



Elecon Engineering Company Limited

Rapidly onboarding new acquisitions for recession-busting business growth

Overview

The need

To thrive in a slowing global economy, Elecon Engineering wanted to capture new revenues by acquiring and integrating new manufacturing facilities quickly and cost-effectively—but how?

The solution

Elecon Engineering migrated its integrated Oracle business systems from SPARC to virtualized x86 servers and lightning-fast IBM® FlashSystem™ storage—enabling rapid, low-cost onboarding for acquired business systems.

The benefit

Elecon Engineering adds major acquisitions to its centralized Oracle ERP platform up to 40 percent faster than previously possible—helping it to realize its growth objective.

For many transnational enterprises, a slowing global economy is placing increased cost pressures on traditionally profitable business areas. Acquisition can help counteract the trend by adding new revenues, but onboarding the necessary business processes and systems can require substantial investments of time and capital—resources that become all the more important in a challenging financial climate. How can enterprises onboard new lines of business quickly and cost-efficiently?

Growing a global business

Elecon Engineering Company Limited—a leading manufacturer of industrial equipment headquartered in India—was faced with just such a challenge.

Prashant Soni, Head of IT Infrastructure at Elecon Engineering Company Limited, explains: “We operate a truly global business, with sales and manufacturing operations in India, Thailand, Sweden, Singapore, Malaysia, Indonesia, Middle East, the USA and UK. To drive growth, we aim to add new revenues—both by building new manufacturing facilities from the ground up, and by acquiring new businesses to diversify our offering.

“For the IT function, realizing the growth strategy presents tough challenges. Although our business processes were integrated from end-to-end, the business applications that supported them were running on separate physical machines. Incorporating new business systems into the existing landscape would have required us to add extra servers to our production and disaster recovery data centers—raising our operational costs substantially.”

“Of all the vendors we considered, we felt that IBM invested the most time to understand the business drivers at the heart of our business system refresh project. Thanks to the IBM team, we have created an Oracle ERP software platform that will meet our growth needs for years to come,” says Prashant Soni, Head of IT Infrastructure at Elecon Engineering Company Limited.



Solution components

Hardware

- IBM® FlashSystem™ 810
- IBM Storwize® V7000

Applications

- Oracle Database
 - Oracle E-Business Suite R12
 - Oracle Linux
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Drive decision-making with big data

Prashant Soni continues: “On top of adding further applications to manage the new manufacturing processes, we must respond to increasing business demand for faster and more accurate forecasting on sales volumes, revenues and market share.

“As our reporting requirements grew, generating a single report could take as long as six hours. During peak periods such as the end of a month or quarter, our IT team would often be overloaded with reporting requests from the business, increasing the risk of delaying important information from reaching our senior decision-makers.”

Best-in-class Oracle solution

As a first step to solving the challenges, Elecon Engineering performed a thorough review of its Oracle E-Business Suite solution.

“To ensure our business processes run smoothly, we rely on Oracle E-Business Suite software to integrate our workflows from end to end,” he says. “Our Oracle solutions help us to manage every aspect of the business, including financial accounting, production planning, manufacturing and logistics—and the solutions have never let us down.

“We determined that upgrading to the latest version of Oracle E-Business Suite would enable us to offer self-service reporting capabilities to the business. Not only would dashboard reports deliver timely insights to our decision-makers, they would also free our IT teams to focus on developing innovative services.”

Strong collaboration

To enable the benefits of near-real-time reporting, the company mapped out the requirements for its compute and storage infrastructure after the upgrade to Oracle E-Business Suite R12.

He continues: “Our business is generating an ever-growing volume, velocity and variety of data. We knew that delivering rapid reporting would require high compute capacity and low storage latency. Of all the vendors we considered, we felt that IBM put the most effort into understanding our specific business challenges—and that understanding shone through when we assessed the proposed IBM solution.”

Lightning-fast flash storage

Elecon Engineering worked with IBM to migrate its Oracle E-Business Suite applications from its SPARC platform to Oracle Linux virtual machines on x86 servers connected to IBM Storwize® V7000 disk arrays and lightning-speed IBM FlashSystem storage. Today, the Oracle production environment resides on the tier-0 solid-state storage, offering low latency for near-real-time reporting.

“With our Oracle business systems on low-latency IBM FlashSystem storage, we can onboard new lines of business quickly and cost-effectively.”

— Prashant Soni, Head of IT Infrastructure,
Elecon Engineering Company Limited



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“As an IBM Business Partner ourselves, we are very familiar with ease of integrating IBM storage solutions,” adds Prashant Soni. “Throughout the implementation process, we were extremely impressed with the close compatibility between the Oracle and IBM solutions. What’s more, IBM was able to connect us directly with the Oracle technical support resources rapidly when needed, which helped us to complete the migration to the new platform on time and within budget.”

Platform for growth

With the latest version of its Oracle E-Business Suite software residing on virtualized IBM FlashSystem storage, Elecon Engineering has obtained the scalability and performance to realize its growth goals.

“Thanks to the IBM FlashSystem solution, we have slashed our legacy storage latency from 87 milliseconds to just 17 microseconds—a 99 percent decrease,” he says. “Low latency from the IBM solution enables us to offer self-service dashboards to our senior decision-makers, ensuring that they always have access to the data they need to make well-informed decisions.

“Better still, complex reports that previously took six hours to run can now be completed in just nine minutes, 97 percent faster than before. The result is that the IT team is no longer overloaded with reporting requests, and is free to dive deeper into our business data to satisfy more complex reporting requests from the business.”

Adding new businesses rapidly

By running its Oracle business systems on a virtualized platform, Elecon Engineering reduces the cost and complexity of onboarding new lines of business.

“Our virtualized IBM solution has consolidated our datacenter footprint by more than 60 percent, and will provide headroom for at least the next five years,” he says. “Because we are now running our Oracle business systems in a fully virtualized environment, adding new business services no longer requires us to provision and configure new physical hardware—we can simply spin up a new virtual environment at the touch of a button.

“We have acquired a leading manufacturer in the UK, and we are now in the process of migrating their processes and systems to our central instance of Oracle ERP software. From the IT perspective, we estimate that we will be able to complete this process up to 40 percent faster than previously possible—helping us to support our business growth objective.”

Rock-solid disaster recovery

The virtualized platform enables Elecon Engineering to bolster its disaster recovery (DR) process with shorter recovery times.

Prashant Soni comments: “Before, failing over to our DR site would have required at least five hours of downtime, most of which was spent on configuring the physical servers. Because the new Oracle software platform is abstracted from the underlying hardware, we can move our virtual servers into production at the DR site within just one hour. Our Oracle ERP software is essential to the smooth-running of our global business, and we see a faster recovery time as a key benefit.

“Better still, selecting a commodity x86 platform has enabled us to slash the operational cost of our DR site by 55 percent, enabling us to redirect investment into developing new value-added services.”

He concludes: “With our Oracle business systems on low-latency IBM FlashSystem storage, we can onboard new lines of business quickly and cost-effectively—and we are confident that the platform will provide a solid foundation for growth for years to come.”

About Elecon Engineering Company Limited

Founded in 1951 and headquartered in Gujarat, India, Elecon Engineering is a leading manufacturer of industrial equipment, including material handling equipment, industrial gear systems and mining machinery. Employing more than 1,000 people worldwide, the company generates annual revenues equivalent to approximately USD215 million.

To learn more about Elecon Engineering Company Limited, please visit: elecon.com

For more information

To learn more about IBM and Oracle solutions, contact your IBM representative or IBM Business Partner, or visit the following website: ibm.com/oracle

To learn more about IBM FlashSystem solutions, please visit: ibm.com/storage/flash



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