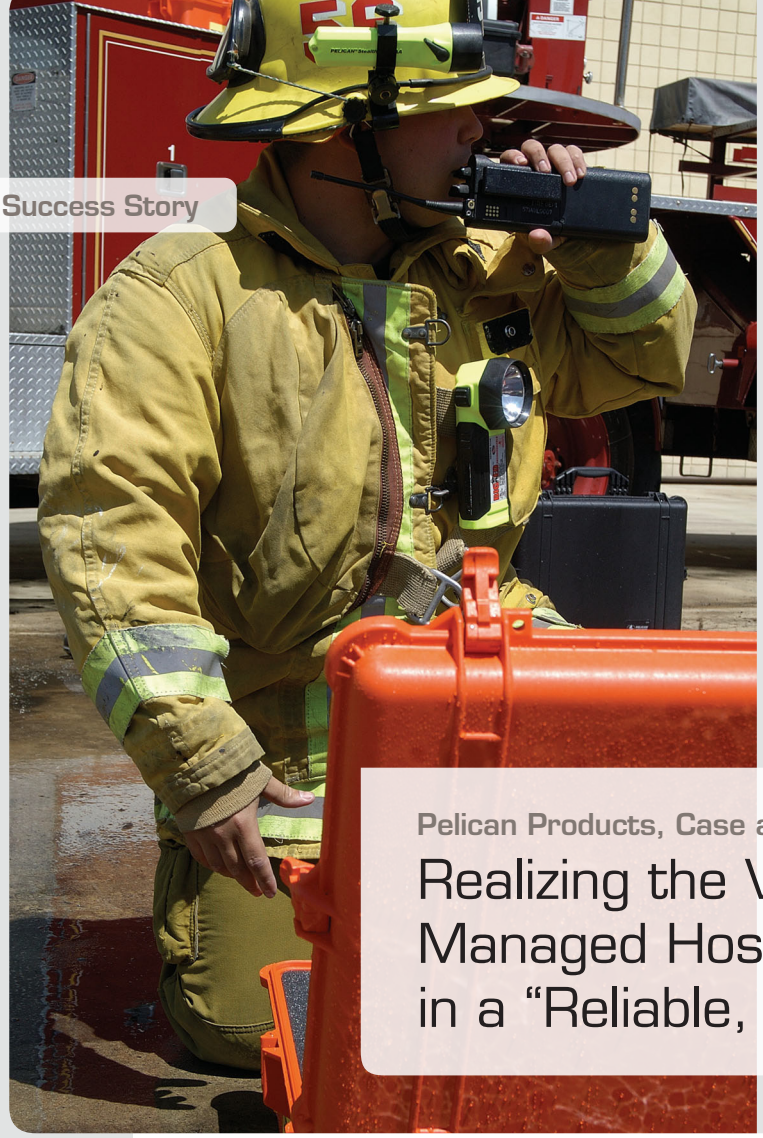
Success Story



Pelican Products, Case and Lighting Solutions, Torrance, California

Realizing the Value of Full SAP Managed Hosting — Delivered Globally in a "Reliable, Single Instance"

» Throughout the process, we discovered that itelligence has core SAP expertise and offers both technical knowledge and a landscape perspective. itelligence asked the right questions, had the right answers and the broader vision that Pelican was looking for to grow their SAP installation. This was exactly the type of relationship we wanted. «

– Jeff Cushing, vice president of Information Technology, Pelican Products

Creating a "Single Instance" of SAP Hosting

In 2008, Pelican successfully implemented SAP® ERP — including modules for financials, sales and distribution, human capital management, and global trade and procurement — as well as the SAP NetWeaver Business Warehouse component and many additional SAP products. As a result, the company was able to consolidate operations among its expanding number of facilities and achieve a number of other business objectives. However, Pelican's IT business decision makers knew that reliably supporting and hosting their new, global SAP system required expert facilities and resources. This challenge would only increase as Pelican's business success was rapidly expanding the company's footprint, which now includes 12 countries, 22 offices and five manufacturing facilities.

Jeff Cushing, vice president of Information Technology, joined Pelican at the end of the SAP implementation project and immediately faced the challenge of helping the company make the best global hosting decision. According to Cushing, the decision to outsource the hosting work to a specialist was motivated by the company's small IT staff and other challenges related to multi-faceted environmental and industrial concerns. "In addition to being in an earthquake zone, our facility in Torrance is in an older area with 50+-year-old infrastructure on a single industrial grid," says Cushing. "As a result, power was not reliable and blackouts were occurring too frequently. We wanted a reliable, single instance of SAP to support Pelican's world-wide operations."

itelligence

Pelican Products, Case and Lighting Solutions, Torrance, California

Pelican Products is the leading global designer and manufacturer of both high-performance case solutions and advanced portable lighting systems. The company's products, which are built to last a lifetime, are used by professionals in the most demanding markets, including firefighters, police, defense / military, aerospace, entertainment, industrial and consumer. Since 2008, Pelican has been executing an aggressive growth strategy highlighted with international expansion and acquisitions, as well as record sales and revenue achievements. This strategy has resulted in new sales offices and manufacturing facilities across the globe, the creation of Pelican Australia, and the launch of the Advanced Area Lighting Group. In addition, Pelican experienced exponential growth following the purchase of its nearest case competitor, Hardigg Industries, which nearly doubled the company's size overnight and made Pelican the largest manufacturer of equipment protection cases in the world.

Name:
Pelican Products

Headquarters:
Torrance, California

Locations:
12 countries and 22 offices; five manufacturing locations

Products / Services:
High-performance case solutions and advanced portable lighting systems

Employees:
1,300+

Web site:
www.Pelican.com

Pelican Selects itelligence

As Pelican began talking to vendors about the hosting project, the company initially looked at five companies they had worked with in the past, including their SAP implementation partner and other SAP hosting specialty companies and large telcos. During this time, Pelican started talking to itelligence about SAP support and learned that itelligence not only offers full SAP managed hosting but is one of only a few SAP Global Hosting Partners around the world. According to Cushing, the decision of selecting the right hosting provider was mainly a question of selecting the right organization for Pelican to partner with going forward.

Rolling Out Success with Zero Customer Impact

Once Pelican's hosting contract with itelligence was signed, the companies began mapping out an aggressive, six-month schedule to migrate the data center operations from Torrance to itelligence's data center in Cincinnati. Applications were tested in Torrance before the successful Go-Live occurred in mid-January 2012. According to Cushing, the project went as planned and gave everyone confidence as additional roll-outs were completed at facilities in Massachusetts and Canada. Roll-outs will take place in the EU later this year, before extending the project to Australia in 2013.

"While the size of the migration was concerning initially, things went very well," said Cushing. "Thanks to itelligence and the Pelican team, this has been a very seamless process with zero customer impact, which was an absolute necessity from day one."

Since this time, in July 2012, itelligence opened a state-of-the-art, 16,000-square foot data center adjoining the company's new 70,000 square-foot headquarters in Blue Ash, Ohio. Both facilities opened in July 2012. itelligence's data center, which was designed according to the Uptime Institute's Tier IV definition, provides complete redundancy throughout all the infrastructure components and features the highest levels of security, redundancy, efficiency and communication options.

The facility's construction was an essential consideration in Pelican's due diligence process, which included discussions with the company's board of directors. Cushing said, "When we signed with itelligence in 2011, it was contingent on them building a new data center. We expressed the clear desire for a professional-grade data center with disaster recovery capabilities and industry-standard back-up power. itelligence shared their designs with us and were very receptive to our suggestions for improvements."

Cushing and David Oden, Pelican's manager of infrastructure, were among a few Pelican employees who toured the new facility in late-July. Cushing said, "The new data center exceeded our expectations and reinforced the fact that itelligence is serious about SAP hosting. The overall data center is well designed with future growth in mind and redundancy for all major systems. The cooling systems, in particular, are very efficient, innovative and environmentally friendly."

Pelican Shines Light on a World-Class Approach to Success

The Pelican team continues to lean on itelligence for SAP knowledge and has experienced a real impact in their day-to-day ability to focus on core business needs. According to Oden, "Ninety percent of my job before the data center migration to itelligence was SAP. It's now between 40-to-50 percent." He added that, while the other benefits are not always as easy to measure, they can be even more transparent and valuable. "With itelligence, we always know that our challenges and problems are theirs as well; you don't always get that level of ownership from vendors."

Cushing added, "While I have a strong IT staff, I want them to focus more on serving their internal users, not just on infrastructure. Hosting with itelligence enables us to concentrate on getting more value from our SAP investment, and leave the core infrastructure to itelligence."

Looking back on the company's decisions on whether to outsource SAP hosting and invest capital in building a new data center, Cushing can offer a wealth of advice to businesses facing the same scenarios — whether they have a small IT staff or a large, sophisticated IT organization. "Building your own data center is an expensive proposition and there are many viable alternatives. Even if we had built a new data center, we still wouldn't have had staff augmentation with SAP expertise." He concluded, "Our SAP systems are now hosted at itelligence's world-class data center and we can direct our capital investments to other areas of the business."