



## Johnsonville Sausage uses SAP HANA analytics on UCS to build market share.

In 1945, Ralph and Alice Strayer opened a butcher shop in Johnsonville, Wisconsin. With help from an old family recipe, Johnsonville Sausage has become the number-one sausage brand in the United States. In fact, three out of every four brats sold in the United States are Johnsonville brats.

### The challenge

You don't stay at number one by sitting still. Johnsonville is looking ahead with SAP Business Warehouse and SAP BusinessObjects to understand incoming data in real time so they can anticipate new trends.

To protect market share, Johnsonville needed to leverage scan data from grocery store point-of-sale (POS) systems to make faster, more informed decisions about trade promotions.

- CUSTOMER**  
Johnsonville Sausage, LLC
- INDUSTRY**  
Food Processing
- LOCATION**  
Sheboygan Falls, Wisconsin
- EMPLOYEES**  
1400
- TECHNOLOGY AND APPLICATION PARTNER**  
SAP
- CHALLENGE**
  - Enable faster and more prescriptive business decision-making.
  - Optimise trade promotion spend with POS scan data.
  - Minimise IT support requirements.
- SOLUTION**
  - Deploy Cisco Unified Computing System™ (Cisco UCS®) servers that reliably run SAP HANA and other SAP applications.
  - Gain visibility into trade promotion effectiveness.
  - Manage environment with familiar Cisco UCS Manager.
- RESULTS**
  - Projected double-digit ROI
  - Improved ability to make informed business decisions quickly
  - Saved approximately 30 per cent in administration time

*“Instead of looking in the rear-view mirror and using standard reporting, our goal is to move toward predictive analytics that enable more prescriptive decision making.”*

– Lori Plate, director of enterprise solutions, Johnsonville

## The solution

Johnsonville migrated its Microsoft SQL Server-based data warehouse to SAP HANA—a real-time, in-memory business intelligence solution—and started using SAP Demand Signal Management (DSiM) to capture retailer data in real time.

Johnsonville also needed a scalable platform to accommodate its SAP Business Warehouse and upcoming planning and consolidation. Johnsonville is standardised on Cisco UCS data centre solutions for its SAP applications and wanted to stick with that option for new systems. The Cisco UCS with EMC Storage for SAP HANA scale-out solution combines the Cisco UCS platform with EMC VNX series unified storage to deliver high-performance infrastructure out of the box.

Johnsonville deployed SAP HANA on a Cisco UCS B440 M2 High-Performance Blade Server in two Cisco UCS 5108 Blade Server Chassis—one for production and another for testing and development. The solution also includes Cisco UCS 5108 Blade Server Chassis and Cisco UCS 6248UP 48-Port Fabric Interconnects. Cisco UCS Manager provides unified management for all components.

“We’re saving approximately

30%

administration time due to standardised hardware and management.”

– Dan Allensworth, manager of technical services, Johnsonville Sausage



## The results

With SAP HANA running on Cisco® data centre solutions, Johnsonville gets real-time data consumption for business warehousing. Scan data from grocery stores can be analysed in real time, giving Johnsonville visibility into trade promotion effectiveness by campaign, region, and store.

“We’ve had significant growth for years, and our SAP solutions on Cisco UCS will help us sustain that momentum,” says Lori Plate, director of enterprise solutions for Johnsonville.



“Ultimately, we’ll be able to drive efficiencies throughout the organisation,” 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 optimise our trade spend and make sure our promotional dollars are being spent as efficiently and effectively as possible.”

– Lori Plate, director of enterprise solutions, Johnsonville

## Technology

### Data Centre Solutions

- Cisco UCS
- Cisco UCS B440 M2 High-Performance Blade Server
- Cisco UCS 5108 Blade Server Chassis

### Routing and Switching

- Cisco Nexus® 7000 Series Switches

### Applications

- SAP HANA
- SAP Business Warehouse
- SAP BusinessObjects Suite
- SAP DSIM
- VMware for virtualization

### Network Management

- Cisco UCS Manager

### Services

- Cisco installation services

### Storage

- EMC VNX5300

### Fabric Interconnects

- Cisco UCS 6248UP 48-Port Fabric Interconnects
- Cisco Nexus 2224TP GE Fabric Extender



Cisco UCS® with  
Intel® Xeon®  
processors





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