



EMC: Boosting Throughput in Quote-to-Order Process with SAP® ERP, VCE Vblock Systems, and SAP MaxAttention™

EMC Corporation's legacy business software was old, highly customized, complex, slow, and costly. With expert assistance from SAP® MaxAttention™ services, EMC moved to SAP applications. The new software, deployed on an innovative cloud-based platform that EMC developed, has improved **performance and corporate agility while saving costs.**

Executive overview

Company

EMC Corporation

Headquarters

Hopkinton, Massachusetts

Industry

High tech

Products and Services

Data storage, information security, virtualization, and cloud computing products and services

Employees

60,000

Revenue

US\$21.7 billion

Web Site

www.emc.com

BUSINESS TRANSFORMATION

The company's top objectives

- Improve corporate agility and scalability
- Reduce total cost of ownership
- Streamline quarter-end and year-end processes

The resolution

- Safeguarded SAP® software implementation with help from SAP MaxAttention™ services
- Deployed software on 100% virtualized private cloud infrastructure
- Adapted business processes to best practices supported by SAP, avoiding customization

The key benefits

- Smoothly managed biggest quarter-end shipment surges ever
- Integrated new applications faster, with no custom code to write
- Achieved far greater supportability and scalability

Read more ►

TOP BENEFITS ACHIEVED

20x

Faster overall throughput in quote-to-order process

80%

Faster sales order processing

92%

Faster integration of new acquisitions

See more metrics ►



“SAP MaxAttention played an important role in our highly successful, on-schedule, on-budget completion of project PROPEL. We chose well with SAP software and SAP MaxAttention.”

Bill Reid, Senior Director, SAP Global Technology Lead, EMC Corporation

Executive overview

Company objectives

Resolution

Business transformation

Future plans

Completely overhauling ERP in EMC's biggest-ever IT project

EMC Corporation has transformed itself over the last decade from a company with a total focus on enterprise storage to a supplier of diversified solutions and services. Today's EMC is advancing the state of the art of cloud computing, virtualization, and dozens of other leading-edge technologies. The market has welcomed the company's diversification, as evidenced by a doubling in EMC's revenues over the period.

When EMC first embarked on its transformation, it knew that it was in for rapid growth. It also knew that the enterprise resource planning (ERP) system in place could not support this growth for long. The environment consisted of legacy business software plus several third-party applications, all running on conventional servers. Software customization over the years had been rampant, with 2 million lines of custom code and hundreds of application interfaces.

As a result, the system was slow, complex, difficult, and expensive to maintain and increasingly unable to cope with complicated orders or integrating acquired companies. Furthermore, the company grew concerned that the system would be unable to handle closing out financial quarters, especially with the end-of-quarter surges in deliveries it anticipated as growth accelerated.

"It was clear to us that we needed nothing short of a completely new ERP solution to achieve the corporate agility necessary for our diversification to succeed. To implement it, we formed PROPEL, the biggest joint business and IT project in our history," says Bill Reid, senior director, SAP Global Technology Lead for EMC. "For the ERP basis, we closely compared moving to SAP against staying with our legacy ERP software, and we found that SAP matched up best against our requirements."



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Success requires the right software, platform, and teammates

To optimize performance, availability, agility, and cost-effectiveness, the software needed the right platform to run on. Fortunately, EMC has world-class expertise in all the technologies required to create an outstanding one: a private cloud consisting of a fully virtualized converged hosting environment based on two Vblock Systems from VCE. The Vblocks each contain Cisco blade switches and routers plus EMC storage and virtualization software from VMware.

EMC made several strategic decisions that improved its new solution but also made it more challenging to implement:

- A single global instance would support the entire enterprise.
- The company would adapt its business processes to adhere to SAP software rather than the other way around, with zero changes to the core.
- The new solution would go live in big-bang fashion for all users around the world at once.

These bold plans required the ultimate in deployment expertise, and so EMC added SAP MaxAttention services to the implementation team. "PROPEL was so mission critical that we felt safeguarding it was essential," explains Reid.

SAP MaxAttention experts made important contributions at every stage, starting with initial integration validation. They helped ensure that all critical process steps met product standards for data integrity, transactional correctness, data consistency, and technical optimization including performance scalability. The "war room" they created cleared away about 300 last-minute issues during the going-live process. SAP MaxAttention also helped with architectural planning and conducted knowledge-transfer sessions to equip the EMC support team with the knowledge to manage the system effectively.



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Achieving all of PROPEL's ambitious goals

After just 27 months EMC brought its new solution into production. Over 8,000 global users in finance, manufacturing, and engineering went live at once using the single SAP software instance and immediately began reaping huge performance and efficiency benefits. All key functions – order to cash, product delivery, procure to pay, record to report, and information management – were streamlined and their key processes accelerated, often by orders of magnitude. New applications are easier to add, and new acquisitions are easier to integrate. The

private cloud platform based on the VCE Vblock Systems is so cost-effective that an initial US\$11 million in savings just scratches the surface.

Quarter-end accounting, particularly important to EMC, has been very smooth even though recent quarters set records for delivery volumes. "The end-of-quarter support SAP MaxAttention provides is great – another big win for us and SAP," says Pat O'Sullivan, EMC's business intelligence delivery director.

KEY BENEFITS

20x

Faster overall throughput

92%

Faster integration of new acquisitions

95%–97%

Faster quote-to-order process

\$11 million

Initial cost savings, expected to grow exponentially

80%

Faster sales order processing

0

Modifications to core SAP software



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Much more to come with help from SAP MaxAttention

EMC has an aggressive multiyear plan to extend the solution company-wide and to add new functionality. The SAP HANA® platform was implemented in the initial wave for real-time data mining, analytics, and reporting to support decision making, and its use will be extended. Also in the plan is the “Run SAP Like a Factory” methodology, to cut operational costs by streamlining production support operations.

SAP MaxAttention will help make all these plans successful. “Our relationship has grown into a true partnership that is a huge part of our success,” says Chris Barrett, SAP technical platform director for EMC. “Our technical quality manager has become a trusted advisor and a key member of our core team.”

“Many times we’ve been asked if we could recommend SAP MaxAttention,” adds Mike Harding, EMC’s SAP lead technical architect, “and we’ve never once been hesitant.”



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