



Dr. Oetker's recipe for success.

Dr. Oetker's recipe for success: take a double pack of zSeries, some pSeries, a handful of Lotus, a dash of DB2 and garnish with a pinch of Tivoli. Then add a generous portion of mySAP.com – and you will have a successful IT landscape: almost as simple as baking with a Dr. Oetker cake mixes. The Oetker group is one of the largest, internationally active family companies. With 18,700 staff and a turnover of 4,335 million euro it operates worldwide, with its main focus in the European market. It encompasses six business areas: 'food', 'beer and alcohol-free drinks', 'wines, sparkling wines and spirits', 'shipping', 'financial services' and 'other interests'. The Oetker Group-wide applications – such as the mySAP.com solutions – are based in its own computer centre at its headquarters in Bielefeld. The computer centre is operated by OEDIV, Oetker Daten- und Informationsverarbeitung GmbH & Co. KG, which runs as a wholly-owned subsidiary. OEDIV

employs 50 highly specialised staff to look after around 250 customers with a total of 10,000 SAP users, not just within the Oetker Group, but also in other medium-sized industrial companies looking for high-availability application hosting. By concentrating on standard software and unified, scalable hardware, OEDIV offers high quality IT services, that are earning the company steady growth, including new external customers.

The basis is IBM ...

OEDIV has a central computer centre with two solid platforms: each with two zSeries servers and several IBM RS/6000 SPs. Around 80 consolidated nodes run with DB2 databases in the IBM RS/6000 SP. For maximum high-availability and protection against disaster OEDIV has a full back-up computer centre in a separate room, incorporating redundant versions of all systems.

Industry	Consumer Products/ IT Services
Application	mySAP.com mySAP BI mySAP CRM mySAP SCM
Software	z/OS™ AIX® DB2® Lotus® Tivoli®
Hardware	IBM @server® zSeries™ IBM @server pSeries™ IBM RS/6000® SP IBM @server pSeries 690



“The continuous success of Dr. Oetker has shown that we need an IT landscape which can keep pace with changing times. With the scalable pSeries servers and the high performance AIX operating system we are always one step ahead.”

Jörg Pommeranz,
Director of OEDIV



... add a generous portion of SAP ...

As early as the seventies the Oetker Group chose to use SAP across the whole business. Since then about 100 SAP systems have been installed. 15 of these run on zSeries servers, some on the brand new pSeries 690 – one of the highest performing servers in the world – and the rest on RS/6000 SP. Systems range from the smallest, with 5 users right up to the largest with 1,800 users. The Oetker Group operates mySAP.com across its entire bandwidth including several projects with SAP solutions: Business Information Warehouse (SAP BW), Customer Relationship Management (mySAP CRM) and Supply Chain Management (my SAP SCM) with the Advanced Planner and Optimizer (SAP APO). The most important of the SAP BW projects is the information system for the European sales of the business division of Dr. August Oetker Nahrungsmittel KG. It runs on a zSeries server and supplies field operatives with up-to-date customer lists, sales and reports of an order of magnitude within the realms of 100 million data records. 200 people currently use this system. There are other SAP BW projects in the 'wines, sparkling wines, and spirits' business division, for example IBM RS/6000 SP with the DB2 database is being implemented for Henkel & Söhnlein Sektkellereien KG and their subsidiaries. OEDIV is very satisfied with SAP BW: "SAP BW is the perfect control tool for our business management. We sell 1 million pizzas a day in Germany alone, thanks to the reliability and the fast response times of our IBM platforms we can ensure that they always arrive fresh to our customers."

... season to taste with SAP BW, mySAP CRM and SAP APO ...

For optimum processing of customer data Dr. August Oetker Nahrungsmittel KG uses mySAP CRM and has already made the strategic decision for group-wide introduction. The first system is productive in Austria and also includes mobile sales for around 60 field operatives. Germany will follow, after which rollout is scheduled for all other countries. Jörg Pommeranz: "It will certainly be a while before we have introduced mySAP CRM across the whole group but we see it as the right step towards even

higher customer satisfaction and even better customer care." As the Oetker Group works closely with wholesale chains such as Metro, REWE and Edeka, highly professional customer service is of utmost importance. The same applies to the whole area of production planning where the Oetker Group relies on mySAP SCM. Even in supply chain management there are a lot of opportunities for optimization with an integrated solution. Jörg Pommeranz says, "Cost-effective operation and business efficiency are very important for us, and SAP APO is a great help in this. We use it for our entire production control and we couldn't wish for a better planning tool."

... spice with Lotus Notes ...

Lotus Notes® was also introduced across the group as a strategic product. The solutions range from complete office applications through Lotus Domino™ for web-access to full integration of Lotus and SAP R/3. Lotus Notes is integrated into the SAP interface for the users so that as many people as possible are working with a user-friendly and uniform interface which can be personalized and adapted to individual needs.

... and garnish with Tivoli.

OEDIV chose Tivoli as the overall system management solution for this environment. Tivoli manages, monitors and administers the databases, every SAP system, all servers and all operating systems. Hans-Helmut Sohn, Director Technology: "We naturally looked at other system management solutions on the market, but none offered us the comprehensive options that Tivoli did."

The IT mix is ready, and guaranteed to please.

To guarantee the future of the IT solution OEDIV is strongly committed to e-business. OEDIV already manages numerous online shops and e-procurement-solutions for its customers and there is still a lot of work on the agenda in the future. Jörg Pommeranz: "Growth and efficiency play an important role for us. Therefore we shall be concentrating even more in the next few years on the mySAP.com solutions and exploiting their features still further.

For our many third party customers the partnership with IBM and SAP means a reliable basis for their company. They profit from the OEDIV's years of experience with business processes and the operation of a sound and modern infrastructure. Significant cost savings for all our customers are taken for granted in the process. OEDIV offers all services with IBM and SAP according to the Oetker motto: 'Quality is the best recipe.'"



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IBM Deutschland GmbH
D-70548 Stuttgart
ibm.com/de

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