

Lyreco Success Story

Sun and SAP: A Formula for Growth and Superior Service



Vertical Market

Retail and Distribution

Key Challenges

- Integrate worldwide systems and data
- Support a wide range of distribution channels
- Develop a responsive system that adapts to individual customer needs
- Meet aggressive scheduling requirements
- Thorough discovery phase to understand business issues
- Planned, systematic implementation

Solution

- SAP® R/3® Enterprise Version 4.7
- Solaris™ 9 Operating System
- Sun™ Cluster 3.0
- Sun™ ONE Directory Server
- Sun™ ONE Portal Server
- Sun™ ONE Messaging Server

Why SAP on Sun

- Long-standing alliance with SAP
- Sun's commitment to understand all of Lyreco's business issues

Business Results

- Improved stability in the data center
- Transaction performance has been enhanced
- Response time reduced to less than one second
- Common IT platform across the organization in a seamless operations
- Safe Internet environment that is available 24 x 7

"With Sun and SAP, Lyreco delivers even more value to its customers."

– Jean-Michel Pernaut, CIO, Lyreco

Satisfying customers worldwide

Lyreco has become one of the world's largest business-to-business distributors of office supplies by remaining singularly focused on one thing – its customers. With a proactive sales team, lightning-fast order fulfillment and next-day delivery virtually anywhere in the world, Lyreco has built long-lasting relationships with businesses of all sizes. It's this dedication to customer service that has allowed the Marly, France-based company to expand its operation into 18 countries across Europe, North America and Asia, and to achieve a 2003 turnover of 1.5 billion Euros.

But Lyreco's success did not come without growing pains. Through a series of acquisitions and key partnerships with organizations such as Staples, the company's IT staff was challenged with integrating multiple subsidiaries with different languages and currencies. Each country needs to communicate effectively and efficiently with Lyreco's centrally located IT department.

Not only that, Lyreco was seeing rapid growth in electronic commerce, with 15 percent of its sales turnover coming from its online catalog. A robust infrastructure was required to handle the high volume of traffic coming in over the web – an infrastructure with plenty of headroom to accommodate continued growth of the online channel.

Lyreco called on Sun and SAP to develop a world-class infrastructure capable of uniting its disparate entities while enabling the organization to maintain and improve its stellar reputation for service.

One system, one view

Lyreco has always embraced innovation as a way to more readily adapt to each customer's unique needs, so it's no surprise that the company selected an ERP solution from SAP. By consolidating on SAP R/3, Lyreco could provide consolidated reporting on all international purchases and extend the reach of cost controls. This enabled Lyreco to buy most of its products on a global basis, which meant highly competitive prices, which could be passed on to its customers.

More importantly, SAP R/3 allowed for a more flexible infrastructure. It integrated all of Lyreco's administrative processes into a single, unified application, and it established a common IT platform across the company. Now, the system links product recommendations made by the sales team (based on each customer's specific requirements, method of working, and budgetary constraints) to customer service employees, who add any additional information requested by the customer. Then the information is sent to the logistics staff, which makes sure products are dispatched at the right time and to the right location.

A perfect setting for Sun

Lyreco initially implemented SAP R/3 on a platform that included Sun servers, as well as systems from other manufacturers. Then, in 2003, the company decided to upgrade to SAP R/3 Enterprise Version 4.7 and, in the process, to evaluate the benefits of a standardized infrastructure, which would optimize the data center by eliminating bottlenecks, interoperability issues and other challenges that affected performance.

Lyreco began evaluating several hardware vendors, including Sun, IBM and HP. Because of Sun's long-standing alliance with SAP and because of Sun's commitment to understand all of Lyreco's business issues, Lyreco decided to fully trust Sun with its hardware implementation. Sun recommended a Sun StorEdge 9960 to store 20TB of data and a Sun Fire 15K server to meet Lyreco's demanding infrastructure needs. The Sun StorEdge 9960 storage system offered extreme levels of availability, performance and scalability

for the data center, making it the perfect companion to Sun's enterprise-class servers and underscoring the value of Sun's complete systems approach to meeting customer needs.

The initial SAP rollout in 1998 was completed in stages, starting first in Belgium, the Netherlands, and Luxembourg. IT teams from Lyreco ensured that each subsidiary was fully trained and functional in as little time as possible, knowing that the system had to be up and running quickly. Once they achieved success in those countries, they expanded the implementation to other Lyreco locations throughout Europe, Asia and North America. Lyreco is now completing a multi-country upgrade to SAP R/3 Enterprise Version 4.7 using a similar approach.

Benefits across the enterprise, down to individual customers

With Lyreco's infrastructure now anchored by Sun products, the company has seen improved stability in the data center. Transaction performance has been enhanced and response times have been reduced to less than one second. More importantly, the company enjoys a totally cohesive approach to service customers. By running SAP R/3 on Sun, Lyreco has a common IT platform across the organization, linking the sales, customer service and logistics teams in a seamless operation. In the end, this benefits Lyreco's customers, who can search products, place orders and track shipments in real time, through their web browser.

Solution Sun Technology

- Sun Fire™ 15K Server
- Sun StorEdge™ 9960

Sun Services

- Sun Spectrum PlatinumSM
- One Technical Account Manager (TAM) on site
- Installation, Implementation, and Integration
- Training and Learning solutions

Get the details.

For more information on Sun and SAP alliance, please visit sun.com/sap.

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