

# PAPST-MOTOREN GmbH & Co. KG



Turning IT into a success factor:  
PAPST-MOTOREN shifts up a gear  
with HP Itanium® 2-based systems

**PAPST**



“Our HP Itanium® 2-based systems are up to eight times faster than the existing 32-bit systems for certain transactions. This gives us more than enough computing horsepower for our current implementation of mySAP™ Business Suite and plenty of headroom for evolving needs. This is a solution that is fit for the future.”

Gerhard Eberbach, Head of Organization and IT at PAPST-MOTOREN GmbH & Co. KG



PAPST-MOTOREN GmbH & Co. KG is a leading global manufacturer of state-of-the-art thermal management solutions for the electronics industry. It supplies many of the leading IT players, including HP. With two production plants in Germany and three in Hungary, the company manufactures 120,000 fans and sophisticated miniature electric motors every day.

PAPST has always sought to engender an innovative spirit in all areas of its operations, IT included. Ahead of the field, the company changed the way it viewed IT many years ago. Rather than seeing it as a cost factor, PAPST regards it as a success factor. All prospective IT investments are carefully evaluated to ensure measurable business results and rapid return on investment.

#### High administrative overhead

In 1996, the company introduced SAP® R/3® in parallel with the SAP mainframe system in use since 1984. Running two separate systems was proving both time-consuming and costly to support. In 1997, PAPST therefore decided to migrate all mainframe functionality to the R/3 system and shut down the mainframe. “We found that software, upgrades and system management were costing us more than the hardware,” says Gerhard Eberbach, head of organization and IT at PAPST. “Supporting two different architectures was proving both costly and inefficient. We needed to streamline our IT operations and focus our energies. The way forward lay in a homogenous, cost-efficient environment based on industry standards.”

#### Moving forward

PAPST decided to build its new, standardized platform around Intel®-based HP servers running Microsoft® Windows® NT. The migration to R/3 was completed in 2001 and the mainframe switched off in 2002. The company could now reap the benefits of a homogeneous, cost-efficient IT environment based on industry standards. PAPST linked its computer-aided design/product lifecycle management solutions CATIA and Autodesk to the SAP system to ensure seamless integration across the entire enterprise.

By 2002, PAPST had more than 50 Intel-based HP servers in operation at its data center in St. Georgen in southern Germany. SAP solutions ran on eight of these servers. The company wanted to upgrade to SAP R/3 Enterprise.

Keen again to maximize efficiencies, PAPST decided to explore the benefits of consolidation in conjunction with the upgrade. The IT department adopted its customary methodical approach. Management wanted a detailed cost/benefit analysis comparing the existing landscape with the proposed consolidated solution. “To give a realistic picture, our analysis had to extend beyond the current parameters and metrics. We looked at the total cost of ownership in the light of evolving functional and performance needs,” explains Gerhard Eberbach. Headroom for future growth has always been a strategic requirement at PAPST. Over the last six years, the number of SAP R/3 users has jumped from 150 to 600.

#### Pushing the pace

PAPST turned to HP partner Bestcom to assist it in its analysis. Bestcom has been supporting all of PAPST’s German and Hungarian plants since 1992. Bestcom’s proposal clearly showed that a consolidated path would generate significant cost efficiencies and provide solid protection of investment. A consolidated landscape replacing all eight servers supporting the SAP system called for massive computing power, however.

Bestcom found the answer in HP Integrity servers featuring 64-bit Intel Itanium® 2 processors. Bestcom proposed two HP Integrity rx5670 servers, both equipped with four 1.3 GHz Intel Itanium 2 processors and 12 GB memory. PAPST was particularly interested in the increased performance offered by 64-bit Itanium 2 processors. Given that HP Integrity systems are architected specifically for demanding enterprise execution tasks, PAPST was confident that the new platform would improve process efficiency across computationally intensive design and enterprise resource planning tasks.

The high availability of HP Integrity servers was another key factor in the equation. PAPST is directly connected to many of its key accounts via EDIFACT. This enables orders placed online by customers to be automatically processed by the SAP system. As a result, PAPST can ill afford downtime. Integrity servers provided precisely the type of reliability PAPST was looking for. PAPST also concluded a service agreement with Bestcom. Thanks to remote monitoring and automated tools, Bestcom is in a position to resolve some 95% of all operating issues within five minutes.

To fully capitalize on the increased flexibility, performance and manageability of a 64-bit platform for its SAP solution based deployment, PAPST decided to simultaneously upgrade its operating system to Microsoft Windows Server 2003.

#### **Lean landscape**

An HP Integrity server tested under full load provided more than conclusive results and PAPST proceeded to replace its eight ProLiant servers with two Itanium-based servers. This consolidated landscape delivers more computing power and is easier to manage. PAPST also enhanced manageability on the storage side by replacing several storage servers with a StorageWorks xp128 (2.8 TB) disk array storage system. "The HP StorageWorks solution has enabled a significant boost in application performance," continues Gerhard Eberbach.

In fact, HP technology is pervasive through the company – all PCs and printers in use at PAPST plants are supplied by HP. Gerhard Eberbach is enthusiastic about the new landscape: "Our HP Itanium 2-based systems are up to eight times faster than existing 32-bit systems for certain transactions. This gives us more than enough computing horsepower for our current implementation of mySAP Business Suite and plenty of headroom for evolving needs. This is a solution that is fit for the future."

#### **Greater reach, same headcount**

When analyzing IT investments, PAPST always looks beyond the purchase price to the total cost of ownership. The company was as impressed with the low administration effort offered by HP products and solutions as it was with their performance and availability. The excellent manageability of HP products is best illustrated by the IT headcount at PAPST. Back in 1984, 10 employees worked in the IT department. Today, there are 20. However, 10 of these are software developers. In other words, a four-fold rise in the number of users and a strong increase in the reach and functionality of the mySAP Business Suite can be managed by the same headcount. In fact, the IT administration team even has time to run a helpdesk for the local PAPST offices. The new architecture is so easy to manage that infrastructure support only requires 2.5 employees (the same number as in 1996 when there were only 150 users).

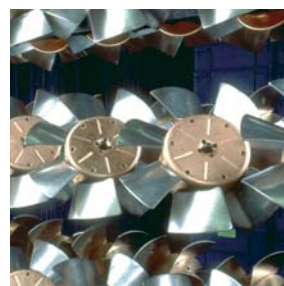
In short, despite the sharp rise in performance, availability and reach, the new landscape does not tie up any additional administrative resources.

#### **Improved customer service**

Thanks to new functionality and accelerated processing, customers enjoy faster, more efficient service with the new Integrity-based platform. Key batch jobs (such as parts availability runs) are now 25% faster. This gives customers quicker access to strategic information. In addition, customers can now check materials availability, delivery dates and order status directly online.

#### **Quantum leap in performance**

Since migrating from a 32-bit architecture to the 64-bit HP Integrity rx5670 platform, PAPST has achieved a quantum leap in application performance. The users are particularly enthusiastic. As Gerhard Eberbach says, "The combination of HP Integrity systems, Microsoft Windows Server 2003 and mySAP Business Suite gives us exceptional performance and the highest levels of availability – with less administration effort." Just as important for PAPST is the smooth growth path. HP Integrity servers are "future-proof", designed to scale to twice the current levels of performance and capacity. Similarly, Windows Server 2003 ensures solid investment protection. It scales up and out, supporting both 32-bit and 64-bit processors.



## Challenge

- Streamline and consolidate platform for SAP solutions
- Build in sufficient headroom for future growth needs
- Reduce administrative effort
- Enable low TCO
- Ensure protection of investment by leveraging existing 32-bit architecture

## Solution

- Two HP Integrity rx5670 servers, each with four 1.3 GHz Intel Itanium 2 processors and 12 GB memory
- About 50 HP Intel-based servers for other applications (Office applications and peripheral SAP systems such as printing, archiving, EDI)

## Results

- Future-proof solution with ability to scale up to twice its present capacity
- Huge performance boost especially for compute-intensive applications, e.g. batch jobs 25% faster
- Low total cost of ownership
- Low administration effort
- Protection of investment through combined 32-bit and 64-bit platforms

## Hardware/Software

- Two HP Integrity rx5670 servers
- Microsoft Windows Server 2003 Enterprise Edition 64-bit
- HP StorageWorks xp128
- SAP R/3 Enterprise

This flexible, scalable architecture has enabled PAPST to build its own "adaptive enterprise". The architecture can be adapted to changing needs without necessitating major investments or new building blocks.

PAPST has leased the systems from Bestcom for an initial period of three years. This enables it to adapt its infrastructure dynamically as needs change. Gerhard Eberbach

is convinced that the migration to an HP Integrity platform was a wise move. "Last year was not an easy year for the electronics industry. But we still pushed ahead and invested in our IT systems – and our investment has paid dividends. We turned IT into a success factor, powering a significant improvement in our general performance and the quality of service we deliver to our customers. And we have the added bonus of low total cost of ownership."

Find out more about the Frontline Partnership between HP and Microsoft, visit

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