# iTernity

## Poggenpohl Archives SAP Data with iCAS
## Hardware-Independent Solution Delivers Flexibility and Scalability to Kitchen Manufacturer

### ■ Background:

Poggenpohl archives all of its SAP business and customer data in order to meet regulatory requirements, as well as to offer customers a unique service experience based on original design specifications years after installation.

### ■ Challenges:

The archived data was stored on an optical jukebox - a costly and impractical solution that had reached its end of life.

Poggenpohl was left with an out-of-date solution that was increasingly prone to errors and data availability issues; without an option to upgrade.

### ■ Solution:

iTernity iCAS, a highly flexible and scalable archival solution, with HP EVA P6500 Storage and the OpenText Enterprise Content Management (ECM) system.

*"At a point when our storage options were virtually exhausted, iCAS provided us with a cost-effective, hardware-independent solution that solved our SAP archival challenges for the long haul, with the performance, flexibility and scalability required to facilitate business operations worldwide."*

Thomas Wostbrock, CTO of Nobia AB, Poggenpohl's Parent Company.



### Success at a Glance

- ■ Regulatory-compliant archiving of all business and customer data
- ■ Protection of Poggenpohl's unique customer service offerings
- ■ Increased data availability, from 93 to 99.5%
- ■ Performance increases between 30 to 50%, depending on data type
- ■ Up to 90% reduction in operating costs
- ■ Elimination of manual administrative tasks
- ■ Higher SAP system performance and availability

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## Sustainability and Reliability are our Strengths

For Poggenpohl, regulatory-compliant archiving of SAP documents and data is essential for two reasons.

It is legally required by governing entities and, for customer service reasons, to retain customer order data well-beyond the statutory retention period.

*"Our kitchens are positioned in the luxury segment of the marketplace and years after we install a kitchen, we need to be able to access data about that installation to provide the level of service we are known for and are proud to offer our customers,"* says Thomas Wostbrock, CTO of Nobia AB, Poggenpohl's parent company.

*"Through the archiving of data, we know exactly which components have*

*been installed at a particular customer site, enabling us to provide upgrade and replacement part services years after initial installation."*

The need to retain data applies regardless of where customers ordered their kitchen - from one of the more than 500 Poggenpohl dealers located in 70+ countries or within 35 company-owned stores worldwide. Additionally, customers frequently contact Poggenpohl headquarters directly to order spare parts and upgrades for their kitchens, further elevating the need for highly available archival data regardless of where it was originally generated.

Poggenpohl uses SAP ERP Central Component (ECC) 6.0 to manage its entire business operations, with nearly 300 SAP users at its Herford headquarters and within its Poggenpohl stores.

## The iCAS Solution

Certified by both HP and OpenText, iCAS eliminates the need for dedicated, proprietary hardware. Instead, it leverages a company's existing infrastructure investments to deliver a highly scalable solution that addresses the challenges of archiving large volume of documents and data in a world characterized by immense data growth.

## No Physical Limits

Poggenpohl defined three types of documents for archiving: Print Lists; SAP documents, such as orders, delivery notes and invoices; and PDF documents, including all documents that are sent out externally.

With the old archiving solution, these three data types had to be stored in different partitions of the archive, each with a rigidly defined size. Not only was this an inefficient way to store data, but in a data-rich environment, it resulted in a constant battle to re-allocate space or swap out media to provide room for more data types. The net effect? Data became less available and administrative burdens increased.

For Poggenpohl, it also meant continuously facing the need to add more storage capacity as the amount of data it generated continued to grow.

To the CTO's immense satisfaction, this all changed with the introduction of iCAS.

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*"With iCAS, we eliminated all of the physical limitations associated with the jukebox,"* says Wostbrock.

*"Data is still stored in three discrete locations, but we don't have to strictly pre-configure the partitions for our three data types. It simply doesn't matter to iCAS how much storage volume an individual partition requires, as partitions dynamically scale within the total amount of space allocated for the repository."*

Unlike strictly parameterized applications, like the jukebox, iCAS continuously stores all documents and data types in one repository. The result is considerably faster run times and improved SAP availability, with a degree of scalability that can be easily extended to include additional object types.

## Relief for the Production Database

The introduction of iCAS for data archiving, in combination with the three document types that had been archived via the jukebox, led to faster run times, system availability and performance. Poggenpohl employees, especially overseas, noticed the difference. They no longer needed to anticipate delayed response times, particularly those associated with SAP administrative procedures running overnight in Germany.

*"The more rapidly we can archive data, the more quickly we can relieve* the production database, which helps keep the SAP system running at optimum performance,"* explains Wostbrock. *"We do this efficiently with iCAS. At the same time, the performance of the OpenText ECM system has also improved by 30% to 50%, depending on data type, due to faster storage hardware."*

SAP users can now retrieve documents from the archive within milliseconds and, based on response times, find it difficult to distinguish whether the data is still in the production system or already in the archive.
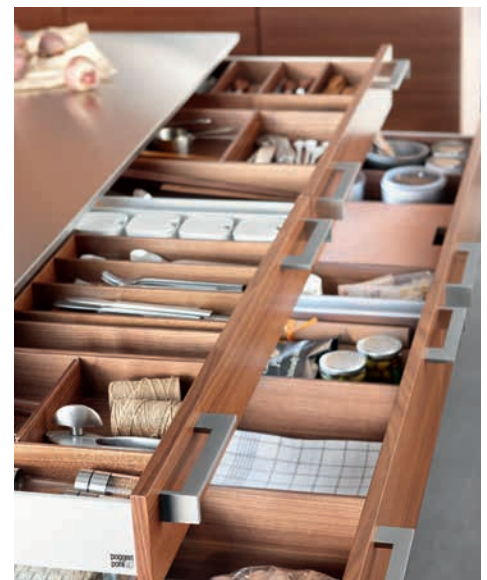
## No Malfunctions, Minimal Administrative Effort

The performance and availability of the long-term archive has also increased significantly. Specifically, Jukebox-related complications and malfunctions had lowered system availability to 93%. With iCAS, it is now greater than 99.5%, with opera-ting cost-savings of 80% to 90%.

These savings are the result of:

- Dramatically reduced administrative costs

- Reduced complexity, eliminating the need for external consulting

- Elimination of the need for dedicated hardware purchases

An iTernity employee installed and set up the system in less than one day, which runs on a virtual machine under VMware at Poggenpohl. The greatest value-add for the kitchen manufacturer, however, lies in the fact that all SAP data is stored in a reliable, legally compliant repository that is consistently available to fulfill customer orders and requests.

*"Poggenpohl brand value rests with good design, sound quality and excellent service. It is a claim we continue to foster with the help of iCAS,"* says Wostbrock.

## More archive data for iCAS through SAP consolidation

The volume of SAP data in the long-term archive is expected to rapidly expand as Poggenpohl's business continues to experience strong growth, particularly at the international level. But with iCAS, Poggenpohl is ready to manage its growth. Nobia is considering additional consolidation projects regarding its SAP systems which will bring further data growth into the iCAS solution.

**About Poggenpohl:**

Founded in 1892 in the heart of Germany, Poggenpohl is the oldest and most well-respected kitchen brand in the world. Part of the Swedish Nobia AB Group, the company embraced the vision of its founder, Friedemir Poggenpohl, whose desire to "improve the kitchen" is followed to this day.

For more than 120 years, Poggenpohl has repeatedly innovated in the kitchen, with a history that includes many firsts - kitchen islands, white lacquer kitchen furniture and ergonomic work-top heights.

Thomas Wostbrock, CTO of Nobia AB, Poggenpohl's Parent Company.

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