

Global chemical company secures operations with fully supported hardware platform

CONSOLIDATION ■
 DATABASE ■
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COMPANY: LUCITE INTERNATIONAL
INDUSTRY: MANUFACTURING
FOUNDED: 1930's
EMPLOYEES: 2,000 WORLDWIDE

CHALLENGE

The European division of Lucite International had an enterprise resource planning (ERP) system and hardware platform that was quickly reaching the end of its life cycle. Unless the company found a new robust solution it risked losing supplier support and potentially faced long periods of downtime.

SOLUTION

Lucite International worked with Dell™ to install a leading-edge hardware platform to underpin the chosen upgrade option. This consists of Dell™ PowerEdge™ servers and a Dell | EMC storage area network (SAN). This solution is fully supported by Dell services for the next five years.

BENEFITS

- Responsive Dell consultants delivered a detailed proposal quickly, minimising delays
- Rapid and efficient implementation completed, despite change in specifications, and before previous support was withdrawn
- Fully supported infrastructure ensures assistance can be there within four hours

Manufacturers worldwide have become heavily reliant on business management software to support their systems. They need to ensure that they have the most suitable technology and the support of a reliable and responsive supplier to help them achieve maximum uptime.

Lucite International's European division operates from six manufacturing sites in the UK, France, and Holland. Its range of acrylic-based products includes brand names such as Perspex® and Lucite®, which are used in a variety of applications such as corporate identity including point of sale applications and signage through to bathroom solutions, automotive, architectural coatings and medical markets.

Geraint Ladds, business applications group team leader, Lucite International Europe, says: "IT supports our services, and is essential for the running of our business. Yet our existing system was nearly six years old. Both our software and hardware solutions were reaching the end of the line, and suppliers were withdrawing their support. We needed to find an up-to-date enterprise resource planning (ERP) system and infrastructure to manage our six manufacturing sites."

Lucite International Europe wanted to find a robust solution fast. It couldn't risk its systems breaking down and suppliers not being able to get them up and running quickly. Ladds says: "Our main goal for this project was to have a fully supported IT system. We did not want our system to go down and the manufacturer to say it might take a couple of days or even weeks to fix."

Lucite International Europe sent out a hardware tender request to the top three industry suppliers. It explained the need to upgrade its ERP solution and install a new IT platform.

High-standard of service helps build confidence in new solution

The IT team at Lucite International Europe used a sizing tool to inform prospective suppliers what they required. Ladds says: "Dell stood out, not only because of its products, but because its consultants were





HOW IT WORKS

Hardware:

- Dell™ PowerEdge™ 1950 servers
- Dell™ PowerEdge™ 2950 servers
- Dell | EMC CX 300 storage area network (SAN)

Software:

- ERP system
- Microsoft SQL Server 2005
- Windows Server® 2003

Services:

- Infrastructure consultancy services
- Gold enterprise support
- Dell Financial Services

“The Dell products are a lot more reliable than the previous system even at the same age in lifespan.”

– **Geraint Ladds**, business applications group team leader,
Lucite International Europe

good at coming back to us whenever we asked a question. The competition's feedback was a lot slower.”

Before the company chose Dell, it spoke to some of the solution provider's existing customers. Ladds explains: “We were about to move to a completely new platform that would support the majority of our commercial activities. Whether we discussed solutions with companies of our size, or companies in the same market as us, everything we learnt was positive and supported our faith in Dell.”

Rapid, efficient implementation a success

Even though Lucite International Europe had to change its solution's specifications, Dell™ was able to implement it within the agreed timeframe – and before existing suppliers withdrew their support. Ladds says: “Although there were challenges along the way, the implementation was a smooth process, Dell handled it very well.”

A separate support partner managed the ERP migration, and Dell managed the hardware installation, configuring the Dell™ PowerEdge™ servers with the Windows Server® 2003 operating system. The company also has Dell™ gold enterprise support and five-year hardware maintenance included.

Solution improves performance, and provides better support

The company has 13 Dell™ PowerEdge™ 1950 and 2950 servers running its ERP system. Both server models feature dual-core Intel® Xeon® processors and deliver high performance, helping support

nearly 200 concurrent users. The Dell™ PowerEdge™ servers are linked to the Dell | EMC CX300 SAN – a scalable, storage solution that gives Lucite International Europe improved manageability of its information across its six manufacturing sites.

For extra reliability, the Dell | EMC CX300 SAN is linked to the Dell™ PowerVault™ ML6000 tape library. This provides a back-up solution for its business-critical data. Designed to run with all Dell | EMC storage systems it will effectively support Lucite International Europe's long-term archiving needs.

Partnership with industry leaders an added advantage

Lucite International Europe views Dell's partnership with market leaders EMC as a real advantage. The company had two occasions in three years where issues with its previous system caused problems. Now the company is confident that the new system will have maximum uptime, and support is there, when required, within four hours.

Ladds says: “The hardware support is great, we've used it twice, and the engineers have been embarrassingly quick compared to our previous supplier. What's more, the Dell products are a lot more reliable than the previous system even at the same age in lifespan.”

“What we were after was a system that was supported for the next five years and that's what we've got, and we're very satisfied.”

Dell services help project succeed

In just three months Dell Financial Services (DFS) together with Lucite International Europe put together a five-year lease agreement that covered all aspects of the solution – software licensing, hardware, and services. The lease is paid in quarterly instalments and ensures that Lucite International Europe can achieve what it needs to, regardless of budget constrictions. DFS is flexible and can adapt as the solution's needs change. What's more it enables Lucite International Europe to receive the latest Dell technology as it becomes available.

Microsoft

DELL

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For more case studies on companies that have implemented Dell enterprise solutions visit www.dell.com/casestudies