Samsung SDS is the IT services arm of Korean manufacturing giant Samsung. Five years ago, it implemented SAP’s business software in 10 European subsidiaries and three factories. The 2000-user infrastructure was provided by Hewlett-Packard, using 30 HP-UX Unix servers and 10 Windows NT servers.

Samsung Europe recently decided to boost its e-commerce strategy. Three major projects kicked-off: An online ordering facility for dealers using Broadvision software; a mySAP customer relationship management (CRM) initiative; and improving internal reporting systems, using SAP’s business information warehouse (BW).

Samsung SDS decided to adopt HP systems, despite a bid from Sun to provide servers to support Broadvision.
**a futuristic approach**

“The amount of equipment we use is increasing. We have to adopt the latest technology and meet the critical support levels of our business, and we expect excellent performance from our servers,” explained JR Shin, senior IT manager at Samsung SDS Europe.

“We decided to stay with HP because of its futuristic approach. We talked to Sun, but they were not as helpful as HP,” she said.

**a stable solution**

Broadvision will improve Samsung’s business-to-business capability, linking a Web-based dealer ordering system to SAP’s supply chain software. The project started in France and already covers seven countries. HP won the deal to supply four rp7400 (formerly known as N-Class) and three rp5400 (formerly known as L-Class) Unix servers and XP512 storage systems.

The CRM project is part of a worldwide initiative to support Samsung’s global marketing strategy.

“The aim of CRM is to improve customer relationships. It involves changes to business processes in our sales subsidiaries, and will be a boost for internal staff and customers,” said Shin.

The project started in France at the beginning of 2001, and mySAP CRM software will be rolled out to six countries by the end of 2002. Seven NT servers are being used, plus a backup system of Ultrium tape drives and Omniback storage software on an L2000 server. The infrastructure was supplied and installed by HP partner Morse.

“We want a stable solution with good ongoing support. HP servers are reliable and we are satisfied it has quality engineers and a prompt response,” said Shin.

“SAP’s BW tools will help Samsung to analyse its business in a more focused way,” said Shin. The software runs on an HP rp7400 Unix server and two NT servers, with a 2 terabyte XP512 storage system.

Samsung is a 24x7 business and HP’s disaster recovery services provide emergency support for seven of the company’s most important servers.

**close involvement**

The challenges for Samsung SDS will not stop once its European projects are complete. SAP will later be rolled out to Middle East and South African operations, and HP will again provide the infrastructure.

“HP takes a close involvement in what we are doing. HP makes sure we are OK,” said Shin.

For more information on how working with Hewlett-Packard can benefit you, please contact your local HP sales representative or reseller, or visit: [http://www.hp.com](http://www.hp.com)
partner:

Morse plc

company: Morse plc
headquarter: London, UK
founded: 1983
telephone: 020 8380 8000
number of employees: 1022
annual revenues (also in Euros €): £308 million (€487 million)
URL: www.morse.com
business: IT hardware, software and services
products: hp, Sun and IBM reseller

Morse plc

industry sector: Electronics/ Hitech manufacturing
name: Samsung SDS Europe
headquarters: London, UK
founded: 2000 (as Samsung SDS Europe Ltd) 1938 (Samsung)
telephone: +44 (0) 20 8380 7123
number of employees: 50 in SDS Europe
Last year’s revenue (also in Euros €): $1 billion, €1.09 billion
URL: www.sdse-samsung.com

customer at a glance:

Morse plc

technology highlights:

For SAP:
• 30 hp Unix servers
• 10 hp Windows NT servers
• Disaster recovery
• HP finance
• SAP
For CRM:
• 7 NT servers
• Ultrium tape storage
• Omniback storage software
• L2000 server
• MySAP CRM
For SAP BW:
• 2 terabyte XP512 storage system
• rp7400 server
For E-commerce:
• Broadvision
• 4 x rp7400 Unix servers
• 3 x rp5400 Unix servers
• XP512 storage

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• 3 x rp5400 Unix servers
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