

adidas-Salomon AG

SAP® Apparel and Footwear

# Top-class performance with Compaq Tru64 UNIX



*Anna Kournikova*

“About three years ago, we decided to partner with Compaq for our future IT needs. Compaq AlphaServers™ are best equipped to support a challenging, fast-evolving IT landscape at adidas-Salomon AG.”

Dr. Günter Bugert, Manager International Development Services, Information Technology Services, adidas-Salomon AG

#### Benefits at a glance

- > Top-class performance and throughput
- > High availability for business-critical applications
- > Robust, fault-tolerant design
- > Excellent scalability

“Compaq AlphaServers deliver the bullish power and reliability we need. Particularly when it comes to business-critical applications such as SAP Apparel and Footwear, the high degree of robustness and fault-tolerance built into AlphaServers was a key factor in our decision.”

Dr. Günter Bugert

### Success in the making

Adi Dassler was clearly destined for great things. On completion of a baker's apprenticeship, he decided to try his hand at something new. His vision was to make the best sports shoes in the world. Few could have imagined the enormous success that awaited Dassler over the coming decades. The adidas brand evolved into one of the best-known sports accessories companies in the world.

In 1920, Dassler started making sports shoes in Herzogenaurach, a small town in the heart of Germany and still home to the company's headquarters. Constant improvement was, in Dassler's view, the key to success. And so he kept churning new inventions out of his idea factory. One of his most renowned breakthroughs was screw-in studs

for football boots. These new boots propelled the national German football team to its first World Cup victory in 1954.

The increasing popularity of Dassler's sports shoes and boots among celebrity sportspeople such as Haile Gebrselassie and Dick Fosbury fuelled a steady pace of growth. In December 1997, adidas AG acquired the Salomon Group with the well-known brands Salomon, Taylor Made, Mavic and Bonfire, and changed its name to adidas-Salomon AG. With an annual global turnover of 5.3 billion euros and a payroll of 13,000, adidas-Salomon is the second-largest sports accessories company in the world.

### Challenging transition

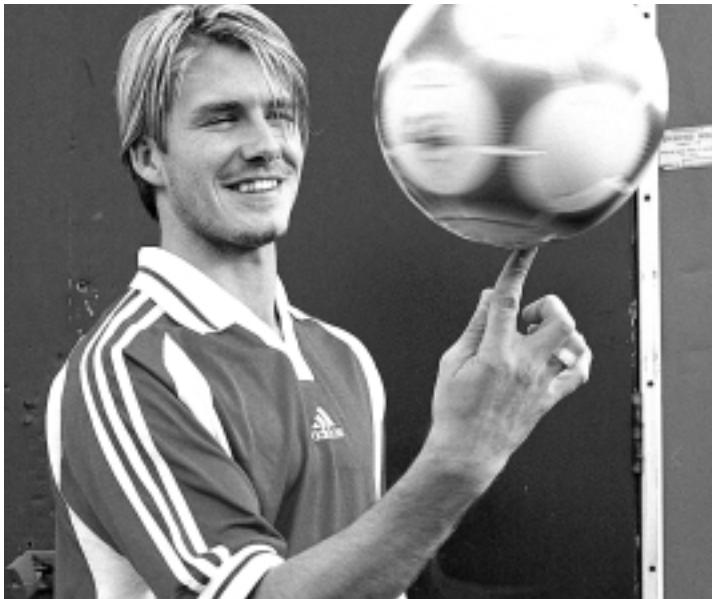
adidas was challenged to put a robust, scalable infrastructure in place to support the rapid pace of expansion – growth in 1997 alone was in the two-digit region. A high degree of flexibility was required to combine global expansion and standardized business processes with the need for mass customization on regional markets. A uniform view of enterprise-wide business data was essential to streamline operations. Equally importantly, adidas wanted to replace its fragmented solution landscape with a standardized, powerful enterprise infrastructure.

adidas was looking for a solution that was “fit for the future”. Back in 1997, Year 2000 readiness and EURO compatibility were key issues. adidas decided that SAP Apparel and Footwear (SAP AFS) on a Compaq AlphaServer 8400 platform provided the most robust, comprehensive support for its current and future needs.



“One of the key success factors in the project was the close collaboration between Compaq and SAP. It enabled us to roll out the largest SAP AFS deployment worldwide with confidence. Excellent service and support has positioned Compaq as the hardware partner of choice for adidas.”

Dr. Günter Bugert



David Beckham

### Powering SAP AFS

SAP Apparel and Footwear belongs to mySAP Consumer Products and is an integrated and comprehensive solution developed by SAP and industry leaders to address the particular needs of the apparel and footwear industry. It puts apparel and footwear companies in complete control of their supply chain, from procuring raw materials to delivering finished styles. Global sourcing, in-house/private label and offshore manufacturing, subcontracting and direct shipment processes are integrated so that global manufacturing strategies as well as global procurement and distribution strategies can be implemented and a consistent quality be ensured.

SAP AFS gave adidas the functionality it needed to effectively manage inventory worldwide and accelerate fulfillment. Looking to the future, it also provided adidas with a flexible framework to gradually implement e-business, Customer Relationship Management and Data Warehousing.

“To ensure return on our investment in SAP solutions, we needed a hardware platform that could ensure uninterrupted operation of our business-critical applications,” explains Bugert. “We were confident that Compaq AlphaServers were the best fit. In particular, we were impressed with the high degree of fault tolerance built into the AlphaServer machines.”

### Advanced tuning for best-in-class performance

The new solution was gradually rolled out across the local companies and subsidiaries. By the end of 2000, Hongkong, Australia, Austria, England, Ireland and Spain had connected to the central SAP instance with SAP AFS. Portugal, Switzerland and the Benelux countries are due to follow suit in 2001. The central SAP instance is managed and supported by EDS in Rüsselsheim. Some 27 Compaq AlphaServers are currently installed in the data center.

In addition to defining standardized, enterprise-wide processes, the central SAP instance supports local operating and production requirements. For maximum flexibility, separate server clusters have been formed for Asia, Australia and Europe. Each of these clusters comprises development servers, test servers, productive servers and backup servers for added fault tolerance. As Bugert explains, the ability to consolidate resources and know-how at the data center has enabled considerable cost savings and efficiencies.

### Solution overview

#### Hardware

- > **Servers**  
LAN currently comprising 27 AlphaServer 8400 in EDS worldwide Data Center in Rüsselsheim, e.g. Alpha™ 8400 (GS140), 10 x CPU EV67 700, 12 GB RAM and Alpha 8400 (GS140), 6 x CPU EV56 600, 6 GB RAM

#### Software

- > **Operating system:** Compaq Tru64™ UNIX®
- > **Database:** Oracle® 8.0
- > **SAP 3.1I and AFS 1.0D** currently implemented in following offices and regions:

#### Hongkong

Financial Accounting, Controlling

#### Australia

Financial Accounting, Controlling, Sales & Distribution, Materials Management, Production Planning and Control, Warehouse Management

#### Great Britain/Ireland, Spain, Germany/Austria

Financial Accounting, Controlling, Sales & Distribution, Materials Management

### Pioneering project

adidas is one of the first companies worldwide to deploy SAP AFS. With 1,200 users – set ultimately to rise to 2,000 users – it is also the largest AFS installation. In the absence of industry experience and performance benchmarks, sizing was a particularly challenging issue. Scalability and flexibility were essential on the hardware side, particularly to smoothly increase throughput and performance capabilities as new locations were connected to the central instance.

As Bugert explains, “We were able to meet these challenges and fine-tune performance by bringing all partners to the table and working closely to define our sizing needs.” The joint Compaq/SAP/adidas team analyzed all system components (adidas’ proprietary components included) on the hardware and software side to identify and avoid potential bottlenecks. “The flexibility and scalability of Compaq AlphaServers proved invaluable when it came to right-sizing the system. We fine-tuned memory, buffer and detailed configuration settings to ensure optimum transaction capabilities.” Bugert is also enthusiastic about the manageability of the AlphaServer systems. Thanks to flexible partitioning, adidas could easily redistribute data and software in the SAP system to better balance computing load and further enhance performance.

### Successful collaboration

The sizing project brought together some 25 specialists over a two-month period. The results of this collaboration were highly successful. “Not only does the system give us the scalability, performance and uptime we need to run our business-critical applications successfully. More importantly, Compaq AlphaServers give us invaluable headroom to grow our business at speed.”

For more information visit [www.compaq.com/partners/sap](http://www.compaq.com/partners/sap)

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