Competitive edge in a commoditized market

Siam City Cement (INSEE) improves business agility and growth opportunities by automating service deployment.

"One of our successes is measured on how well IT operations serves customers. Technology plays a critical role in making us a leader."

– Hans Keril Ante, IT Security and Compliance Department Manager; and Infrastructure Lead for INSEE Smart Project Release 1 (Greenfield Project) Siam City Cement PCL

Siam City Cement is undergoing a digital transformation, using technology to reach customers and build a digital business.

Challenges	
	• Use technology and IT as differentiators in the market
	• Establish new data center to support SAP HANA and analytics
	• Optimize and accelerate application lifecycle

Siam City Cement, based in Bangkok, has supported Thailand's real estate development—both commercial and residential—for more than 45 years. One of the largest cement producers in Thailand, INSEE has three primary manufacturing plants and 98 smaller mixing plants. It strives to use technology as a resource for reaching customers and differentiating itself on product quality and customer service.

The company, with its vision for the growth, wanted to build a digital business using big data analytics and embrace the Internet of Things (IoT). The company's management had a plan: Adopt SAP HANA and rebuild all core applications in 9 months, leaving only 3 months to design and implement a new greenfield data center.

Case Study | Siam City Cement Public Company Limited

Size: 3,500 Employees   Location: Bangkok, Thailand   Industry: Construction Material Provider

"We had a perfect opportunity to select the best solutions available and make sure we wouldn't be held back by outdated technology," says Hans Keril Ante, IT security and compliance department manager for INSEE Digital and infrastructure lead for INSEE Smart Project Release 1 (greenfield IT Project), INSEE's IT organization. "Above all, we wanted to improve our competitive edge by removing any bottlenecks to fast service deployment."
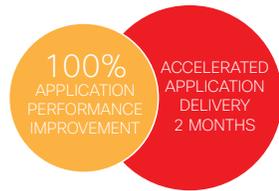
Connecting operational sites with a Cisco data center architecture accelerating application delivery.

Solutions

- Standardized on Cisco® technology, replacing incumbent HP
- Deployed Cisco UCS® servers and Cisco Nexus® switches at new data center and disaster recovery site
- Used Cisco Application Centric Infrastructure (ACI) with Cisco Nexus switches to increase business agility

Driving a digital business

Approximately 80 percent of INSEE's orders are placed online through customer and supplier portals, which generate a wealth of data. Customers can monitor their accounts and place orders with their mobile devices. New sources of data will soon be brought online as part of the company's IoT strategy. With better visibility into data, Ante and his team are planning to conduct advanced analytics that lead to business optimization.

100% APPLICATION PERFORMANCE IMPROVEMENT

ACCELERATED APPLICATION DELIVERY 2 MONTHS

"The combination of Cisco UCS, Cisco Nexus switches, and Cisco ACI helps us be more operationally efficient," says Ante. "With an integrated infrastructure supporting SAP HANA, we can see the performance of our plants and the performance of our business. And we can see everything with one dashboard."

Provisioning in hours, not months

When the business needs a new application or database, infrastructure is guaranteed within 4 hours and is usually delivered even faster. "Before, the business had to wait up to 2 months," says Ante.

Network configurations, firewalls, and security elements are automatically replicated using ACI policies and service profiles, allowing the IT team to replicate servers and services fast. During the stress-test phase of the INSEE SMART project, an additional 30 servers were immediately required. The team was able to provision the servers in less than 3 hours.

With specialists from SAP Global, Accenture, and the onsite business for the stress-test project, the speed of deploying the additional servers was crucial in ensuring that the teams were able to meet the objectives of the test phase within a limited timeline. The successful test phase also enabled the team to successfully test the capabilities of the servers and applications, and simulate key switch-over activities for the project to go live.

Robust performance for real-time analytics

Performance for core business applications has improved by more than 100 percent. "Employees can quickly run complex reports to gain critical business insight and improve the customer experience," says Ante.

Connecting a new data center in 2 weeks

Working with Cisco Services, Siam City Cement easily met its deadline and made the switch to the new data center with only 15 minutes of downtime. ACI was live 1 month prior to the target date and SAP HANA was successfully deployed on ACI prior to go live of all applications.

"We had Cisco experts on site 24/7," says Ante. "It gave us confidence that the best technology also comes with the best support, reducing business risk for our critical data center deployment."

Results	· Accelerates application delivery by more than 2 months
	· Empowers staff to deliver the best possible customer experiences
	· Positions company to scale for next 5 to 10 years

Looking ahead

Siam City Cement now has the foundation it needs to get the most from cloud, big data, and emerging technologies such as the Internet of Everything. "We'll be able to connect our plants and use real-time information to further improve efficiency," says Ante.

Products & Services

Cisco Unified Computing System™ (Cisco UCS)
- Cisco UCS C460 M2, C240 M3, and C220 M3 Rack Servers
- Cisco UCS Manager

Data Center and Virtualization
- Cisco Application Centric Infrastructure (ACI)
- Cisco Application Virtual Switch
- Cisco Nexus 9300 Platform Leaf Switches for Cisco ACI
- Cisco Nexus 9500 Series Switches (spine switches for Cisco ACI)

Cloud and Systems Management
- Cisco Application Policy Infrastructure Controller (APIC)

Applications
- SAP Business Suite
- SAP Business Data Warehouse

Services
- Cisco Data Center Deployment Service for Cisco ACI Bundle
- Cisco Data Center Strategy and Analysis Service for Cisco ACI
- Cisco Data Center Design Service for Cisco ACI
- Cisco Services for SAP HANA
- Cisco SMARTnet® Service

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