CLIENT SUCCESS STORY

CUSTOMER BACKGROUND

The organization is one of the largest consumer packaged goods companies in the United States. It's a member of the Fortune 500 and a $7B CPG company. In a short period of time, the organization has nearly doubled its revenue, primarily through acquisitions of similar companies and those in allied industries. While this hyper-growth resulted in a stronger competitive position, it also brought to light significant IT issues that needed to be resolved. This organization is in a highly competitive industry segment that is characterized by high volume and low margins. As a result, there was a critical need for a partner to assist with the infrastructure supporting their crucial SAP environment.

> The day-to-day demands of the organization's operations required that its internal IT team stay focused on tactical business priorities, primarily new applications and services that improve logistics and supply chain management.

However, with internal resources focused in this way, the organization found it needed to partner with an IT services organization to resolve strategic infrastructure issues and build a platform for the future.

PROJECT OVERVIEW

When a Fortune 500 organization faces the twin tasks of fixing the current infrastructure and deploying an environment to meet future demands, it's a major undertaking. The organization knew that they faced a few distinct IT issues however, the actual catalyst for undertaking this project was substantial IT infrastructure problems. Updating the infrastructure was key in supporting their mission critical applications including SAP.

The organization was looking to address their most impactful issue with American Digital, which was the unacceptable amount of downtime, which caused business interruptions that reflected poorly on the IT organization. Coupled with the reliability issue, the complex and disparate legacy environment made it impossible to complete a successful disaster recovery (DR) test. Without a successful test, the company faced compliance and audit problems that were a red flag for management. Beyond the reliability and system integrity issues, the legacy environment could not provide the level of performance necessary to support this rapidly growing organization.

Given the broad scope and substantial impact this project would have on the organization, they decided it would be most effective to develop the plan with their strategic IT partner, American Digital. The starting point was a complete and

thorough business review with their internal staff. This input identified necessary functionality for the new solution and also detailed existing issues in the current IT infrastructure. A key reason for selecting American Digital was its commitment to investing time and expertise into this phase of the project to ensure a successful outcome.

The organization needed a partner that would be intimately involved and develop a true partnership, not a technology sales relationship.

THE RESULTS

Initially, the organization faced two very distinct IT challenges and American Digital possessed the expertise to fix the current IT infrastructure problems, in addition to building a "future state" for IT infrastructure. Since their partnership began with American Digital, the organization has experienced zero production outages. American Digital delivered results that were driven by the specific and critical organization's needs, including multiple successful DR tests, no meaningful downtime in three years, met or exceeded all SLAs, cost surprises are very rare and infrastructure is now ready for a full roll-out of SAP HANA. Most importantly, **American Digital has proven to be the true partner that the company wanted**. The strong relationship is enhanced by meeting the customer's needs every day.

THE PARTNERSHIP

The organization has been exceedingly pleased by the results of its partnership with American Digital. The combination of resources and skills needed by the organization demanded a relationship with a true partner, not a vendor. The organization's partner would also need to work with its strategic vendors in an efficient and productive manner. To this day, American Digital provides this next-level partnership and accountability.

American Digital proved its commitment to the organization with the substantial resources invested during the assessment phase and took the extra step of ensuring that executive management would be part of the process to foster IT and business alignment. American Digital's ability

to meet both demands was an additional reason why the organization chose to partner with them.

American Digital brought the technical expertise and skills necessary to implement the project. Comparting IT solution partners, no other provider had the level of expertise with SAP as American Digital. More importantly, **American Digital invested in the organization's success with its own resources and staff, resulting in an extremely successful project that has positioned the organization to succeed and grow its business.**

"American Digital is available to our team 24/7, and their level of competency and professionalism are valuable to any organization. Their attention to detail and ability to proactively remedy situations before they happen is unique. They pitched a solution based on our current environment. Where we were on day one and where we would be post SAP HANA upgrade. They delivered on every promise."
–The Organization's Spokesperson

ABOUT AMERICAN DIGITAL

American Digital is a leading expert in digital transformation and has helped clients define and deploy technologies to support their mission-critical applications for more than 35 years. We embrace technology advancements and dedicate ourselves to providing expert SAP-focused consulting services that guide clients toward the ideal solution to meet their individual business needs. As more and more organizations look to shift their CapEx to OPEX and view IT as an operating expense, they call on us to better understand the many different options they have at their disposal. From hosted to hybrid or consumption-based solutions, American Digital guides clients toward the optimum solution and, through our managed services, are fortunate to also partner with those clients for the long haul.

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