

Astellas Pharma Incorporated

The construction of a new sales support system infrastructure was centered on the HP Integrity Superdome to ensure that Astellas attains the number one position in the domestic pharmaceutical market, strengthens its IT infrastructure and reduces the Total Cost of Ownership.



Astellas Pharma Incorporated was established in April 2005 as a result of a merger between Yamanouchi Pharmaceutical Company Limited and Fujisawa Pharmaceutical Company Limited. The collection and totalization of data pertaining to the wholesale marketing and selling of pharmaceutical products were conducted one year later in April 2006 for the use of the company's 2,400 medical representatives. As the result of implementing the new system infrastructure, the final remnants of the mainframe have been abolished. Following this, the consolidation of a large number of Windows servers was carried out in October 2006.



Astellas Pharmaceutical Incorporated
Corporate IT Department
Sectional Head
Mr. Junichi Inoue



Astellas Pharmaceutical Incorporated
Corporate IT Department
Mr. Hideki Yamauchi

Objectives

The aim is to shift the batch handling operations pertaining to the collection and the basic summation of wholesale marketing data handled by the mainframe server to open system servers. In addition to this, the company also needed to reduce its Windows servers to half the number, and enable data sharing through SAN. In addition, Astellas required the integration of the system architecture and operations management.

Approach

The collaboration between CAC, which handles applications development and their operations management, and HP, which undertakes infrastructure integration and support, was Astellas's chosen solution. Reconstruction of the totalization system of wholesale marketing data from the old mainframe server was carried out on virtual servers that had been divided and split into multiple hardware systems and partitions from a single HP Integrity Superdome. Consolidation of multiple Windows operating environment was also undertaken.

IT improvements

- Reduction of handling time and scalability for expansion
- Lightening of operation loads as a result of increased stability

Business outcomes

Accelerate business growth

- Master data cleanup which could previously only be carried out on a weekly or monthly basis, is now carried out on a daily basis, enhancing efficiency and reducing operating risks
- Wholesale marketing data can be reflected to the data warehouse quickly, analyzed more accurately, improving decision making

Lower costs

- System operating costs have been halved

Reduction of medical treatment costs and intensifying competition in drug development have led to keen competition in the pharmaceutical industry.

The business environment of the pharmaceutical industry is typified by an increasing number of countries, notably developed ones, attempting to control and manage costs in medical treatment; a rise of global competition in the development of new drugs and medicine; and increasing investment costs in the field of research and development, resulting in a more competitive business environment. On the other hand, looking at the domestic front, the infiltration of policies and measurements designed to lower and manage the costs of medicinal products and drugs, and the aggressive approach taken by the major European and American pharmaceutical companies towards the penetration of domestic markets have also led to increasing and intensifying competition within the industry. Amidst such a business environment, Japanese pharmaceutical corporations compete with major European and American players. In order for these Japanese corporations to enjoy continued growth, they would need to actively invest in the research and development of innovative methods in the creation and manufacture of pharmaceutical products. At the same time, they would also need to actively develop their global business operations in order to recoup a reasonable return on investment to offset their heavy investment costs.

In this changing environment, in order to strengthen the foundations of the medicinal and pharmaceutical products industry and to stay afloat of intense global competition, Yamanouchi Pharmaceutical Company Limited and Fujisawa Pharmaceutical Company Limited merged their operations in April 2005 to create a new entity called Astellas Pharma Incorporated. Armed with superior research and in-house marketing capabilities, Astellas Pharma Incorporated, as a Japanese global player in the pharmaceutical industry, aims to contribute positively to the health and wellbeing of people worldwide through advanced and reliable medicinal and pharmaceutical products.



CAC Corporation
Medical & Pharmaceutical
Solution Center 1
Mr. Munehiro Yasuda

Adding finishing touches to the system consolidation process following the business merger: The abolishment of the mainframe server and the introduction of open system servers

Astellas's vision is to strive for continued growth in business value by adding value to people's lives. In order to realise its vision, it is not only strengthening its global business systems, but the company is also striving to achieve the number one position in the market for domestic medicinal products.

In order to achieve this aim, the strengthening of its IT infrastructure and the lowering of the Total Cost of Ownership were necessary steps to take. At that juncture, Astellas embarked on a reform of its sales support system infrastructure. This system involves the collection and summary of wholesale data of medicinal and pharmaceutical products from hospitals and pharmacies, and the provision of this information to approximately 2,400 medical representatives. Coupled to this, cooperation with SCM was also necessary. Indeed, this system forms the basis of Customer Relationship Management. Mr. Junichi Inoue, manager of the corporate IT department, had the following to say regarding the induction of the new sales support infrastructure:

"The company has, in the past 10 years, progressively carried out migration projects for various systems, from the mainframe to the open system servers. Throughout this migration process, we left the sales support system infrastructure to the end. The project this time round can be considered to be adding the finishing touches to the system consolidation process as a result of the merger, and this will lead to the removal of the mainframe server from the company."

In addition, Mr. Hideki Yamauchi, from the corporate IT department of Astellas, had the following to say pertaining to the concrete details of the strategy to be employed: "With regards to the legacy sales support system infrastructure, batch handling operations at the backend like the collection and totalization of wholesale marketing data and so on were the responsibility of the mainframe; whilst the front-end data warehouse utilized by end users for enquiry and analysis of actual results were built on Windows servers in a disparate fashion. This time round, with the introduction of open system servers, this disparate state will be abolished, with the aim of achieving a more seamless collaboration between the front-end and backend applications. At the same time, I would also like to perform clean up and integration of the increasing number of Windows servers at the same time."

The choice of CAC and HP was made based on an overall assessment of factors like reliability, performance, induction schedules and cooperative systems

As the amount of data handled by the sales support system infrastructure is huge, the open system server also needed to have a considerable level of performance and scalability. Needless to say, this induction project is also expected to be of considerable proportions.

With this in mind, Astellas set about presenting to a number of vendors essential criteria and important issues that needed to be addressed for the new sales support system infrastructure, and sought appropriate solutions. The final choice they made was a business solution that is centered on the HP Integrity Superdome as a result of a joint proposal from CAC Corporation and HP.

"CAC is an SI vendor, and we have been depending on them all this while for development in the area of business system applications and their usage. With regards to HP, we have used numerous Windows servers like the HP ProLiant series, and we have all along placed great trust in these two companies. Although the adoption of a solution from two different vendors could potentially be competitive and thus counterproductive, the proposal put forth by both companies stressed the reliability and performance of the hardware and platform, the compatibility of the existing data warehouse with SAN, and the clear establishment of the schedule till the cutover – all this has satisfied our requirements in all aspects."

Mr. Junichi Inoue



CAC Corporation
Medical & Pharmaceutical
Solution Center 1
Mr. Takahiro Shioya

Reliability and performance verification of the actual IT systems: From infrastructure design to application implementation, guaranteeing high product quality through support

Mr. Munehiro Yasuda of the CAC Medical & Pharmaceutical Solution Center 1, who had been coordinating the current project, had the following to say regarding the merits of a joint proposal with HP on offering business solutions: "On top of managing the migration from the mainframe and the consolidation of the servers, the HP Integrity Superdome is equipped with superior features like hardware virtualization, partitioning and so on. The main thing at hand is presenting all this latest technology in the eyes of the customer, and coming up with a way to integrate the solutions in an effective and suitable form. Throughout this undertaking, HP has provided very detailed support from the initial stages of the proposal to the design of the infrastructure and the actual deployment of the applications. Indeed, HP's support has helped stabilize performance and shorten the batch handling time as a result of effectively and efficiently utilizing the vast amount of memory space that is available from the 64-bit architecture of the Intel® Itanium® 2 processor."

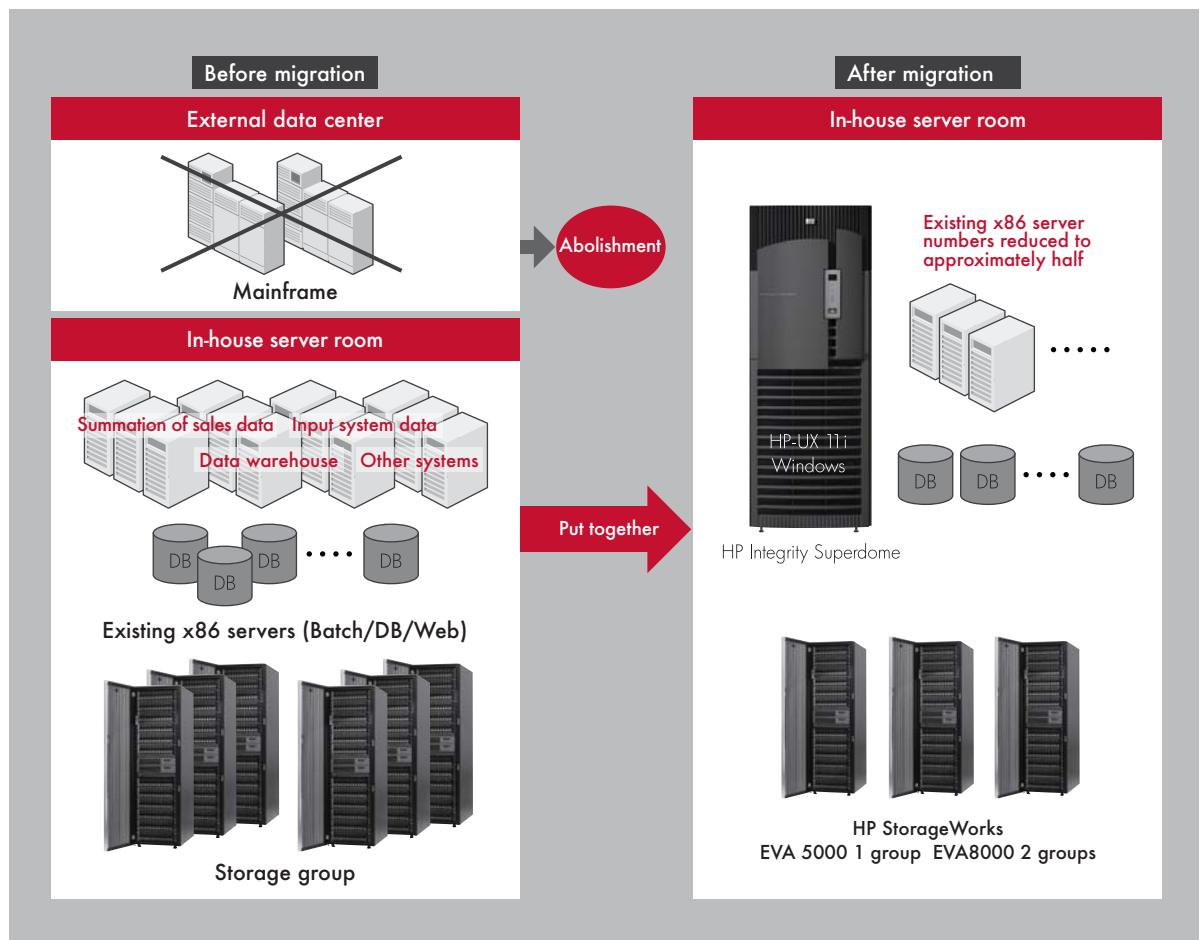
In addition, Mr. Takahiro Shioya of the CAC Medical & Pharmaceutical Solution Center 1 says, "What has been especially significant is the solution's contributions in relation to the test process. An IT environment with systems possessing almost the same specifications as that of the proposed system was provided by the HP benchmark laboratory and a thorough inspection was implemented collaboratively. Such a collaborative relationship allows us to ensure a high quality of the system infrastructure, and this had formed the basis for the timely induction of the cutover in April 2006, which has been successfully carried out according to schedule."

Astellas also rated the inspection approach adopted highly, according to Mr. Yamauchi: "We have not only undertaken the work of managing additional orders of IT systems in the midst of the project phase and allow for changes in specifications, but we have also been able to successfully introduce platforms with a high degree of accuracy within the budget right from the beginning. In addition, the new sales support system infrastructure has been able to perform up to expectations as a result of inspections carried out beforehand."

Partitioning the HP Integrity Superdome: Simplifying and reducing costs by integrating Windows servers and abolishing the mainframe server

The HP Integrity Superdome that supports the nucleus of the new sales support system infrastructure is able to be split into a maximum of 16 hardware partitions. Each partition can be fitted with an OS that is different from the others and independent processes can be carried out within these partitions. With this function, not only is there a migration and reconstruction of the backend applications that were used on the mainframe in the past towards the HP-UX 11i v2, there has also been an consolidation of numerous Windows servers handling a large amount of data into the HP Integrity Superdome.

In addition, the exchange of data between the partitions established within the HP Integrity Superdome and between that of the Windows servers is undertaken consistently within the HP StorageWorks EVA 8000 in the common SAN solution. Mr. Yamauchi says that due to this, "the special interface that has all along been acting as the go-between in relation to the exchange of data between the mainframe and the Windows servers has become redundant, and the



Hardware

HP Integrity Superdome
HP Integrity rx8620
HP StorageWorks EVA5000
HP StorageWorks EVA8000

Software

HP-UX 11i v2
Microsoft Windows 2003
Datacenter Edition for IA64

operation of the system has been simplified to a large extent."

The simplification of system operations has also brought about dramatic improvements to the IT cost structure of the overall business system.

"When, previously, the sales support system infrastructure was divided into the mainframe and the Windows servers, the application management team and the monitoring tools had to be readied separately in two environments. However, by migrating to the HP Integrity Superdome, integration of the application system has been made possible. As a result, the system application cost has been almost halved. In addition, there has also been an increase in the stability of the system, and a lightening of workloads. In the future, following the integration of our servers, I feel that it is possible these positive effects will manifest themselves on an even bigger scale."

Mr. Junichi Inoue

Monthly to weekly to daily improvements in performance and scalability: Ensuring high efficiency even when data loads are doubled

One more result that deserves special mention is increased performance as a result of the implementation of the new sales support infrastructure.

One such example is that the clean up of master data can now be carried out on a daily basis, in contrast to the past where it could only be carried out on a monthly or weekly basis. This has resulted in a quicker reflection of the wholesale marketing data that is changing constantly day by day in the data warehouse, allowing end users to perform analyses using information that is more up to date. The company can also now react to business change quicker than before.

In addition, the new sales support system infrastructure will be designed based on anticipated and foreseeable trend in the coming years ahead, and there is more room for increased performance and scalability.

Mr. Yamauchi adds: "In order to follow through with the business concept of "Contribute toward improving the health of the people around the world" while still increasing our business value, we have been aiming to achieve the number one position in the domestic market. For that purpose, a system infrastructure that can cope with the increase in the amount of data is necessary. Our new sales support system infrastructure can handle high volumes of data even if the number of sales slips and vouchers is doubled."

The company, through the abolishment of the mainframe and the consolidation of servers, has reached the IT goals it set out in the beginning. Now the company has adequate capacity to manage future growth and environmental changes quickly. In the future, the company will go all out and continue striving to effectively and efficiently utilize the new sales support system infrastructure to realize the true value of IT potential through significant contributions in the pharmaceutical industry.

For more information, contact the HP Customer Information Center

Tel 03-6416-6660 Mon - Fri 9:00 - 19:00, Sat 10:00 - 18:00
(closed on Sundays, public holidays, during year-end holidays and on May 1)

For more information on HP products, visit us on the web at www.hp.com/jp

© 2007 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.