP for central production inventory management and distribution and supporting a chain of 90 retail pharmacies across Egypt

Hardware

- HPE Integrity Superdome X
- HPE ConvergedSystem 500 for SAP HANA
- HPE 3PAR StoreServ 7400c
- HPE StoreOnce 4500
- HPE 5130 El Switch Series

Software

- SUSE Linux
- SAP HANA
- SAP CRM
- SAP ERP

Services

- HPE Datacenter Care Consulting Services
- Datacenter Care Proactive Services
- Insight Remote Support
- Installation and Deployment on SAP Hanna

“Superdome X is ideal for the type of big data transactions we handle every day,” says EL-Ghamry. “We’re now able to manage transaction processing for all the El Ezaby outlets with no latency problems as we had experienced with our older infrastructure.”

He adds, “Now all the pharmacies can share inventory data. If an item is out of stock in one store it can instantly check availability at another. We could not do that before. It’s having a very positive effect on customer satisfaction and helping our business improve sales.”

Ahmed Fayez IT manager of El Ezaby pharmacy, comments, “The new infrastructure provided by HPE offers much higher stability with much higher performance to enable faster backups. Also, with the new equipment in the DR site, the solution offers total peace of mind with data consistency assurance. We are also able to commit to a higher level of SLA from technical support point of view.”

Future-ready environment with increased scalability and availability

As Multipharma continues to grow and expand its network of El Ezaby pharmacies, the HPE and SAP infrastructure provide the company with a scalable infrastructure to deliver consistently high service quality even as data volumes soar. For example, with data growing at a rate of 30 GB per month, the company has enough capacity to handle five years of anticipated data growth.

Moreover, Multipharma now has high availability to ensure business continuity and maintain revenue streams in the event of component failures, power outages, or natural disasters. In fact, the support relationship from HPE Datacenter Care delivers the personalized care and expertise to prevent issues and quickly resolve any issues that may happen, simplifying the ownership experience.

EL-Ghamry concludes, “HPE has been an excellent partner in addressing our urgent business needs with a modern infrastructure solution for SAP HANA that can grow with our business. We consider HPE to be much more of a trusted advisor than just an IT vendor. We rely on the added value our account support team provides. They understand how to work collaboratively and have been very responsive to our needs any time we have a question or need support.”

Learn more at
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