



Business challenge

Optimize IT capabilities to support an aggressive growth strategy while simplifying infrastructure support and maintenance to create a more predictable expense model and lower total cost of ownership (TCO).

Transformation

An assessment revealed potential IT obstacles to company expansion, including excessive capital investments and limited storage capacity. A targeted combination of IBM technology and service offerings bolstered existing systems, applications and data and simplified infrastructure management, allowing Bidco to pursue an aggressive growth initiative.

Business benefits

20% lower

Infrastructure TCO

compared to keeping an in-house IT model

40% more

Compute and storage capacity

compared to the previous server and storage solution

Freed up IT capital and staff

for greater focus on customers and core business

Bidco Africa Limited

Improving IT capacity and ROI with an IBM infrastructure management solution

Based in Thika, Kenya, [Bidco Africa Ltd.](#) manufactures one of the largest ranges of consumer product goods in Africa—40 brand names that encompass hygiene products, detergents, animal feeds, food-grade oils, margarine and baking products. The company has more than 2,000 employees and serves more than 100 million people across 17 countries in Africa. Plans are for continuing expansion of operations to become the market share leader by 2030.

“This deal allows us to have the latest technology available in the market without incurring capital costs.”

—Vimal Shah, CEO of Bidco Africa

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Retooling the IT model to support a core business focus

Bidco has always had a strong focus on growth. Established in 1970 as a garment manufacturer, the company steadily expanded its offerings and operations through a series of investments and acquisitions. Today, the company has 40 consumer product brands and is one of Kenya's largest manufacturers of edible oils, margarine, baking powder, soaps and detergents.

With aggressive plans to expand into even more countries in Africa, Bidco conducted a complete assessment of its operations across all brands and divisions to identify potential obstacles to growth. The company discovered several IT-related issues, including an urgent need to reduce

capital expenditures, improve return on investment (ROI), expand storage capacity and concentrate more on core business initiatives rather than on IT operations.

Alleviating the burdens of IT infrastructure ownership

To help Bidco address these challenges, the IBM Global Technology Services team recommended an infrastructure-as-a-service (IaaS) solution that would include deploying IBM servers and storage systems as well as around-the-clock monitoring and maintenance services. Rather than positioning this recommendation solely as an IT solution, IBM highlighted the financial and business advantages of the approach, particularly the substantial cost savings Bidco could realize by

switching to an IaaS model. Other important factors that convinced Bidco to move forward with this solution included IBM's superior technology performance; the ability to have a single point of contact for everything, including deployment, implementation, maintenance and support; and the confidence of working with a trusted ally: IBM.

Building the ideal solution for Bidco required a targeted combination of IBM technology and service offerings. An upgraded infrastructure provides Bidco with increased capacity and performance for existing systems, applications and data and supports future needs brought on by company expansion. The IBM Integrated Technology Services team managed and executed the on-premises deployment of two IBM Power® 720 Express® servers and two IBM Power 730 Express servers, all running the

IBM AIX® Standard Edition operating system. The team also installed an IBM Storwize® V7000 device to provide centralized storage and two IBM System Storage® TS2260 Tape Drives for data backup. An IBM Hardware Management Console provides centralized management of server resources.

Bidco simplified IT infrastructure management using IBM Integrated Managed Infrastructure Services, which offers the ability to choose from a series of modular services across operations, so Bidco pays only for what it needs to run each environment. To optimize infrastructure uptime and performance, Bidco relies on IBM Integrated Technology Services technicians to provide around-the-clock monitoring, management, reporting, maintenance, support and project management, which the team manages remotely through an IBM Global Delivery Center.

Turning IT issues into business gains

It didn't take long for Bidco's new solution to deliver. In addition to reducing the company's TCO for IT infrastructure by a whopping 20 percent, the new IaaS structure allowed Bidco to shift its IT investments from a capital expenditure (CapEx) model to an operating expenditure (OpEx) model while freeing internal IT staff from the bulk of data center management responsibilities.

IBM's powerful servers and advanced storage also boosted Bidco's computing power and data storage capabilities by 40 percent, accelerating application performance and increasing productivity across the entire enterprise.

These more advanced systems also deliver the advantages of dynamic automation with cognitive learning in



the back end—technology that enables a self-monitoring environment that learns on its own by analyzing data from every corrective action. In essence, these systems can initiate a corrective action to keep a problem from happening and already know what action to take if a problem

does occur. For Bidco, the result is fewer outages and faster issue resolution every month.

And, with IBM monitoring and managing its infrastructure, Bidco is free to focus more on its customers and

core business and focus less on IT. What was previously a 70:30 ratio heavily weighted toward supporting IT operations is now a more desirable 20:80 mix that favors business-building efforts.

Building an ongoing relationship of support

Based on the success of this solution, Bidco has continued to engage IBM on several additional initiatives aimed at supporting the company's ongoing growth strategy and pursuit to become the leader in market share in Africa.

"This deal will enhance our competitiveness and allow us to focus on what we are good at: innovating manufacturing processes, creating value streams and winning the market," said Bidco CEO Vimal Shah. "[It] lets us focus on what we do best and outsource the rest."

Solution components

- IBM Integrated Managed Infrastructure Services
- IBM managed services
- IBM Power Systems™
- IBM Storage
- Infrastructure as a service

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