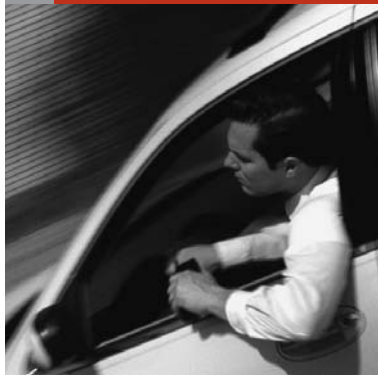
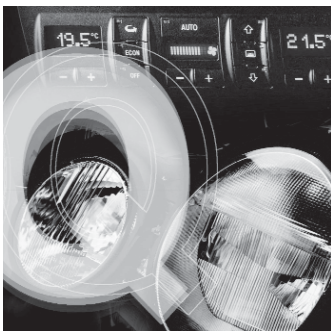


SAP Customer Success Story



Hella KG is a leader in international automotive supplies. Ensuring its continued success, the company implemented solutions from mySAP™ Business Suite. To enhance its accompanying IT infrastructure, **Hella** took part in SAP's Adaptive Computing Infrastructure initiative. With a new and innovative IT design that leverages the latest developments in blade technology, **Hella** has improved its underlying operations with a more efficient use of server and storage resources to support its SAP business solutions. The IT operating costs were reduced by at least 30%.



HELLA KG

OPTIMIZING IT RESOURCES WITH SAP'S ADAPTIVE COMPUTING INFRASTRUCTURE INITIATIVE

Since 1899, Hella KG, with headquarters in Lippstadt, Germany, has been developing innovative products. Now a worldwide leader in the international automotive supply industry offering lighting technology and automotive electronics, Hella earns annual revenues surpassing €2.9 billion, with 22,500 employees in 58 manufacturing facilities, production subsidiaries, and joint-venture companies around the world.

One reason for its success is the company's focus on optimizing its business processes. That's why Hella implemented a variety of solutions from mySAP™ Business Suite. These solutions included mySAP™ Supplier Relationship Management, mySAP™ Product Lifecycle Management, mySAP™ Business Intelligence, and mySAP™ Supply Chain Management.

"Harmonized processes that are mapped by integrated standard software and implemented in a flexible homogeneous infrastructure are required in today's business environment," says Hans Sudkamp, CFO and member of the management board at Hella. "This is the basis for effectively managing a global company made up of decentralized, independent units."

Besides integrated business solutions, Hella depends on IT strategies that effectively support its business processes. By taking part in SAP's Adaptive Computing Infrastructure initiative, Hella saw an opportunity to improve the underlying IT infrastructure that supports mySAP Business Suite solutions.

CONTINUOUS IMPROVEMENT

SAP's Adaptive Computing Infrastructure initiative heavily invests in resources to make innovative technologies available to its customers. The technology offered to Hella leveraged the ability of blade servers to self-configure in real time to easily adjust to variations in computing demand. Blade-server technology, designed to be more efficient and economical than traditional server products, helps companies build a flexible and scalable IT infrastructure that accommodates growth, uses computing resources more efficiently, shortens deployment cycles, increases availability, and decreases operational costs.

SAP's multi-tier Internet architecture, which is in use at thousands of companies around the world, is uniquely positioned to leverage this capability because new-generation blade servers can be automatically configured to shift server resources quickly to meet computing challenges as they occur. "Customers look to SAP as a trusted advisor and innovator, to provide best-in-class solutions that bring new capabilities and value to their enterprises, and to recommend ways to optimize their system landscapes," says Dr. Peter Zencke, SAP AG Executive Board Member. "By adopting this solution, Hella was able to increase the efficiency of its own IT infrastructure, reduce operating costs, and gain greater resource flexibility."

"Innovative IT strategies coupled with IT infrastructures that are streamlined and flexible are the recipe for success when it comes to developing, implementing, and operating our SAP applications. Intelligent use of IT resources delivers the added value for which we strive with our SAP business solutions."

Stefan Osterhage, Hella KG CIO

INFRASTRUCTURE REQUIREMENTS

SAP's Adaptive Computing Infrastructure initiative addresses the challenge for modern IT infrastructures to employ SAP's business solutions in an optimally structured network. Because the efficiency of business software is increasingly influenced by the IT infrastructure that supports it, IT requirements focus on open, reliable, and scalable infrastructures that respond to a variety of demands for IT services. The system environment must be able to grow with business requirements, and incorporate change processes inside and outside the organization.

Additionally, data centers are under ever-growing pressure to cut costs and make the return on the investment in their activities visible and measurable.

Hella recognized that SAP's Adaptive Computing Infrastructure initiative could help it reduce the complexity of its IT infrastructure, consolidating its servers and storage at the same time. This is where blade-server technology and the simple integration of conventional rack servers and hosts provided

a better way to optimize Hella's server capacity.

A RELIABLE CHOICE FOR OPTIMIZATION

Adopting blade-server technology was judged to be the right decision by Hella. Fujitsu Siemens Computers, Network Appliance, and SAP worked closely with Hella to design and implement its new and innovative IT infrastructure using blade-server technology combined with network attached

storage (NAS) and Linux. SAP performed extensive testing that demonstrated that the existing multi-tier Internet architecture of SAP solutions perfectly exploits the potential of the blade server, with its dynamic, flexible configuration and computing-on-demand capabilities. This IT concept comprises standardized building blocks based on Intel blade and rack servers, a Linux operating system, and Network Appliance filers for the storage systems. The solution also contains functions important to business-critical applications such as high availability. Another key benefit is the “virtualization” of SAP services, which means they are decoupled from a physical server. This supports applications to choose the server that can best meet the resource requirements of the service using all of the available server capacities. These capacities can also be dynamically adjusted and brought in or shut off as required. In a recently published SAP Standard Application benchmark, Fujitsu has proven its scalability by achieving 5,500 benchmark users running the SAP sales and distribution benchmark with 1.89 seconds response time and 555,330 order line items per hour.¹

1) About SAP Standard Application Benchmarks:
SAP Sales & Distribution (SD) standard application benchmark:

SAP R/3 4.6c, 3-tier, 5.500 SD Benchmark Users, 1.89 seconds response time, 555,330 Order Line items/hour

SuSE Linux® Enterprise Server 8 (Operating System database server),
SuSE Linux Enterprise Server 7 (Operating System application servers),
SAP DB 7.3

1 Database server: Fujitsu Siemens Computers PRIMERGY T850 GE RH,
8-way SMP, 2.0 GHz, 8 GB main memory; 61 Application servers: Fujitsu
Siemens Computers PRIMERGY BX300

All SAP Standard Application benchmarks fully comply with the SAP
Benchmark Council's issued regulations and have been audited and certified by
SAP. More information is available under <http://www.sap.com/benchmark>

“As an SAP Global Partner Technology, Fujitsu Siemens Computers offers best-of-breed, cutting-edge-technology IT solutions that are a secure investment for the future,” says Dr. Reger, Chief Technology Officer, Fujitsu Siemens Computers.

“The design of our solutions gives customers like Hella a unique benefit, allowing them to fully leverage the self-management and configuration of blade servers. Running real-time SAP systems in productive environments demonstrate that blade servers have the potential to create new opportunities for significant operational cost savings for customers.”

Dr. Peter Zencke, SAP AG Executive Board Member

“By working together with our partners SAP and Network Appliance, we have developed a totally new, innovative approach to IT consolidation. It has the potential to significantly lower the total cost of ownership while increasing the flexibility and security of customers’ SAP IT infrastructure.”

REDUCING THE TOTAL COST OF OWNERSHIP

With the virtualization of services and the option of adjusting to the requirements of the IT infrastructure in real time, Hella is able to effectively plan its IT infrastructure capacity. Hella's IT strategy means a lasting reduction in complexity, increased availability of resources, improved stability and ease of maintenance, and simplified administration. Moreover, scalability meets the flexibility requirements of Hella's overall global IT goals.

The company estimates that it will reduce the total cost of ownership for IT by at least 30% through implementing the SAP solution. What's more, it has gained much greater flexibility and security within its IT infrastructure. Lower IT costs

“Harmonized processes that are mapped by integrated standard software and implemented in a flexible homogeneous infrastructure are required in today's business environment. This is the basis for effectively managing a global company made up of decentralized, independent units.”

Hans Sudkamp, Hella KG CFO

and greater availability of resources means Hella can now think about implementing new business solutions to increase the efficiency of its business processes. The IT infrastructure will grow alongside business developments and meet performance requirements because of its minimum complexity and high security.

“The design of our solutions gives customers like Hella a unique benefit, allowing them to fully leverage the self-management and configuration of blade servers,” says Dr. Zencke. “Running real-time SAP systems in productive environments demonstrate that blade servers have the potential to create new opportunities for significant operational cost savings for customers.”

“Hella is pursuing a well-defined IT strategy,” says Stefan Osterhage, Hella KG CIO. “We supply the automotive industry with innovative products of the highest quality and at competitive prices. Our customers naturally expect us to be flexible. Our IT has to meet all of these market requirements, too. Innovative IT strategies coupled with IT infrastructures that are streamlined and flexible are the recipe for success when it comes to developing, implementing, and operating our SAP applications. Intelligent use of IT resources delivers the added value for which we strive with our SAP business solutions.”

