Manufacturing organizations are continually challenged by a volatile economy, growing global competition and changing market conditions. Companies that have been focused on accelerating time-to-value (TTV) and a return on investment (ROI) of one year or less are now facing even more aggressive TTV and ROI goals. To meet these goals as efficiently and cost-effectively as possible, IT consolidation is key.
For manufacturing-specific lines of business, executives must successfully deploy and collaborate with suppliers and outsourcing partners to increase speed-to-market, capitalize on emerging opportunities, control operating expenses, and maximize operational efficiency.

Your challenge

To remain competitive, manufacturers must restructure their global supply chains to achieve greater flexibility, efficiency, and agility. They must also deal with legacy Enterprise Resource Planning (ERP) applications that may not meet their current needs and meet escalating demands for faster access to reliable, enterprise-wide information.

In addition, various industry trends over the last decade have produced other challenges:

• Many companies have grown through acquisition of businesses with common customers and suppliers, but their combined information has never been effectively integrated.

• Emerging Internet e-business needs and the broad availability of solutions for Supply Chain Management (SCM), Customer Relationship Management (CRM), Product Lifecycle Management (PLM), and other areas often resulted in one-application-to-one-server architectures with attached storage.

• IT governance has shifted from the initial centralized model to the highly distributed structure of the 1980s and 1990s, and finally to today’s federalized IT governance model.

For manufacturing-specific lines of business, executives must successfully deploy and collaborate with suppliers and outsourcing partners to increase speed-to-market, capitalize on emerging opportunities, control operating expenses, and maximize operational efficiency.

In general, their measure of success is optimizing the value chain from product creation through customer fulfillment.

Our solution

To confront these challenges, a company like yours needs an adaptive enterprise—one that can quickly respond to and capitalize on change to give you an edge over the competition. An adaptive enterprise provides your company with the agility and flexibility to speed up the development of new products and value-added services that improve both your competitiveness and your bottom line. It also enables you to manage change more efficiently while maximizing the return on your IT investment. An adaptive enterprise is the ultimate state of fitness for a manufacturer, where business and IT are perfectly synchronized.

HP has extensive experience in helping manufacturers move toward the goal of IT Consolidation. The journey starts with a comprehensive evaluation of your existing infrastructure. Then we work with you to lay a foundation of products, services, and solutions, which allow your organization to develop dynamic infrastructure capabilities—resulting in the increased agility you need to adapt to the demands of the market and stay ahead of your competitors.
Make your consolidation journey a success

The leadership edge
How can you minimize risk and ensure success in your quest for an adaptive enterprise? Choose the right guide—one who has worked with manufacturing organizations across the globe to consolidate and optimize their IT environments.

Without question, HP is the experienced leader in refining IT infrastructures to deliver greater business value on a global scale. HP will work with you to lower costs, improve service levels, and simplify infrastructure to improve the agility of your collaborative manufacturing environment.

We have extensive expertise in optimizing multi-vendor storage, software, and server infrastructures. HP consultants have successfully partnered with hundreds of manufacturing clients on consolidation initiatives in open, multi-platform, multi-operating system environments. Our consultants help you utilize the technology that you’ve already deployed and ensure that you get the business benefits defined in your IT Consolidation project plan. Our extensive client experience also enables us to help you build the business case for consolidating your IT infrastructure.

The partnership advantage
Another key to success is HP’s open approach to partnering. Our strong relationships with SAP, Microsoft®, Oracle®, PeopleSoft, i2, and many other vendors that you already work with, combined with our deep knowledge of manufacturing, offers you the best blend of technology and industry specific expertise.

Achieving the Adaptive Enterprise
Through IT Consolidation solutions, you add dynamic infrastructure capabilities over time that result in the increased agility necessary for today’s manufacturing company to outpace the competition.

To move toward an adaptive enterprise, an effective initial step is a tactical audit of your infrastructure. HP technology enables you to gain insight into your entire current environment—networks, servers, storage, and mobile community—simultaneously. Armed with this data, HP works with you to design an IT Consolidation initiative aimed at simplifying your environment. This approach ensures that adaptive capabilities are built into your consolidated environment, resulting in an infrastructure that becomes more agile over time, with improving performance, service levels, availability, and security.
Case Study: HP delivers worldwide SAP implementation for Statoil

Statoil is one of the world’s largest net sellers of crude oil and a substantial supplier of natural gas to Europe. Statoil is involved with the exploration, production, transport, refining, and marketing of petroleum and petroleum-derived products.

Over a five-year period, the company has re-engineered its business processes to strengthen its competitiveness in the market. Kjell Magnus Myge, IT Manager at Statoil, comments, “We wanted to consolidate 250 applications from divisions including administration, plant design, payroll, supply chain, Internet access, and business-to-business solutions, into one integrated system.”

As a result, HP designed and implemented the technical infrastructure for the SAP solutions and for setting up a comprehensive high-availability data management environment. Through this implementation, Statoil experienced both cost and time saving benefits. By bringing all the elements into one operation, maintenance became a much smoother process.

Working with HP as a trusted partner, Statoil has created a robust infrastructure capable of supporting a user base of 17,000. With HP managing operations of the system, maximum uptime and system reliance are ensured.
Steps in the IT consolidation journey

First step: Collocation

Some of today’s most successful enterprises have architected regional, distributed infrastructures tuned to their business models. Others may have a distributed environment that can’t keep pace with the fast-changing business needs of their organizations. They may lack a uniform infrastructure to support failover and the ability to secure and monitor multiple servers in multiple locations, leaving them open to lapses in data integrity and availability. They may have under-utilized capacity in one area, while surges in demand in another significantly increase response times, leaving them with dissatisfied customers and lost sales.

HP will work with you to collocate your infrastructure—that is, to reposition widely distributed systems into fewer, centralized locations—enabling you to address any or all of these critical business issues.

Second step: Hardware/data integration

Autonomous operating units often have a mixture of applications, ranging from legacy mainframe platforms to current solutions. Application suites that support the business fall into these three segments:

- **Core** applications are resident in each department and have been identified as “standard” solutions; often these are transaction-based applications like ERP or Financials.
- Nearly every department uses **common** applications that perform some business function, which can vary widely from department to department.
- **Custom** applications are clearly one-off versions unique to the operations; for example, quality assurance or process control analysis tailored to specific operational needs.

A hardware/data integration initiative involves designing and implementing an IT architecture that uses partitioned servers and storage arrays, as well as consolidated file and print servers, allowing departments to share technology resources. As part of this initiative, you can simplify management and reduce costs by:

- raising the core to a consistent revision level,
- identifying common applications across plants and migrate them to a core level, and
- considering custom applications as candidates for application layering on a single server.
Third step: Application integration
Your organization relies on multiple applications as well as multiple data sources, significantly increasing IT complexity. At the same time, your IT department, already working with reduced staff and tightened budgets, is faced with increasing demands for higher service levels and better security.

Integrating common applications eliminates redundant servers and makes enterprise data available and consistent across all entry points, while increasing security, improving service levels, and reducing costs.

Fourth step: IT utility
In the final step, you use resource components of specifically configured servers and storage that can self-configure to address changing business needs, achieving the ultimate destination on the consolidation journey.

IT utility is a vision of computing in which resources are available as needed, on demand. In this new world, high service levels are guaranteed, resources are instantly reallocated as business needs require, and organizations pay only for what they use. With utility computing, IT can help you move away from computer-centric environments to a place where information technology capabilities are provisioned, delivered, managed, and metered as services. Adopting utility computing allows you to trade resources globally—optimizing existing resources to meet future demands. Utility computing helps maximize working assets by keeping technology investments off the balance sheet, matches timing of expenses to project benefits, and results in usage-based payments.

Build a roadmap for consolidation
Every consolidation journey is unique, and HP has helped businesses worldwide determine the optimal ways to begin their journeys. You may want to start by centralizing your potentially isolated automation points into a standardized system. We can also work with you to streamline applications and databases to eliminate redundancies, or help you to achieve seamless, secure connectivity between your customers, suppliers and employees that speeds time-to-market and operational efficiency.

Outsourcing is another approach you may want to examine as a strategic alternative for some—or all—of your operations. HP offers a complete portfolio of outsourcing services, from core data center, server, and network infrastructure services to comprehensive user systems management and help-desk capabilities. Any service in the HP portfolio can be deployed separately, or a combination of services can be implemented across your entire IT environment.

No matter which route you choose, HP will help you create a roadmap for IT consolidation that keeps you ahead of the competition. That roadmap—HP’s detailed approach to consolidation—is outlined in detail in the Best Practices and Products Guide. The roadmap sequences your consolidation projects to accelerate their contribution to your overall business objectives. This proven approach and our experienced consultants help reduce the time it takes to complete a consolidation project—and to reap the benefits. Then you’ll be ready to engage in and manage truly collaborative relationships.

HP is the experienced leader in refining IT infrastructure to deliver greater business value on a global scale.
Case Study: Diamonds are forever

Stuller, Inc. is one of the world’s leading manufacturers and distributors of fine jewelry and related products. The company’s focus on customer satisfaction has created a flourishing business; however, it has been under constant competitive pressure to become more agile and operationally efficient.

The original homegrown, COBOL-based applications—running on outdated systems—were beginning to hamper Stuller’s everyday operations and were incapable of accommodating significant change within acceptable timeframes. It became eminently clear that an adaptable infrastructure was quickly needed.

Stuller’s solution:

• Consolidate all production and development activities onto a 24-processor HP Superdome server, two HP rp7410 8-way servers and an HP StorageWorks XP512 disk array.

• Implement HP Process Resource Manager (PRM) for control of server resources.

• Maintain high availability via HP Critical Systems Support and HP MC Serviceguard.

States John Joubert, Director of Technical Systems for Stuller, “The result of this infrastructure consolidation is that we can respond to business requirements more quickly and with more agility as competitive pressures increase.”