



New England BioLabs drives business growth with SAP S/4HANA in the cloud

Symmetry and HPE deliver a managed infrastructure for real-time decision support

Objective

Enable the execution of business decisions based on real-time information using the most advanced platform and leveraging the best possible SAP expertise.

Approach

Leverage Symmetry's certified SAP HANA Cloud built on HPE ConvergedSystem 900 for SAP HANA Scale-Up and 3PAR storage technologies to ensure compliance, performance, and scalability.

IT Matters

- Enabled rapid execution of "cloud first" strategy for driving business growth
- Simplified SAP application migration with scale-up infrastructure
- Optimized performance for large, growing SAP HANA environment

Business Matters

- Adopted a visionary approach to IT to support the long-term goals of the business
- Enhanced decision-making by providing real-time analytics and reporting
- Boosted flexibility and agility to compete more effectively and aggressively



New England BioLabs is a world leader in the delivery of products for genomic research. In order to develop a stable, reliable platform to support a large-scale ERP initiative, the company partnered with Symmetry to host their SAP ERP, HANA, and S/4HANA implementations in the cloud to empower users with real-time decision making. Symmetry's SAP HANA Cloud is built on HPE ConvergedSystem 900 for SAP HANA Scale-Up with Intel® Xeon® processors.

Accelerating development of innovative products for the life sciences industry

"We were enjoying consistent, double-digit growth, but our systems were holding us back," relates Sharon Kaiser, CIO at New England BioLabs. "We were in desperate need of real-time data for operational decisions, but still relied on manual production planning and forecasting processes, along with outdated, custom-built apps that weren't scalable or supported. In addition, our SAP ECC 6.0 platform was lacking key functionality for production planning, eProcurement, and product costing."

“We are confident that we now have a ‘total package’ partner with advanced security, the right experience and expertise, and a support staff just a phone call away who can help us meet our goals. Symmetry’s deep expertise and proven experience with SAP HANA powered by HPE ConvergedSystem 900 for SAP HANA is enabling us to execute our IT strategy.”

— Sharon Kaiser, CIO at New England BioLabs

Established in 1974 by scientists committed to developing innovative products for the life sciences industry, New England Biolabs (NEB) is recognized as a world leader in the discovery, development, and commercialization of recombinant and native enzymes for genomic research. With over 100 scientists engaged in researching enzyme analysis and engineering, epigenetics, RNA biology, and parasitology, NEB supplies over 276 products for genomic research, earning itself a world-wide reputation the highest standards of quality and value.

“We also wanted to expand our NEBnow Freezer Program—an IoT initiative integrating the physical freezer, SAP, Salesforce.com, and NEB.com—and extend it to our global subsidiaries,” adds Kaiser. “With many of our customers regulated by the Food and Drug Administration (FDA), it’s critical that the integration is seamless and secure to ensure compliance. But as we contemplated the complexity of developing a stable, reliable platform to support a large scale ERP initiative in line with our ‘cloud first’ strategy, it was evident that we had gaps in both our IT infrastructure and internal SAP expertise.”

Choosing the right partner

“As a rapidly growing biotechnology company, we needed access to both leading-edge database technology and the expertise

to support the level of sophistication our business processes require for us to be successful,” adds Kaiser. “We put out a bid to see which hosting provider best aligned with our needs, and Symmetry’s full suite of services stood out above the rest. Moreover, Symmetry’s deep technical expertise, proven experience with SAP HANA migrations, and hi-touch collaborative approach to solution design were key criteria in our selection process.”

New England BioLabs chose HPE Partner Ready Service Provider Symmetry to host their existing SAP ERP platform with the intention to migrate first to SAP HANA® and later to S/4HANA. An SAP partner since 2005, Symmetry is a leading applications management and hybrid cloud hosting solution provider certified in SAP Hosting, Cloud, and SAP HANA® Operations. Unlike most typical cloud providers, Symmetry goes beyond basic infrastructure-as-a-service (IaaS), tailoring complete business solutions to the specific needs of each customer.

“New England Biolabs personifies the leaders in the booming and dynamic biotech industry,” says Pete Stevenson, Chairman and CEO of Symmetry. “By migrating to Symmetry’s SAP HANA Cloud powered by HPE ConvergedSystem 900 for SAP HANA with Intel® Xeon® processors, NEB is significantly boosting the flexibility and agility

of their business model, enabling them to compete more effectively and aggressively both now and in the future.”

Choosing the right platform

“One of Symmetry’s key points of differentiation is that we’re always on the leading edge when it comes to the SAP technology we offer our customers,” explains Kevin Knuese, VP of SAP Solutions at Symmetry. “Many customers relying on SAP ERP to run their businesses face never-ending data growth, and that creates a serious challenge to maintain high performance when they’re bound by traditional disk drives. No one can afford to have their systems and processes slow down due to growth. SAP HANA is the perfect answer to that problem.”

To meet the availability, flexibility, performance, and scalability demanded by their customers, Symmetry built their SAP HANA Cloud on HPE ConvergedSystem 900 for SAP HANA Scale-Up with Intel® Xeon® processors—with plans to move to HPE Synergy in the future—making them the only SAP HANA certified vendor offering flexible solutions from 64GB to more than 12TB. Featuring the unique memory partitioning capabilities of HPE Integrity Superdome X Servers and HPE 3PAR StoreServ 7400 Storage, the solution is customized specifically for Symmetry’s unique business needs leveraging HPE Datacenter Care for SAP HANA Tailored Datacenter Integration (TDI).

“The customer workloads we manage are like the heart and lungs of their businesses,” notes Kurt Andersen, Chief Marketing Officer at Symmetry. “Without the availability of SAP, they can’t take orders, manage inventory, or ship products. When we evaluated hardware vendors, there was really no question that HPE was the leader in providing systems that could get the most out of SAP HANA and provide our customers with the flexibility and availability they require.”

Building the SAP cloud customers are looking for

Symmetry relies on HPE ConvergedSystem 900 for SAP HANA to run the full suite of SAP applications, from ERP and Business Warehouse to Customer Relationship Management (CRM), Supplier Relationship Management (SRM), Strategic Enterprise Management (SEM), Advanced Planning & Optimization (APO), and more. This has enabled Symmetry to take on the most demanding SAP workloads for a wide range of customers.

“Running SAP HANA applications on Superdome X also provides Symmetry with a distinct competitive advantage,” states Christian Teeft, CTO at Symmetry. “Our customers like having a single platform that allows them to handle in-memory databases as big 8, 10, or 12 terabytes. There aren’t a lot of cloud providers that come even close to that. We give our customers the platform to practically grow without limits and fine-tune their environments to get optimal performance as they scale. That’s a huge advantage for us. Our ability to deliver big data solutions with a HANA cloud based on Superdome X is paying dividends today and it will pay dividends well down the road when we move to HPE Synergy.”

Delivering the right capabilities

“We’ve moved everything over to HPE 3PAR for our Tier 1 storage because of performance,” says Teeft. “When customers are sharing the same infrastructure, performance can be hit pretty hard. A lot of people assume that SAP performance depends on the code being optimized or the amount of cores or RAM that you have allocated, but it really has a lot to do with the IOPS of your storage infrastructure. By using 3PAR storage, we’ve been able to eliminate what we call ‘noisy neighbor syndrome’ and give our customers the best performance possible.”

Customer at a glance

Solution

- Symmetry's certified SAP HANA Cloud built on HPE ConvergedSystem 900 for SAP HANA Scale-Up and 3PAR storage technologies

Hardware

- HPE ConvergedSystem 900 for SAP HANA Scale-Up
- HPE Integrity Superdome X Servers
- HPE 3PAR StoreServ Storage

HPE Services

- HPE Datacenter Care for SAP HANA Tailored Datacenter Integration (TDI)

Symmetry's highly-available, application clouds take advantage of HPE ConvergedSystem 900 for SAP HANA's ability (using TDI) to divide memory and 3PAR storage into more manageable offerings for Symmetry clients, significantly reducing resource contention and increasing performance.

"What differentiates us in the market is that we can scale up while most providers have to scale out," adds Teeft. "This is important for an application like SAP ERP because scaling out would segment the environment and create complexity. With Superdome X, it's much easier for us to contain ERP on a single platform and keep things as simple and economical as possible for our customers."

Ensuring a seamless migration

NEB initially worked closely with the Symmetry team to build a detailed 9-month schedule that included a comprehensive plan for integration, testing, and performance tuning. However, once it was realized that NEB wouldn't be able to meet their anticipated timelines, it was decided to first upgrade from SAP ECC to SAP Business Suite on HANA, before migrating to S/4HANA.

Symmetry put all their resources behind expediting the migration. SAP HANA was up and running in just a few weeks with the required security services fully integrated to protect NEB's business while providing peace of mind. As a result, the project to implement S/4HANA began just 2 months after the move to SAP Business Suite on HANA.

"The implementation went flawlessly. It was a complete non-event," states Kaiser enthusiastically.

Realizing the vision and driving business growth

By utilizing the Symmetry HANA Cloud built on HPE ConvergedSystem 900 for SAP HANA with Intel® Xeon® processors (powered by Superdome X), NEB is now able to execute business decisions based on real-time information with the most advanced tool set available.

"We were most impressed that despite the complex nature of an SAP HANA migration, Symmetry's team planned, designed and moved our critical systems to a new cloud platform while working seamlessly with our team," praises Kaiser. "Making the move to S/4 for our production and good manufacturing practices (GMP) facility will give us the platform we need for the future. Using Fiori applications, we'll have an interface that is much better and easier for our company to use."

Kaiser sums up the overall experience: "We are confident that we now have a 'total package' partner with advanced security, the right experience and expertise, and a support staff just a phone call away who can help us meet our goals. Symmetry's deep expertise and proven experience with SAP HANA powered by HPE ConvergedSystem 900 for SAP HANA is enabling us to execute our IT strategy."

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