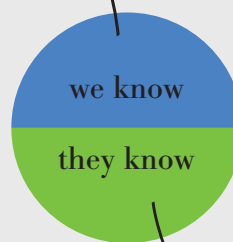




TOP TO BOTTOM

@ business solutions



END TO END

Colgate gets closer to customers with IBM and SAP solutions

Colgate Palmolive manufactures and distributes a huge range of consumer products in the oral care, personal care, fabric care and pet food sectors. Producing some of the world's best-known brands including Ajax, Colgate, Ultra Brite and Palmolive, Colgate operates in more than 200 world markets, with annual revenues of \$ 9 billion.

Since 1993, Colgate has used SAP software to integrate processes and drive business efficiency, and led the industry in 1999 with the first implementation of the mySAP SCM component APO (Advanced Planner and Optimizer). The need to respond intelligently and efficiently to the fast-moving consumer retail market drives Colgate's investments in IT, and the company sees new technology as a way to gain competitive advantage. SAP software manages all aspects of Colgate's business operations in 51 countries, which together contribute around 95 % of the company's total revenue.

mySAP Business Intelligence for fast and precise decision making

As part of a strategy to build a rich information base and deploy it across all business functions and channels, Colgate wanted to improve SAP

performance and gain faster, clearer insight into its business. Following exhaustive joint benchmarking by Colgate, IBM and SAP, a new infrastructure was selected, based around robust IBM hardware and the powerful mySAP.com solutions, one of which is the mySAP Business Intelligence solution.

Says Jim Capraro, Director of Global Information Technology at Colgate, "IBM and SAP continue to give Colgate a firm foundation of consistent, accurate information, which has certainly helped to fuel our growth and profitability. Our new SAP Business Information Warehouse (SAP BW) provides fast access to complex information from all around the world, and will help us to maintain our leadership in numerous international markets. We now have a faster and more precise tool for strategic decision-making, and the reliability of the pSeries servers means it's always there to serve the business."

Competition and speed of change in the consumer goods market makes it imperative to have accurate, up-to-date information on consumer behavior. With SAP BW running on the high-performance IBM @server pSeries 690, Colgate now has a powerful tool to consolidate and

Overview

■ The Challenge

Improve the detail and speed of management information delivery; strengthen global IT infrastructure

■ The Solution

Joint testing and extensive benchmarking by IBM and SAP determined the optimum solution;
Application: mySAP.com
Software: AIX®; Tivoli® Enterprise™
Hardware: IBM @server® pSeries™; IBM Enterprise Storage Server™

■ The Benefits

40% performance boost; significant improvements in reliability; greater efficiency, flexibility and precision in data analysis, giving competitive advantage.

IBM

SAP

analyze corporate data for use in strategic decision-making.

Power, reliability, speed –

pSeries delivers

The new e-business infrastructure at Colgate includes 11 pSeries servers for existing SAP R/3 systems, and an ultra-high performance pSeries 690 server to handle the demands of the SAP BW. Using storage area networks based around IBM Enterprise Storage Servers and IBM Tivoli Storage Manager software, the company has also increased the availability and flexibility of its SAP data, ensuring that the benefits of the new solution can be reliably maintained.

Although Colgate stores detailed information on all its global operations, the company's total data holdings amount to just 50 terabytes. Capraro comments, "We archive data, we work hard to keep it clean and we try to run with the data we need."

The power and reliability of the pSeries servers has led to a 40 % improvement on response time for the SAP applications, and much faster access to the SAP BW. IBM Advanced Technical Support teams assisted with the redesign of database structures and the storage subsystem, which contributed to a sevenfold increase in the speed of business intelligence queries.

Says Capraro, "We can now analyze data from across the globe and use it to improve the quality of our sales and marketing strategy. The SAP BW also allows us to identify opportunities for greater efficiency in the supply chain."

Global benefits

Colgate's global IT strategy aims to have the same systems and the same information everywhere in the company, and its integrated SAP solution is

helping to drive this forward. The company has consolidated 75 data centers into just two (one of which is a backup), and now develops applications for SAP centrally, before rolling them out to operating units around the globe.

Says Ed Toben, CIO of Colgate Palmolive, "If you make the investment in the network, you can run this solution all over the world. We run all these application systems for 51 countries in one place, and we don't normally have issues with response time."

The consolidation of the technical infrastructure keeps running costs for the IBM and SAP solution low, as do the high uptime and low maintenance of the pSeries servers. With reliable, fast backup handled by the IBM Enterprise Storage Servers, Colgate knows it can rely on its IT infrastructure to support its growing business.

"By selecting the pSeries servers over other leading products, we've got a reliable infrastructure that's robust and simple to maintain, and provides a strong foundation to support our next generation of business applications and processes," comments Jim Capraro. "The pSeries server is both powerful and scalable, and its logical partitioning and dynamic allocation features ensure high availability. In addition, with IBM we benefit from working with a single hardware vendor, and one which has a strong relationship with SAP."

Ed Toben sums up the benefits, saying, "Our IBM and SAP e-business infrastructure gives us the power and flexibility we need to be successful, and minimizes the time we spend maintaining systems. This means greater efficiency, lower costs, and better support for business users."

Further Information

To learn more about how the IBM and SAP alliance can help your business, please visit: **ibm-sap.com**



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