



Industry conglomerate deploys dynamic server platform

Cisco UCS enables real-time access to data and analytics

EXECUTIVE SUMMARY

- ♦ **Customer Name:** ESSAR Group
- ♦ **Industry:** Steel, Oil & Gas, Power, Shipping, Manufacturing, IT
- ♦ **Location:** Mumbai, India
- ♦ **Number of Employees:** 70,000 people across 20 countries

BUSINESS CHALLENGE:

- ♦ Quicker access to real-time operational information
- ♦ Ability to crunch data and uncover trends/patterns that help improve planning and forecasting
- ♦ Need to strengthen existing investments in SAP software and gain real-time visibility into business across all verticals

THE SOLUTION:

- ♦ Cisco Unified Computing System (UCS) server platform to support the implementation of SAP HANA (High Performance Analytic Appliance)
- ♦ Optimized on the Cisco UCS platform, HANA helps bring all data within the reach of decision makers in seconds, enables innovative new applications and combines high-volume transactions with analytics

BUSINESS RESULTS:

- ♦ Quick access to data/information for accelerated real-time decision making
- ♦ Accelerated business performance, dramatic improvement in planning, forecasting and pricing optimization

Business Challenge

The ESSAR Group is a multinational conglomerate and a leading player in the sectors of steel, oil & gas, power, communications, shipping ports & logistics, construction and minerals. With operations in more than 20 countries across five continents, the Group employs 70,000 people and has revenues of about USD 15 billion. Headquartered in Mumbai, the ESSAR Group has more than 26 offices across India.

Given its presence across multiple sectors, the ESSAR group generates a huge amount of business data on a daily basis. With different systems for different lines of businesses, the amount of data that the group analyzes for reporting amounts to a tune of 3TB. The key challenge in analyzing such huge amount of data is the capability to crunch data within a defined time frame.

While it was possible to get the operational reports, real-time analytics was a challenge and ESSAR needed access to real-time operational information much more quickly. There was also a need to react faster to events impacting operations, uncover trends and patterns in an ad-hoc, empowered manner and improve planning and forecasting.

ESSAR also felt that there was a need to strengthen existing investments in SAP software so as to be able to gain real-time visibility into businesses across all verticals. The group also needed to augment existing investment in SAP software to allow users to analyze data by customer, region or product whether in the office or while traveling.

- ♦ Reduced TCO due to stateless computing capabilities with dynamic server provisioning, unified fabric, and comprehensive management across both physical and virtual environments
- ♦ Simplified design of the Cisco UCS Servers reduces the number of components that need to be powered and cooled compared to traditional blade server environments

Access to consistent real-time data was critical to improve forecasting abilities as well as provide intelligence on how to redirect the business as needed based on events, customer relationships, product plans and market variations. There was a business need for quick decision because existing applications could not provide the same and the solution that enabled this had to be user-friendly, accelerate business performance all while reducing TCO.

The Solution

Given the above needs, ESSAR evaluated a number of solutions platforms and finally decided to go with the Cisco UCS along with SAP HANA appliance configuration. The Cisco Unified Computing System (UCS) server platform is designed with the performance and reliability needed to power memory-intensive, mission-critical applications and virtualized workloads. SAP and Cisco have optimized SAP HANA on the next-generation Cisco UCS server platform, giving SAP HANA customers a true competitive edge on a server platform designed to overcome today's challenging business environments.

The Cisco Unified Computing System serves as an ideal server platform for SAP HANA since it provides a unique Intel Xeon processor-based industry-standard infrastructure for enterprise-critical applications. The Cisco UCS platform offers stateless computing capabilities with dynamic server provisioning, unified fabric, and comprehensive management across both physical and virtual environments for reduced total cost of ownership (TCO).

For systems that are part of the architecture that supports the SAP HANA installation, the Cisco UCS platform offers hardware-state abstraction that transparently integrates server, storage, and networking resources used for any application, virtualized or not, thus eliminating the waste that can be caused by dedicating pools of resources to a specific purpose. In addition, Cisco UCS Manager makes controlling and reassigning resources fast and easy.

SAP's In-Memory Computing technology provides exceptional speed to power analytics and the Cisco Unified Computing System provides an agile, scalable, highly available, and cost effective industry-standard infrastructure platform. SAP HANA enables customers to get information immediately - without the delay of typical enterprise data warehouses — by building on the benefits of the Cisco UCS platform.

“The implementation of Cisco UCS over SAP HANA has brought a number of benefits to the ESSAR group. It has helped accelerate real-time decisions and dramatically improved business performance, all while reducing TCO.”

-Jayantha Prabhu, Chief Technology Officer



Cisco UCS provides highest configuration of SAP HANA appliance and dramatically improves application response times with persistent, high-performance and high-capacity. It helps to minimize application latency to deliver groundbreaking improvements to computing performance, while greatly reducing hardware infrastructure, maintenance, floor space, and energy costs. For ESSAR, the installation also helped minimize latency and eliminate I/O bottlenecks by integrating with host servers as a memory tier extension. Cisco used its highly skilled channel and system integrator partners to implement and install the SAP HANA solution.

Business Results

For ESSAR, Cisco UCS provides highest configuration of SAP HANA appliance, such as 4 X Intel Xeon Processor E7-8867L 2.13 GHz which give total 40 core of CPU, 512 GB of RAM and internal storage about 300

GB X 8 (6 GB-10 K) which give usable 2 TB, Disk Flash (Fusion's ioDrive) about 320 GB which again provide supportive role to internal RAM of 512 GB.

The implementation of Cisco UCS over SAP HANA has benefitted the ESSAR group in a number of ways. It has helped to bring all relevant data to decision makers within seconds, in an understandable and user-friendly format, for real-time decisions. The solution also dramatically improved existing planning, forecasting, pricing optimization processes by combining high-volume transactions and real-time analytics. This in turn helped to accelerate business performance while reducing TCO, because of minimal need of hardware, maintenance, and testing.

More importantly the implementation was a way forward for ESSAR to strengthen its existing investments in SAP software and gain real-time visibility into businesses across all its verticals. This helped senior executives and employees across the ESSAR group to get a snapshot of the overall business at a group level.

Speaking of the benefits Mr Jayantha Prabhu, Chief Technology Officer, ESSAR group says, "The implementation of Cisco UCS over SAP HANA has brought a number of benefits to the ESSAR group. Quick access to data/information has accelerated real-time decision making and improved business performance, while also reducing TCO."

PRODUCT LIST

- ◆ UCS C460 M2 system which is a 512GB appliance.
- ◆ 4 X Intel Xeon Processor E7-8867L 2.13 GHz which gives 40 core of CPU, 512 GB of RAM and internal storage about 300 GB X 8 (6 GB-10 K)
- ◆ Usable 2 TB, Disk Flash (Fusion's ioDrive) about 320 GB which support internal RAM

Next steps

Since the hardware is Cisco UCS and SAP is highly scalable, ESSAR is planning to make available SAP HANA computation to content management systems such as MOSS DMS. ESSAR has also partnered with Cisco for unique business transformation initiatives like Ideation room.

For More Information

To find out more about the Cisco UCS visit:

www.cisco.com/go/ucs

To learn more about ESSAR group visit: www.essar.com



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