



Samsung stays on top with SAP R/3 implementation on RS/6000.

South Korea's Samsung Electronics is the world's leading manufacturer of memory devices. It is one of the biggest volume producers, and certainly on the leading edge with new technologies in circuit designs.

Samsung holds many industry records. Today, the company is leading the way in the development of 4-gigabit DRAMs and other advanced semiconductors. It was also one of very few Korean companies that come out well from the global slump of DRAM prices. In fact Samsung increased nett sales to 9 trillion won – US\$ 9.5 billion – during the sluggish years. When you are such a big player, the systems that must be in place need to be both sophisticated yet flexible. And, most of all, reliable.

Samsung has adopted Enterprise Resource Planning, or ERP, to help it manage its domestic sales activities and logistics support for its DRAM and electronic components division. And it selected IBM RS/6000 SP as the hardware platform for their SAP R/3 solution.

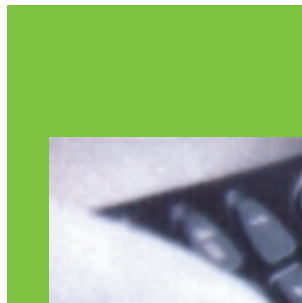
The system, implemented by Samsung Data Systems (SDS), the chaebol's data processing arm, was introduced on September 21, 1996, and has since set a record for unprecedented reliability. By June 17, 1999, the IBM RS/6000 server running UNIX completed 1000 days of flawless operations, matching the reliability of mainframe computers.

1,000 day up-time

The system was constructed based on the needs and demands of the company's nature of business; which includes up-to-the minute tracking of components and superior logistics control.

SDS consolidated operations under SAP R/3 for the group on September 1996. This was the first steps in integrating its domestic sales activities and logistics support. In addition to DRAMs and other electronic components, Samsung also manufactures home appliances. In other words, to support its domestic logistics and sales activities, the ERP system needs over 1,000 connections to tie up the company's sale force. In short, processing of orders and contracts on a normal business day amounts to tens of billions of won. The demands on the ERP system are phenomenal, needing to run with

Industry	Manufacturing
Application	SAP R/3
Software	IBM AIX HACMP
Hardware	IBM RS/6000 SP



greater reliability than a Swiss watch. The hardware for the system was therefore of vital importance. It must be deployed over a robust and failsafe hardware platform. To ensure the success of its SAP implementation, SDS selected IBM RS/6000 Scalable Parallel (SP) as its hardware platform.

Samsung says a system malfunction of just one day would mean millions of dollars of losses. Besides the loss in business is the greater problem of damage to the company's credibility among its customers. Because the company's entire logistics management rests on the system, it makes an even more compelling case for Samsung to seek out the perfect partner for its ERP package.

IBM RS/6000 solution

The answer was the IBM RS/6000 server. This solution not only guarantees uptime, it is perfect for Samsung's huge daily data processing demands since IBM has primed the server's Remote Access Server (RAS) architecture to handle the rigors of large-scale commercial business. The server was also equipped with High Availability Cluster Multiprocessing (HACMP), a software that provides load sharing to maintain database availability in the event of a problem with the production server. This also gives the system greater protection and reliability, providing fault resilience through redundancy.

According to Lyu Mok-hyun, Manager of RS/6000 Sales at IBM Korea, SDS' record attests to the stability of the RS/6000 UNIX server, which has become a match for the mainframe today. "This record will be reason enough for other companies to adopt IBM RS/6000 for their businesses," he added.

"In addition to its proven robustness, a key characteristic of the RS/6000 SP is its flexibility."

Lyu Mok-hyun, Manager of RS/6000 Sales at IBM Korea

In other words, the RS/6000 SP can be easily scaled. Hence adding nodes as the business grows is a relatively easy task. Hence a business can start small and then proceed to add small, low-cost increments as new applications are developed or data processing priorities shift.

IBM RS/6000 servers can easily match SAP offerings with 100 percent uptime. More importantly, IBM is so committed to ensuring that it provides the best hardware platforms for SAP implementations, it has over a dozen SAP project teams working to ensure best fit between SAP and IBM. All current implementations are supported by IBM RS/6000 technology, with the new SP technology prominently leading the way. For users, this translates into proven methodologies that can help implement SAP R/3 solutions more accurately and cost-effectively.



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