



Warburtons

CASE STUDY



WARBURTONS AND EDENHOUSE ACCOMPLISHED A UK FIRST MIGRATION TO SAP BUSINESS SUITE ON HANA WITH THE OPTIMISED DMO SUM TOOL.

With an extensive heritage spanning 141 years, Warburtons is the largest bakery brand in the country. Driven by family values, Warburtons is still actively managed by the fifth generation and employs around 4,500 people to produce and deliver a range of over 70 products; including wrapped bread, sandwich alternatives, free from and other bakery products across 12 manufacturing sites and 14 distribution depots.

LEVERAGE THE CHANGE

Businesses wishing to stay competitive in today's tough market, will, at some point realise that their future growth and development will be hindered unless they leverage the changes and opportunities that digital technologies can offer. Like many other businesses, Warburtons was using an ageing ECC system which ran on Oracle. Although the system had stood the test of time, Warburtons wanted to safeguard their future and with a system upgrade looming, they decided it was the right time to take the next step on their digital journey and decided to migrate to SAP Business Suite on HANA.

An innovative database, designed to move businesses towards a faster, more flexible SAP landscape, SAP Business Suite on HANA allows companies to benefit from the performance boost of SAP HANA without adopting a new system.



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Edenhouse
THE FIRST NAME FOR SAP

**Ian Mallinson, IT Director
at Warburtons commented;**

“ It was clear that we needed to be current, we knew that with our existing system there were things that we just couldn't do. Part of our IT strategy is to align better with our business, we need to be able to respond and provide innovative opportunities for our business and we knew we wouldn't be able to do that on Enhancement Pack 2. We also knew we were due a hardware refresh on the horizon. Initially, we ruled out HANA, but we were at the Edenhouse Client Day two years ago and one of their customer success stories got us thinking. We thoroughly researched the options and we discovered that there was a migration route which would allow us to move from ECC 6.0 EHP2 through to Business Suite on HANA EHP 7 which included the Unicode conversion needed to migrate to HANA, we could do all that in one single step and on that basis we went ahead. ”

OPTIMISED MIGRATION

An ambitious company Warburtons' decision to migrate to SAP Business Suite on HANA would help to support their future growth and development plans. A solution which has all the traditional functionality of an ECC environment but takes advantage of a faster, more efficient SAP HANA engine, the migration would allow Warburtons to take advantage of additional performance benefits, ensuring their core business processes worked more efficiently.

Edenhouse not only migrated Warburtons to SAP HANA, the consultancy upgraded them to the latest enhancement pack of Business Suite on HANA and performed a Unicode conversion. As a business which makes and delivers 2 million units to over 18,500 stores every day the window of opportunity for downtime is small. Taking this vital aspect into account, Edenhouse worked directly with SAP, and in a UK first, Warburtons were accepted as a pilot to test the SAP Optimised DMO SUM tool, a tool designed to optimise migration performance and reduce downtime. The tool has only been used twenty times worldwide, within the SAP community, and still to this day has only ever been used in the UK by Edenhouse, the Optimised DMO SUM tool allowed Edenhouse to reduce the overall downtime from 35 hours down to 15, ensuring minimum disruption to Warburtons.



Ian continued;

“ Since our migration we've taken advantage of the obvious speed improvements, there were transactions and reports that people had stopped using on Oracle because they said they took too long to run them. Now, thanks to SAP Business Suite on HANA, things that used to take hours now take minutes, things that used to take minutes now take seconds. People are using the transactions and reports, and it is making us think about what else we might do, we need to further exploit the value of Business Suite on HANA and start our journey to S/4HANA. ”

