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
“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.”

— 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.
For More Information

To find out more about Cisco Unified Computing, please visit: www.cisco.com/go/ucs.
To find out more about Cisco Unified Data Center, please visit:
www.cisco.com/go/unifieddatacenter.
To find out more about Cisco Nexus Switches, please visit: www.cisco.com/go/nexus.
To see how Cisco integrates with SAP technologies, please visit: www.cisco.com/go/sap.

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

CISCO PROVIDES THIS PUBLICATION AS IS WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING THE IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. Some jurisdictions do not allow disclaimer of express or implied warranties, therefore this disclaimer may not apply to you.

Americas Headquarters
Cisco Systems, Inc.
San Jose, CA

Asia Pacific Headquarters
Cisco Systems (USA) Pte. Ltd.
Singapore

Europe Headquarters
Cisco Systems International BV Amsterdam,
The Netherlands

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at www.cisco.com/go/offices.

© 2014 Cisco and/or its affiliates. All rights reserved. Cisco and the Cisco logo are trademarks or registered trademarks of Cisco and/or its affiliates in the U.S. and other countries. To view a list of Cisco trademarks, go to this URL: www.cisco.com/go/trademarks. Third-party trademarks mentioned are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (1110R)

© 2014 Cisco and/or its affiliates. All rights reserved. This document is Cisco Public Information.
Intel, the Intel Logo, Intel Core, and Core Inside are trademarks of Intel Corporation in the U.S. and other countries.