



# Go Utility for Consolidation!

Go Utility One enterprise with a diverse range of products empowers itself with the best means to consolidation and centralisation of computing resources.

## Unilever is a global leader

in the fast moving consumer goods industry. 150 million times a day, someone somewhere chooses a Unilever product. From feeding our families to keeping our homes clean and fresh, Unilever's brands are part of everyday life. They include much-loved favourites such as Lipton, Knorr, Dove, Omo, Sunsilk, Lux and Walls Ice Cream.

The IT infrastructure that supports systems that take orders from Unilever's customers and dispatches deliveries to retailers is crucial in ensuring that products are available everywhere, every day.

Ensuring this infrastructure runs efficiently, effectively with no disruptions across the vast geography that is Asia is an important undertaking: welcome to the world of Rod Hefford, Vice President—Information Technology, Greater China, North East Asia, South East Asia and Australasia,

Hefford has to ensure Unilever's IT on this side of the world is running at optimally, 24 by 7. He needs to ensure that his technologies can respond with speed and agility to a dynamic, fast growing business. This requirement is nothing out of the ordinary, senior IT leaders know this is a core business demand. Meeting this demand is something that is achievable using Utility Computing.

"We wanted as much flexibility as

## Customer ROI

### ENTER A UTILITY COMPUTING RELATIONSHIP WITH CAVU AND

- ▶ Transform fixed IT costs into variable costs
- ▶ Pay for what you use, so your IT budget is efficiently spent
- ▶ Easily manage short term spikes by turning utility on then off, CPU can dynamically allocate resources as low as 10% of processor capacity
- ▶ Access to latest IBM/Server technology without huge cashflow outlay
- ▶ Overcome obsolescence issues with new equipment every 2-4 years
- ▶ Power utility-Pay As You Use solution, exclusive only available from Cavu Corp Pte Ltd
- ▶ No longer need to pay for unused resources. (No wastage) This, alone, will reduce your operating expenses significantly
- ▶ Now your future IT spending is predictable

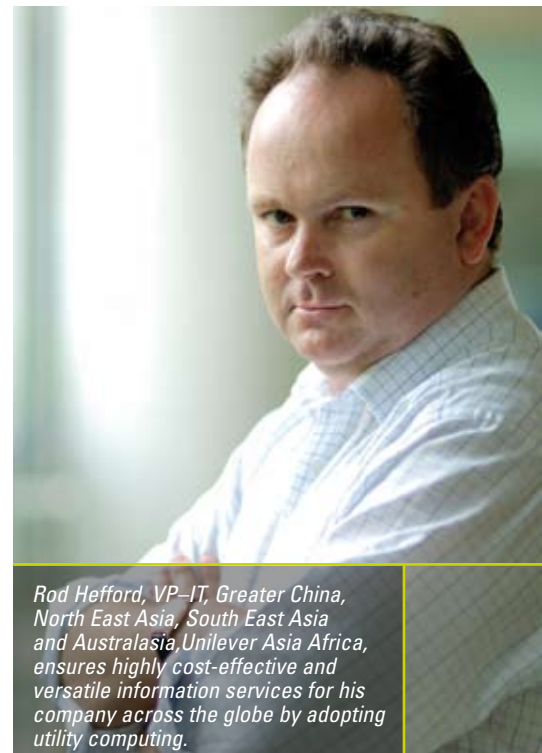
possible in delivering IT capability to Unilever in Asia. We needed to be able respond to business events both in terms of increasing and, if necessary, decreasing capacity, whether it be processing power or storage at a known, highly competitive, cost" replied Hefford when asked what prompted him to go with a Utility Computing. "The proposal, from Cavu, allows us to do just that"

Hefford's choice to go with Cavu Corp Pte. Ltd. a Singapore-based IT solutions provider, seems simple. He needed to increase capacity to cope with strong business growth

but wanted more flexibility and better value for money. During the evaluation period, only Cavu came with the option to go Utility. "There were only two options, really, at the time," says Hefford. "The traditional process of acquiring the machines, and setting up an ongoing operations and maintenance contract or go with a capacity on demand or utility based computing and subscription payment model."

## Easy Migration, Powerful Results

The search to come to the decision,



Rod Hefford, VP-IT, Greater China, North East Asia, South East Asia and Australasia, Unilever Asia Africa, ensures highly cost-effective and versatile information services for his company across the globe by adopting utility computing.

however, took time. Hefford and his team had looked for nine months for the solution to their IT demands, with Cavu coming in at two-thirds of the way into the process. Hefford tells us that, initially, he and his colleagues at Unilever did not understand just how beneficial the utility computing was going to be for them. But once he saw the numbers and the plan to execute, jointly developed by his own team and the team from Cavu, the migration from their old AS/400's to the new IBM iSeries enterprise servers was an easy decision.

The migration effort took about six months to complete, though that had less to do with technology than business cycles. "We had to work according to the business schedule," Hefford explains, "IT cannot impede business growth". "We needed to manage within peak selling periods, which vary from country to country, and other business critical events such as period end book closing".

The actual migration may have taken six months to complete, but the benefits that came from the model were almost instant. "These servers are used to run our ERP [enterprise resource planning] system across most of the business in my geography" says Hefford. "In Q1 [the first quarter of this year] we had very heavy customer demand in a key country — we simply responded by giving them more processing power to ensure order processing times were met"

### Centralisation & Consolidation

"Strategically, we wanted to consolidate all our ERP computing capacity in Singapore. This programme has been on-going for some time but we took the opportunity of the implementation of the Utility Computing model to finish the job and realize the remainder of the business benefits" says Hefford.

More strategic benefits are being gleaned by Hefford, who, because of the Cavu deal, can run the same number of 'virtual' machines across two physical servers, and yet have a system that is easier to manage. They have updated security and administration capabilities. In addition, disaster recovery capabilities now meet a very demanding set of business specified service levels – all a price lower than their original hardware.

In addition, the architecture of the new machines has improved processing times, in some cases by as much as 25%.

The relationship that Cavu has with Unilever this side of the world may be young, but the signs are pointing to a farther-reaching, long-term one. Hefford intends to see to the rolling out of the utility computing model to other parts of Unilever's infrastructure. "We will continue to consolidate and centralize," he says. "I'm positive about Cavu as a provider of technology as well as a business partner."

### POWER UTILITY—Pay As You Use

For more insights on how CAVU can help you meet your organisation's cost saving demands and strategic business objectives, send e-mail to [info@cavucorp.com.sg](mailto:info@cavucorp.com.sg) or just call us at +65 6303 6868.



## One Stop for Unlimited Growth

Cavu Corp Pte Ltd is a Singapore-based enterprise solutions provider devoted to empowering today's business leaders with the IT solutions they need to stay in control of their operational costs, extend their profit margins and maximize their business growth. As a one-stop total solution provider of leading-edge technologies from the full range of IBM enterprise solutions from the IBM System i, System p, System x as well as System Storage products, Cavu holds deep experience and delivers expertise in a broad range of industries and sectors, including banking and finance, manufacturing, health care and government and public services.

In partnership with its extensive network of application solution providers, Cavu offers organisations big and small, regardless of industry, business and sector, a full suite of solutions to help them meet their business objectives through the smart use of technology, including:-

**CAVU Utility Model**, which gives organisations the utility option to solutions and services, and thereby frees them from the shackles of huge capital investments in technology and the fear of holding onto obsolete equipment.

**Enterprise Server Maintenance**, a wide variety of service options that see to the guaranteed 24 by 7 operations of customer IT systems, and round-the-clock help desk and on-site service and support.

**Cavu Bridging Solutions**, including loans of systems and manpower expertise to see to the flawless and smooth execution of mammoth and complicated enterprise IT tasks, such as database migration or server and storage consolidation works, with zero disruption to business operations.

**Application and Platform Solutions** that help customer organisations make the most of their systems and software through seamless application integration and enhanced solution application customization.

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