"HOW CAN WE SECURELY SUPPORT OUR SUCCESSFUL BUSINESS GROWTH?" ASKED INDIAN RESTAURANTER AND SNACK MANUFACTURER.

IZO™ PRIVATE CONNECT OFFERED SAFE, EXCLUSIVE LINKS TO SCALABLE SERVERS IN THE AWS CLOUD.

"Our IT estate's ethos is evolving from being service-oriented to a powerful business-enabler, using all technologies at our disposal. Tata Communications plays a huge part in that transformation."

Tarun Vijh, General Manager IT, Haldiram's

CHALLENGE
Having chosen SAP S/4HANA to be the enterprise resource planning (ERP) platform for its Snacks Division, scalability and security would be vital to support rapid growth in Haldiram's business. Reliable connectivity and access would clearly be critical too.

SOLUTION
After investigating possible hosting scenarios, Haldiram's chose an AWS platform. Now production and warehouse sites access the ERP application through Tata Communications' IZO™ Private Connect, with MPLS-based links ensuring separation from the Internet.

RESULTS
Fast, direct connections ensure SAP S/4HANA response times are excellent, keeping users more secure and more productive. IT can focus on business-enabling projects, while Haldiram's can quickly scale up to keep pace with rapid expansion.

30-day project delivery

SAP S/4HANA experience like on-premise

Substantial CapEx avoided in moving to AWS

99.99% minimum uptime

TO MANAGE BUSINESS GROWTH, AWS CLOUD WAS CHOSEN FOR NEW ERP APPLICATION

"Cloud is the future, and, from a compute and storage perspective, it has unique advantages. But to realise those benefits you need top-notch access."

Tarun Vijh, General Manager IT, Haldiram's

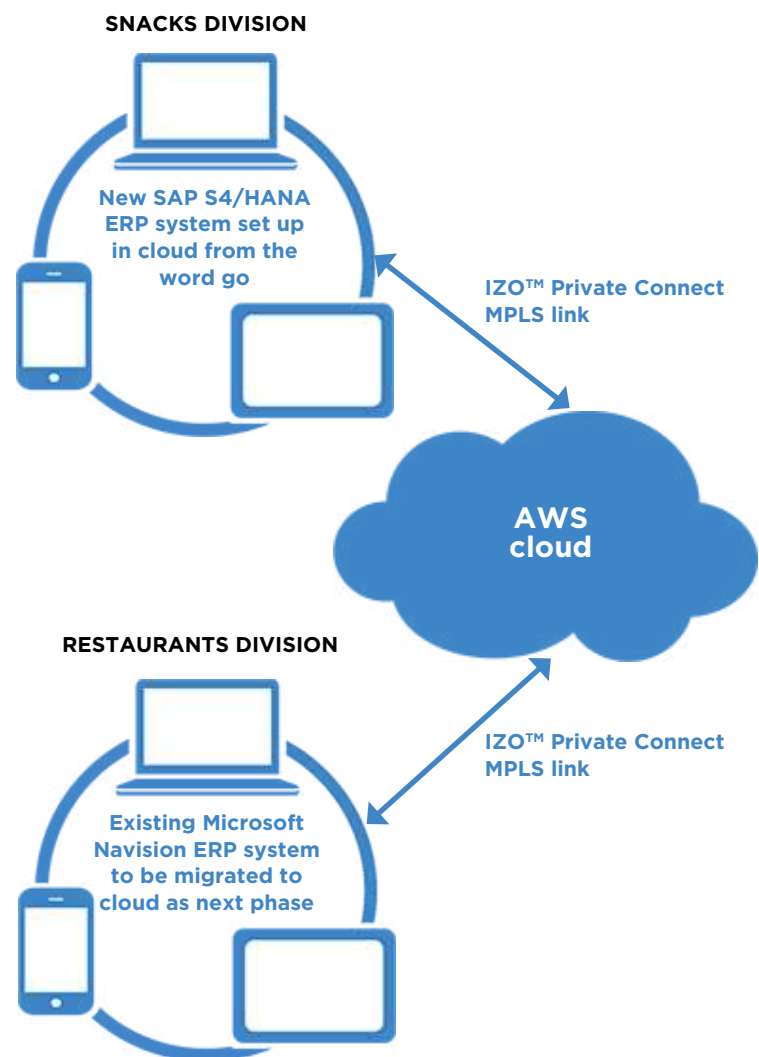## SCALABILITY AND SECURITY WERE HOSTING PRIORITIES

Pressure of accelerating growth

As India's largest manufacturer of snacks, sweets and beverages, Haldiram's is going from strength to strength. With recent annual growth of around 15%, the company is targeting new rural and export markets to sustain and increase that expansion to between 25 and 30%. Such mushrooming business makes IT infrastructure planning difficult. Having chosen SAP S/4HANA as a new enterprise resource planning (ERP) platform for its Snacks Division, Haldiram's decided to explore hosting options.

Quick, secure access to ERP and other apps

Scalability was the top priority, given the need to keep pace with the company's ambition. Running the SAP S/4HANA solution on-premise would have meant longer time-to-market, higher running costs and substantial CapEx. It was clear that access to the ERP application had to be fast and secure, even from regions poorly served by local telecoms providers.

Only the public cloud offered the level of scalability Haldiram's sought, which would also ultimately show benefit for existing on-premise software like digital retail applications and Microsoft Navision in use by the company's Restaurants Division. But that raised the question of how to securely connect users from 10 production plants and warehouses around the country while ensuring excellent application response times.

Haldiram's Group ERP architecture rationalisation

SNACKS DIVISION

New SAP S4/HANA ERP system set up in cloud from the word go

IZO™ Private Connect MPLS link

AWS cloud

RESTAURANTS DIVISION

Existing Microsoft Navision ERP system to be migrated to cloud as next phase

IZO™ Private Connect MPLS link

About Hadiram's

One of India's most popular brands, Haldiram's has been a household name since 1937. Still a family business, it produces over 400 products, including traditional namkeens and other savoury snacks, sold in retail outlets as well as online and through export to more than 80 countries. In addition, the company has 62 restaurants in India.

✓ Seeking untapped cloud-based technology opportunities

ORCHESTRATING A COMPLEX SUPPLY CHAIN THROUGH VALUE-ADDED IT SOLUTIONS

"IZO™ Private Connect is the most secure and stable solution for our business, and Tata Communications is clearly number one when it comes to quality."

Tarun Vijh, General Manager IT, Haldiram's

DIRECT LINKS TO AWS CLOUD WITH ERP SYSTEMS INTEGRATION

Superior connectivity to cloud

Haldiram's chose AWS as its public cloud provider. AWS won on several points: a more scalable service than the competition, more SAP S/4HANA use cases, and the most competitive pricing. But the company needed secure, high-speed connectivity from manufacturing plants and warehouses to the cloud. Intent on direct links into the AWS cloud from each location, leased lines' high cost immediately ruled them out. The company was already using Tata Communications Global VPN in its wide area network, so IZO™ Private Connect was chosen to carry the AWS traffic over exclusive MPLS-based links.

Enabling integration with exclusive access

Selecting IZO™ Private Connect resolved potential difficulties by using safe, high-speed MPLS-based links from a single, trusted partner. Keeping the business-critical SAP S/4HANA traffic away from the Internet in that manner assures optimum security.

Some production facilities create foodstuffs for both Snacks and Restaurants thus it's essential, for example, to combine their materials requirements planning. So, the S/4HANA and Navision platforms are integrated, with data exchanges between them taking place over IZO™ Private Connect.

SERVICE DELIVERY

IZO™ Private Connect was a key element in the project to install the new Haldiram's SAP S/4HANA application in the AWS cloud. Much of the configuration activity was undertaken remotely from the network operations centre (NOC) in Pune. A Tata Communications programme manager co-ordinated multiple on-the-ground teams, including firewall, connectivity and the AWS data centres. With that commitment, deployment took place in just 30 days from start to finish.

Ensuring smooth end-to-end implementation

Proven service delivery processes used throughout the project lifecycle offer a single point of contact for transparency at every stage. The Tata Communications programme manager took part in regular update calls with Haldiram's and other stakeholders to ensure smooth implementation, including transfer of ERP data from an in-house data centre to the AWS cloud.

✓ **Exclusive IZO™ Private Connect links keep AWS traffic free of the Internet**

IZO™ PRIVATE CONNECT AND AWS ASSURE AGILE IT MODEL TO RESPOND TO BUSINESS CHANGE

"We have an excellent relationship with Tata Communications and I'm very satisfied with the support they give us. Freed from routine tasks, our IT team is now providing solutions based on business requirements."

Tarun Vijh, General Manager IT, Haldiram's

Digital transformation as a true business enabler

With over 99.99% uptime and ultra-low latency assured by IZO™ Private Connect, SAP S/4HANA users are enjoying speedy response times and higher productivity. The start of a wider digital transformation process, tasks that don't add value like backups and hardware maintenance are being weeded out. Full disaster recovery (DR) afforded by the AWS and IZO™ Private Connect architecture is another huge advantage.

New project planning and execution times have typically been cut from three months to two weeks. It's possible to run proofs of concept more quickly and halt projects that don't meet expectations, so successful IT initiatives arrive faster. Adding new sites as the organisation grows is simple too.

Haldiram's is planning to migrate the Restaurants Division Microsoft Navision system into the cloud when a new version has been online-enabled. IZO™ Private Connect will naturally feature in the success of that project.

SERVICE MANAGEMENT

With testing complete, the solution was handed over to Tata Communications service management. Using CRM systems, talented people form a single point of contact during office hours. Supporting the IZO™ Private Connect solution, they also deal with other Tata Communications products and services, as well as tackling post-sales matters like billing. Interacting with all stakeholders in the Tata Communications value chain, they provide a total management perspective. Where necessary, issues are escalated to the 24/7 service assurance team.

Seamless CX assured

With many Haldiram's sites in remote areas, connectivity problems are not uncommon. If issues like latency or dropped packets become business-affecting, the service management team steps in. Dealing with the third-party service provider, they start a service improvement plan. Should this prove unsuccessful, Tata Communications seeks a more stable supplier, normally without increasing costs.

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