FUJITSU

Al Ahli Holding Group

Optimal uptime at lower cost

Challenge

Al Ahli Holding Group's numerous subsidiaries managed their own IT infrastructures, which was costly and inefficient. The company wanted todeploy SAP S/4HANA® across the business for better performance, increased visibility and improved productivity while also improving data protection and backup.

Solution

Al Ahli Holding Group deployed the Fujitsu PRIMEFLEX for SAP Landscapes systems and Fujitsu Storage ETERNUS with Commvault software as backup to host the new platform. It now supports 14 subsidiaries in the UAE, USA and Singapore.

Outcomes

- System refresh takes an hour rather than days
- Solution costs a third of enterprise cloud equivalent
- 100% availability thanks to Fujitsu reliability
- Integrated backup with Commvault dramatically reduces recovery times from hours to minutes using ultra-fast snapshot-based restores
- Solution can scale to meet future growth.

"The Fujitsu SAP technology platform management, PRIMEFLEX for SAP Landscapes, along with ETERNUS and Commvault data protection, makes my life easy and protects my data."

Pradeep Kumar, Head of IT Operations, Al Ahli Holding Group

System refresh reduced from days to

an hour

Centralizing a diverse IT landscape

AAHG consists of numerous subsidiaries, all of which until recently had their own dedicated IT teams and infrastructure. In 2014, the group decided that replicating IT across multiple entities was inefficient and costly so looked to create a new organization, Rethink Technologies, that could serve all the IT needs to every part of the wider company.

"The CEO of Al Ahli Holding Group, Mohammed Naser Khammas, and VP Assem Hijazi, recognized the importance of centralizing IT procurement and management for the whole group which would give us better visibility and leverage economies of scale for lower costs," explains Pradeep Kumar, Head of IT Operations, Al Ahli Holding Group. "We took a fresh look at our ERP systems and, after careful consideration, chose SAP S/4HANA as our new enterprise-wide ERP platform."

Choosing SAP® was only the first step in digitally transforming the business; next, AAHG had to find the right technology and data center solution partner to support the solution. With over 20 SAP modules operating in multiple territories, the new partner needed to have deep experience combined with local presence.

"We weren't looking for a simple box shifter – someone that would sell the kit and move swiftly on. We wanted a long-term collaborative partner," adds Pradeep. "Fujitsu walked me through the whole journey and showed how the landscape could scale up as we grow. It offered an attractive pricing model with good payment terms. That made it a natural fit for this ambitious project."

Building a flexible SAP environment

The Fujitsu PRIMEFLEX for SAP Landscapes enables a simplified and secure set-up of infrastructures optimized for AAHG's SAP applications and databases. Powered by FlexFrame Orchestrator® Management software, PRIMEFLEX for SAP Landscapes provides SAP Application Virtualization that comes pre-defined, pre-integrated and pre-tested in a combination of servers, storage, network connectivity and software. These can be managed through a shared operating system from the application layer, ensuring fast time to value.

"Fujitsu supplied a strong local team and Fujitsu Global SAP CC specialists to build the new on-premise SAP platform in just three weeks, which ensured we could meet the deadline and did not have to extend our existing contract with SAP HEC (Cloud Infrastructure)," says Pradeep. "Fujitsu even provided its own 'Proof of Concept' system to speed up the process. The deployment and migration from cloud to on-premise was seamless and incurred zero downtime.

"We installed three HANA systems and four application servers as part of the PRIMEFLEX for SAP Landscape environment. We have integrated Fujitsu Storage ETERNUS with Commvault software for a flexible, automated backup and data protection of our data," continues Pradeep. "We don't have a dedicated SAP support team, so Fujitsu provided a resident engineer for two years to ensure everything went according to plan. As a result, we haven't suffered any downtime in three years."

Industry:
Diversified

Founded:
1977

Location:
UAE

Website:
alahliholdinggroup.com

About the customer

Al Ahli Holding Group (AAHG) is a multi-diversified international conglomerate with over four decades' experience in industries ranging from real estate to turnkey construction, engineering, infrastructure, retail and trading, technology and logistics, lifestyle and fitness, as well as entertainment and hospitality. It is the mother company for around 50 sub-companies with around 9,000 employees in total.

Products and Services

- **Fujitsu Integrated System PRIMEFLEX for SAP Landscapes, powered by FlexFrame Orchestrator® Management Software, for running SAP HANA-based applications**
- **Fujitsu Storage ETERNUS CS200c**
- **Commvault Data Protection Software**

Fast, flexible and futureproof

AAHG now enjoys a scalable, easy-to-manage and cost-effective SAP environment plus a comprehensive, powerful data protection solution that underpins operations across 14 subsidiaries in the UAE, US and Singapore. It provides a stable platform for future growth while giving the business the tools it needs to thrive and grow.

"Fujitsu SAP technology platform management, PRIMEFLEX for SAP Landscapes, along with ETERNUS and Commvault data protection, makes my life easy and protects my data. A system refresh previously would have taken days, can now be completed in an hour, reducing disruption to our operations," comments Pradeep. "Other solutions typically depend on a clustered architecture which means there is a weak point. With Fujitsu FlexFrame there is no such total dependency on the hardware, making it more resilient."

Meanwhile, SAP itself provides the data and analytics required to make smarter business decisions internationally. All this comes at a third of the price of an enterprise cloud solution, but with the same performance and full control over the infrastructure.

"We have server capacity for three years' growth so we can handle additional load on the systems, however, if we do want to extend the solution, it is simply a matter of adding storage and RAM," remarks Pradeep.

"Commvault software which provides intuitive backup can be extended to support our non-SAP applications, giving us value for money. The Commvault IntelliSnap technology provides snapshot-based backup which reduces recovery time of multi-terabyte SAP application data from hours to minutes."

Commvault software consolidates the management of all our SAP deployments to improve application performance and availability, control costs and minimize inefficient manual processes.

With the new SAP S/4HANA solution in place and running at 100% availability, AAHG is exploring other areas where Fujitsu can support and provide value. Disaster recovery and going digital are next on the list.

"Fujitsu has been tremendously helpful in our journey of digital transformation – every time I pick up the phone, there is someone who can respond, which I haven't experienced with any other vendor," concludes Pradeep. "We have formed a solid, long-term partnership which will continue into the future."

Customer:

مجموعة الأهلي القابضة
AL AHLI HOLDING GROUP

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