



IBM – the power behind SAPPHIRE’01.

Comprising SAPPHIRE’01, SAP TechEd’01 and SAPPHIRE’01 Online, SAPPHIRE is SAP’s annual conference and exhibition in Asia Pacific. Held over three days, delegates attend the Brisbane Conference and Exhibition Centre for more than one hundred presentations, demonstrations, and industry-specific sessions developed by SAP, SAP customers, partners, and industry analysts.

Delegates have the opportunity to talk to some of the best minds in e-business; experts in Supply Chain Management (SCM), Customer Relationship Management (CRM), Business Exchanges and Enterprise Portals. In addition, they hear SAP executives present their vision and strategies for 2002 and beyond.

Held simultaneously, SAP TechEd’01 addresses the needs of the SAP technical community, allowing delegates to participate in hands-on tutorials and talk to SAP subject matter experts. Over three days, this unique forum gives customers and partners an insight into the architecture and key elements of mySAP.com.

“SAPPHIRE’01 demonstrates how IBM and SAP, partnering together, can produce end-to-end solutions for their customers”.

*Chris Bennett, CEO, SAP,
Australia/New Zealand*

As well as attendees to the event, thousands of ‘virtual’ visitors worldwide visit SAPPHIRE’01 Online. The virtual visitors have the opportunity to view live web casts of interviews and keynote speaker presentations, and they are able to hold on-line discussions with e-business strategy experts.

The challenge

It takes a wide range of skills to put an event like SAPPHIRE’01 together. SAP needed a partner with the capability to create the complex infrastructure necessary to demonstrate SAP’s applications and capabilities on a scalable, flexible, reliable and robust platform. IBM was the partner of choice.

To power all the SAP demonstration environments – including mySAP Financials, mySAP Human Resources, mySAP CRM, mySAP SCM, mySAP Enterprise Portals and mySAP Exchanges – seven separate networks were required to accommodate in excess of 200 users.

Industry	IT
Application	mySAP.com®
Software	Microsoft® Windows® NT
Hardware	xSeries Server

SAP SAPPHIRE’01



Over 6kms of fibre cable and 7kms of ethernet cabling were needed to run the network, including two redundant 2 Meg links and several ISDN lines. Six separate databases with multiple SAP software versions were also required to run various applications, making the environment even more complex.

Simply put, the infrastructure SAP required for SAPPHIRE'01 is much like a "clicks and mortar" business infrastructure, with both a physical and an online presence. The complexity of the infrastructure required could service a mid-size organisation and it had to be built under a very tight timeline.

The solution

To provide a total solution for SAPPHIRE'01, IBM needed over 200 A22 IBM ThinkPads, more than 50 flat panel TFT monitors, high-speed laser printers, NetVista workstations to monitor and manage the networks and, at the heart of the infrastructure, 16 IBM @server xSeries 350's.

Due to the size of the technical requirements for SAPPHIRE'01, IBM turned to Livingstone, Europe's largest supplier of IT rental equipment, to provide the ThinkPads and monitors. Livingstone previously teamed successfully with IBM in Europe for the CEBIT conference, one of the world's largest IT exhibitions and conferences.

The xSeries 350 is a high performance, Intel® processor-based enterprise server that provides speed and reliability in a sleek 4U design. "xSeries servers were chosen for SAPPHIRE because of their flexibility and scalability, but above all because of their well known reputation for reliability, which is absolutely crucial to the success of this event" Ahmed Fawzi, SAPPHIRE'01 Technical Manager.

The xSeries 350's main features include:

- High-speed performance
- 4-way power inside a compact 4U form factor
- Chipkill™ ECC memory for unmatched reliability
- Extreme manageability, perfect for comprehensive control
- Speed optimised Fibre storage – the right conduit for SAN solutions

Conclusion

"The infrastructure IBM has provided allows SAP to showcase their solutions to their live and virtual delegates in a reliable and responsive environment. SAP TechEd'01 delegates are also able to gain an insight into the architecture and technology underpinning the SAP e-business platform" Leighton Jenkins, SAPPHIRE'01 Project Manager.

The Strategic Alliance between IBM and SAP extends to three levels of partnership, providing a total solution for SAP implementations across: platform; database and middleware; business consulting and implementation services. As such, IBM was the obvious choice to partner with SAP on SAPPHIRE'01.



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This customer story is based on information provided by SAP SAPPHIRE'01 and illustrates how one organisation uses IBM products. Many factors may have contributed to the results and benefits described; IBM does not guarantee comparable results elsewhere.

