

# Food Industry Leader Enhances Business Analytics Using SAP HANA on UCS



## Executive Summary

- **Customer Name:** Johnsonville Sausage, LLC
- **Industry:** Food processing
- **Location:** Sheboygan Falls, Wisconsin
- **Number of Employees:** 1,400
- **Technology/Application Partner:** SAP

## Challenge

- Enable faster and more prescriptive business decision-making
- Optimize trade promotion spend with point-of-sale scan data
- Minimize IT support requirements

## Solution

- Deployed Cisco UCS servers that reliably run SAP HANA and other SAP applications
- Gained visibility into trade promotion effectiveness
- Managed environment with familiar Cisco UCS Manager

## Results

- Projected double-digit ROI
- Improved ability to make informed business decisions quickly
- Saved approximately 30 percent in administration time

## Johnsonville Sausage optimizes trade promotion spend and increases campaign effectiveness with SAP HANA on UCS.

### Challenge

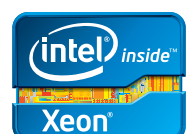
Johnsonville Sausage (Johnsonville) is the No. 1 national brand of sausage. The privately held company was founded in 1945, when Ralph F. and Alice Stayer opened a butcher shop and named it after their quaint hometown of Johnsonville, Wisconsin. The delicious sausage came from a family recipe, and today, Johnsonville is one of the most recognized brands in food.

Johnsonville operates in a competitive market. To improve business decision-making, 300 business users at the company rely on SAP Business Warehouse and SAP Business Objects for analysis and reporting. “We view business analytics as a competitive differentiator for Johnsonville,” says Lori Plate, director of enterprise applications, Johnsonville Sausage. “Instead of looking in the rearview mirror and using standard reporting, our goal is to move toward predictive analytics that enable more prescriptive decision-making.”

The battle for the consumer’s dollar is fought and won at the grocery store, and Johnsonville wanted to leverage scan data from grocery store point-of-sale (POS) systems to make faster, more informed decisions about trade promotions. “We wanted a platform that would allow us to respond to POS data in real time and use that intelligence to give us an advantage over competitors,” says Plate. “Our goal is to work smarter, not harder, when planning and executing trade promotions.”

### Solution

Johnsonville decided to migrate its Microsoft SQL Server-based data warehouse to SAP HANA, a real-time, in-memory business intelligence solution, and use SAP Demand Signal Management (DSiM) to capture retailer data in real time. It needed a scalable



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– **Lori Plate**  
Director of Enterprise Applications  
Johnsonville Sausage

data center platform for deployment—one that could also accommodate its SAP Business Warehouse and an upcoming business planning and consolidation initiative. Johnsonville is standardized on Cisco Unified Computing System™ (UCS®) data center solutions for its SAP applications and wanted to continue down that path as it deployed the new systems.

“We looked at cloud, and we looked at other converged infrastructure solutions,” says Dan Allensworth, director, technical services, Johnsonville Sausage. “In the end, we decided on Cisco UCS and EMC Storage for the SAP HANA Scale-out solution because we wanted to run HANA on a scalable platform that fit with our existing standards and processes. Enterprise-class support was also a factor. I’ve had nothing but wonderful experiences working with Cisco and EMC support.”

Cisco® UCS offers an ideal pairing with SAP HANA to increase the yield of data warehouse systems. The Cisco UCS with EMC Storage for SAP HANA Scale-out solution combines the innovative Cisco UCS platform with EMC VNX series unified storage to deliver high-performance, scalable infrastructure that works immediately as delivered. Johnsonville deployed SAP HANA on Cisco UCS B440 M2 blade servers in two Cisco UCS 5108 blade server chassis—one for production and another for testing and development. The solution also includes Cisco UCS 5108 Series blade server chassis and Cisco UCS 6248UP fabric interconnects. Cisco UCS Manager provides unified management for all components.

## Results

With SAP HANA running on Cisco data center solutions, Johnsonville will benefit from real-time data consumption for business warehousing. Scan data from grocery stores can be analyzed in real time against other data, giving Johnsonville visibility into trade promotion effectiveness by campaign, region, and store.

“Ultimately, we’ll be able to drive efficiencies throughout the organization,” says Plate. “Instead of just comparing our current promotions with the product we’re shipping, a reactive exercise, we’ll be able to bring in scan data in real time and adjust campaigns accordingly. We’ll be able to optimize our trade spend and make sure our promotional dollars are being spent as efficiently and effectively as possible.”

Standardizing on Cisco UCS for SAP HANA and other business-critical applications helps Johnsonville stay agile and keep operational costs down. “By using the Cisco UCS with EMC Storage for SAP HANA Scale-out solution, we’re saving approximately 30 percent administration time, due to standardized hardware and management,” says Allensworth.

Faster, more informed business decisions about trade promotions will have a positive effect on Johnsonville’s revenue, boosting sales with more effective campaigns and helping the bottom line by quickly identifying promotions that are not likely to generate a positive return. “Our investment in Cisco UCS and SAP HANA is key to generating significant returns on our deployment of analytical applications and specifically in our ability to run more efficient trade promotions,” says Plate.

## Next Steps

Once the data warehouse migration is complete, Johnsonville plans to implement the SAP Business Planning and Consolidation (BPC) solution on HANA as well. “We’ve had significant growth for years, and our SAP solutions on Cisco UCS will help us sustain that momentum,” says Plate.

## Product List

### Data Center Solutions

- Cisco Unified Computing System (UCS)
- Cisco UCS B440 M2 Blade Servers
- Cisco UCS 5108 Series Blade Server Chassis

### Routing and Switching

- Cisco Nexus® 7000 Series Switches

### Fabric Interconnects

- Cisco UCS 6248UP Fabric Interconnects
- Cisco Nexus 2224TP Fabric Extenders

### Network Management

- Cisco UCS Manager

### Applications

- SAP HANA
- SAP Business Warehouse
- SAP Business Objects Suite
- SAP Demand Signal Management (DSIM)
- VMware for virtualization

### Storage

- EMC VNX5300

### Services

- Cisco Installation Services

## For More Information

To find out more about Cisco Unified Computing, please visit: [www.cisco.com/go/ucs](http://www.cisco.com/go/ucs).

To find out more about Cisco Unified Data Center, please visit:

[www.cisco.com/go/unifieddatacenter](http://www.cisco.com/go/unifieddatacenter).

To find out more about Cisco Nexus Switches, please visit: [www.cisco.com/go/nexus](http://www.cisco.com/go/nexus).

To see how Cisco integrates with SAP technologies, please visit: [www.cisco.com/go/sap](http://www.cisco.com/go/sap).



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