

  
A BERKSHIRE HATHAWAY COMPANY

## Case Study **Justin Brands Transitions to SAP-Certified Archival Solution**

### Preparation - Migration - Documentation

By Jochen Hager

The history of Justin Brands is a century and a half story of innovation, backed by an intense focus on quality and effectiveness in all aspects of its business operations. That's why, when faced with the need to replace an aging archival system, the Justin Brands IT management team turned to subject matter experts, SolutionXchg, to help manage the transition process. From planning and implementation to data migration and maintenance, SolutionXchg offered a hands-on, value-added approach to solving the complex challenges associated with implementing a new archival system.

#### Justin Brands uses Existing SAP Infrastructure and KGS ContentServer-4Storage to Store Data More Efficiently and Contain Maintenance Costs

Headquartered in Fort Worth, Texas, Justin Brands is a Berkshire Hathaway Company known around the world for its western boots, marketed under the brand names Justin Boots, Nocona Boots, Chippewa Boots and Justin Original Workboots. Established in 1879 by H.J. Justin, who borrowed \$35 to start a boot repair business along the Chisholm Trail, the company now sells its footwear throughout North and Central America via department stores, shoe chains, specialty stores, catalogs and online at Zappos.com. Justin Brands recorded sales in excess of \$85 million in 2010, while employing more than 1,000 people nationwide.

#### SAP-Centric Solution Solves Longstanding Data Challenges and Support Issues

Looking to overcome more than a decade's worth of support and data

management issues, Justin Brands turned to SolutionXchg after evaluating several archival solutions. They chose SolutionXchg for their expertise managing archival migration processes for a wide range of clients, from large corporations to small businesses, as well as their ability to deliver on the company's strategic goals for the project. Namely, Justin Brands was committed to finding a cost-effective archival solution that:

- Leveraged its existing SAP infrastructure investments to store data, eliminating the need to maintain duplicate document management systems.
- Used standard SAP functionality to view documents, eliminating the operational costs associated with supporting and maintaining a proprietary software solution – a major issue for Justin Brands.
- Integrated monthly statements the company had been forced to store outside of its old archival system in a

separate document repository, streamlining the process of managing and accessing these documents by consolidating them

**"With SolutionXchg, not only did the entire transition process run smoothly, it also was completed on time and on budget, without disruption to our ongoing business operations."**

**Carol Lewis  
SAP Basis, Justin Brands**

into the new system.

- Virtualized its storage servers, providing a secure, scalable document repository with high data availability and disaster recovery capabilities.

- Locked-in low maintenance and total cost of ownership (TCO) costs for the long-haul.
- Simplified administrative procedures and tasks.

"For the past several years, we've been struggling to maintain a propriety archival solution that was demanding an increasing amount of our time and fiscal resources to preserve the customer records that are so central to our business," said Carol Lewis, SAP Basis Mgr. at Justin Brands. "That all ended with SolutionXchg. Today, we have an SAP-centric solution that has dramatically improved how we access, store and administer customer records."

## Comprehensive Solution Exceeds Expectations

Working with SolutionXchg, Justin Brands transitioned from a proprietary archival system that was no longer supported due to an acquisition, to a fully supported, SAP-certified solution. Specifically, they utilized KGS Software's ContentServer4Storage (CS4S), a light-weight SAP-compatible content storage server that functions without a database and manages all documents in secure data store.

As a result, the company's existing SAP infrastructure investment was extended, while the need to maintain independent folder structures to archive PDF-based documents, such as monthly aging reports and customer statements,

was eliminated. Instead, all archival records are now stored, in a virtualized environment that allows for elastic resource management, removing the need for physical servers and the associated necessary maintenance.

Since the entire system is based on SAP interface standards and integrated document viewer, no additional client-side software was required. Instead, users stay within a familiar context to access documents and perform administrative tasks, employing a modern Web services interface that is intuitive and easy to use. This meant that in less than one day, Justin Brands' users were up to speed on the new system, completely eliminating the need for expensive training sessions – on site or off.

## Thorough Planning Leads to Migration Success

For Justin Brands, moving to a new archival system required careful consideration of a range of business and IT issues, not the least of which was full compliance with regulatory requirements imposed by legislation such as Sarbanes-Oxley (SOX). Errors or missteps during the migration process could result in compliance risks for the company, in addition to costly business disruptions and customer service issues. SolutionXchg helped Justin Brands avoid these pitfalls by:

- Evaluating its existing archival solution and documenting all the steps necessary to ensure a smooth migration to the new SAP-based system.
- Installing and configuring all system components, including the KGS CS4S content server and SAP ActiveLink™ configuration.
- Testing and the subsequent migration of SAP data archiving files using http protocols and, separately, monthly reports using KGS's DocumentRouter.
- Configuring SAP, including Adobe Document Services integration, to enable the automatic archiving of monthly aging reports, finance charge invoices and customer statements.
- Providing on-site training and ongoing support.

According to Mrs. Lewis, SolutionXchg's expertise throughout the entire planning and migration process was critical to the project's success. "No matter how good your internal IT team is, it's impossible to match the broad exposure SolutionXchg brings to the table through their work with a wide range of clients implementing best practice archiving solutions. By tapping into this expertise, we were able to deliver a very successful project that exceeded our expectations on all fronts. With SolutionXchg's help, we now have a cost-effective archiving solution that offers the flexibility and scalability we require to respond to changing business conditions and support future growth." ■



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