

Newell Rubbermaid cleans up with SAP ERP solutions based on IBM DB2

Overview

The challenge

With several independent databases supporting SAP ERP and other business solutions, Newell Rubbermaid found it difficult to report across the different operating units. With separate regional systems, the monthly, quarterly and year-end group finances required complex integration processes and caused frequent rework of data as figures were reconciled globally. Opportunities to rationalize procurement, supply chains and production were being missed, and without global sales order processing, it was hard to be certain of business forecasts.

The solution

Newell Rubbermaid chose to standardize on SAP Business Suite, including the core SAP ERP applications and SAP NetWeaver Business Warehouse (SAP NetWeaver BW) for worldwide operations. Supporting the concept of the integrated enterprise, Newell Rubbermaid replaced its legacy databases, Oracle and Adabas, with IBM DB2® software as its global standard for all SAP applications. To ensure performance, reliability and availability, Newell Rubbermaid deployed the new solution on IBM Power Systems™ servers.

The benefits

For the first time, Newell Rubbermaid has a truly global view of operations. The SAP applications allow rapid financial closing and deep analysis of business performance by brand, region, sales and much more. Specifically, the IBM Systems solution for SAP NetWeaver Business Warehouse Accelerator enables Newell Rubbermaid to process business intelligence queries on average 30 to 50 times faster and, in some cases, as much as twice as fast as before, even without specific optimization of aggregated data. DB2 Deep Compression has reduced average storage volumes by 58 percent, cutting total storage costs by US\$300,000 in



“With the IBM Systems solution for SAP NetWeaver Business Warehouse Accelerator, we can process business intelligence queries many times, on average 30 to 50 times faster, and in some cases, as much as 100 percent improvement even without specific optimization of aggregated data.”

—Creighton Kelly
Director of IT for the SAP infrastructure, Newell Rubbermaid

year one. The DB2 integrated data cockpit has reduced administrative workload by 25 percent, so just one database administrator can now manage the entire landscape.

Key solution components

- Industry: Consumer products
- Applications: SAP Business Suite components including financial accounting, controlling, general ledger, SAP Supplier Relationship Management, SAP Supply Chain Management, SAP NetWeaver Business Warehouse and SAP NetWeaver Process Integration and SAP Enterprise Portal.
- Hardware: IBM Power Systems servers (IBM Power 550, IBM Power 570 and IBM System p5[®] 590 models), IBM Systems solution for SAP NetWeaver Business Warehouse Accelerator (including IBM BladeCenter[®] HS21 and IBM System Storage[®] DS4700 technologies)
- Software: IBM AIX[®] 5.3 operating system, IBM DB2 9.5 software, IBM General Parallel File System, SUSE Linux Enterprise Server

Newell Rubbermaid is a global, consumer-centric company focused on breakthrough product innovations for the home and family, office, and commercial marketplaces. With sales of around US\$5.7 billion and internationally recognized brands, including Rubbermaid, Sharpie, Calphalon, Dymo and Waterman, the company is growing both organically and through its ongoing acquisition program.

With the purchase of other companies and a history of internal development, Newell Rubbermaid had acquired a mix of home-grown, Oracle and other business applications. With databases from many different vendors supporting these systems, Newell Rubbermaid found it difficult to report across the different operating units. With separate regional systems, monthly, quarterly and year-end group finances required complex integration processes and caused frequent rework of data as figures were reconciled globally. Opportunities to rationalize procurement, supply chains and production were being missed, and without global sales order processing, it was hard to be certain of business forecasts.

The executive team decided that the best way to address these challenges was to introduce a single enterprise resource planning (ERP) solution and a single database standard, implemented as an integrated solution at the corporate headquarters in Atlanta, Georgia. Newell Rubbermaid selected a complete suite of SAP Business Suite components for business management and SAP NetWeaver Business Warehouse for business analysis and reporting, with IBM DB2 software as the global information standard, all deployed on IBM Power Systems servers.

Creighton Kelly, director of IT for the SAP infrastructure, remarks, “The SAP and IBM solutions have been the catalyst in the push to drive up efficiency. We are streamlining operations with SAP and IBM in a way that was simply not possible before.”

Customer focus with SAP Business Suite

Newell Rubbermaid’s stated strategy is based on developing a consumer-centric culture within the company, creating innovative, brand-focused business processes, combined with a highly collaborative, team-oriented organization of more than 23,500 people that can work as one, with global business units accessing a worldwide view of operations.

The senior management team identified key areas where the company could maximize the benefits of a single world view of operations, namely sales order processing, finance and supply chain. To generate a global sales order report, for example, data first had to be assembled from each system, cleaned and standardized, and then analyzed. In total, across three principal instances of SAP business software in Europe, North America and Asia Pacific and other line-of-business solutions, Newell Rubbermaid was managing more than 130 TB of data.

Newell Rubbermaid settled on SAP Business Suite as offering the most comprehensive range of solutions, combined with proven business analysis tools in SAP NetWeaver Business Warehouse. Components deployed include finance, controlling, materials management, SAP Supply Chain Management, SAP Supplier Relationship Management, SAP NetWeaver Process Integration and SAP Enterprise Portal. All the North American Newell Rubbermaid offices access the same core instances, and most of the local applications have been phased out.

Additionally, for fast business analysis and understanding, Newell Rubbermaid has implemented SAP NetWeaver Business Warehouse and the IBM Systems solution for SAP NetWeaver Business Warehouse Accelerator.

“By implementing SAP Warehouse Management and SAP Supply Chain Management, management of our physical inventory has improved significantly,” says Creighton Kelly. “Inventories have decreased an average of 30 percent, Inventory Days on Hand has decreased 15 percent, and Inventory Turns have increased by 23 percent across those businesses live on SAP solutions.”

“By using DB2 Deep Compression, Newell Rubbermaid has achieved average database compression ratios of 58 percent. Additionally, database administration workload has been reduced by around 25 percent, with the integrated DBA Cockpit making a significant contribution to our cost-saving objectives.”

—Creighton Kelly
Director of IT for the SAP infrastructure, Newell Rubbermaid

Centralized success with IBM DB2

Critical to project success was the choice of IBM DB2 software as the standard database.

“Our objectives were to optimize performance, minimize our operational risks and reduce costs,” says Creighton Kelly. “We identified that IBM DB2 would offer us greater performance with our SAP applications, particularly when using its advanced compression technology, which would result in quicker business insights for our 4,500 users. Particularly, we predicted better ad hoc query performance, which was essential for speed of global reaction.

“In centralizing our business systems, it was important to optimize the IT infrastructure and resources and ensure availability. DB2 offered the ability to scale upwards without creating complexity, justifying the strategy and helping to meet the intensive global reporting and analysis workload.”

In total, Newell Rubbermaid has 64 DB2 instances running in the environment, managed by one database administrator. The DB2 software covers all areas, such as production, development, test and quality assurance databases, as well as SAP NetWeaver Business Warehouse, the related SAP NetWeaver BW Accelerator component and select other non-SAP applications.

“By using DB2 Deep Compression during the migration from Adabas, Oracle and other data sources, Newell Rubbermaid has achieved average database compression ratios of 58 percent and average savings per SAP NetWeaver Business Warehouse instance of some 1.2 TB,” says Creighton Kelly. “In production systems, Newell Rubbermaid has realized close to 80 percent reduction in size for the largest tables.

“Additionally, database administration workload has been reduced by around 25 percent, with the integrated [SAP Database Administrator (DBA)] Cockpit making a significant contribution to our cost-saving objectives.”

Global operations on IBM Power Systems

The Newell Rubbermaid SAP Business Suite solutions handle some 15 million subsecond dialog steps each month, covering every aspect of the business from sales entry through payment and supplier reorder processes. It was therefore essential to choose a reliable IT infrastructure capable of dealing with the workload that would scale to deal with growth as the Newell Rubbermaid business acquisition program continues to roll onward.

Technical Landscape

Servers

- IBM Power Systems p550, p570, p590, with IBM POWER5™ 1.9 GHz and P6 1.6 GHz processors⁵

Software:

- IBM AIX 5.3
- IBM DB2 9.5 with 64 DB2 instances
- SAP Business Suite components including SAP NetWeaver Business Warehouse 7.0
- IBM Systems solution for SAP NetWeaver Business Warehouse Accelerator

Users: 4,500 total

Newell Rubbermaid selected servers from the IBM Power Systems family, featuring a range of IBM POWER® processors, running the IBM AIX operating system. The servers are joined in clusters using Veritas software to ensure high levels of availability, helping to achieve near-continuous operations even during planned system downtime.

IBM Systems solution for SAP NetWeaver Business Warehouse Accelerator

The IBM Systems solution for SAP NetWeaver Business Warehouse Accelerator delivers very high query response performance, even for the huge data volumes at Newell Rubbermaid. The solution is built around IBM BladeCenter HS21 and IBM System Storage DS4700 technologies and leverages the high performance of the IBM General Parallel File System and SUSE Linux Enterprise Server.

“With the IBM Systems solution for SAP NetWeaver Business Warehouse Accelerator, we can process business intelligence queries, on average 30 to 50 times faster, and in some cases, as much as 100 percent improvement, even without specific optimization of aggregated data,” says Creighton Kelly. “The BladeCenter infrastructure offers near-linear scalability, as we can add further blade servers to the solution to ensure that system response keeps pace with user demand.”

Cost saving and performance

With the complete SAP and IBM solution in place, Creighton Kelly is able to consider results achieved and likely future developments.

With the comprehensive set of SAP solutions based on IBM DB2 and Power Systems technology, Newell Rubbermaid has, literally, a truly worldwide view of operations. Based on accurate data, the SAP applications allow rapid financial closing and deep inquiry into the exact business position globally, by brand, region, sales and much more.

“We can see already that the latest version of DB2 offers yet more features that will benefit Newell Rubbermaid, helping us cut storage requirements through advanced table space and index-level compression and reducing administrator workload with set-it-and-forget-it automation.

Case study

“DB2 has contributed to license cost savings of around 30 percent when compared with competitive offerings. Ultimately, IBM continuously improves DB2 with functionality designed to reduce the costs of operation and enhance system performance,” says Creighton Kelly.

“In our initial evaluation of IBM software and hardware, one of the selling points of IBM was the tight integration with SAP in both development and support.

“We now realize that this integration allows us to get enhancements and performance gains specific to our SAP environment. It is always difficult to place a value on integration, but it shows in the consistency, stability and performance of our environment.”

For more information about how you can optimize your data centers without compromising service, visit:

ibm.com/breakfreetoibm



© Copyright IBM Corporation 2011

IBM Corporation
Software Group
Route 100
Somers, NY 10589
U.S.A.

Produced in the United States of America
July 2011
All Rights Reserved

IBM, the IBM logo, and ibm.com are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the web at "Copyright and trademark information" at ibm.com/legal/copytrade.shtml

Linux is a trademark of Linus Torvalds in the United States, other countries, or both.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.

All customer examples described are presented as illustrations of how those customers have used IBM products and the results they may have achieved. Actual environmental costs and performance characteristics may vary by customer.



Please Recycle
