Karl Elmer Warendorf increases business performance thanks to HP NonStop

“By installing an HP NonStop system, we definitely made the right choice for our day-to-day business. This system is now a key element in our strategy for attracting more customers.”

Bernd Schnurawa, CIO,
Karl Elmer Warendorf
Fast delivery and availability of goods is a critical success factor in many market sectors today. Companies are looking to gain a competitive edge over their rivals and are under considerable pressure to accelerate their process cycles. IT systems can play a key role in meeting this need, as in the case of Karl Elmer Warendorf (Elmer), a large German wholesaler of heating systems and sanitary ware, in the SHK areas (sanitary, heating and air-conditioning systems). With its logistics system and its 45 sales branches, the Elmer group looks after more than 5,000 trade customers.

**Key priority**

Elmer competes head-on with several other distributors of similar goods. According to CIO Bernd Schnurawa, the key priority for the company is to achieve even greater standards of customer satisfaction. In this context, it recently took a major step forward by installing new server architecture.

“We wanted a server platform that would provide us with a combination of continuous availability and lower total cost of ownership (TCO), backed up by high-quality support from the supplier,” commented Bernd Schnurawa.

After an in-depth evaluation of the market, the choice was narrowed down to two companies: HP and IBM. Elmer chose HP because of its expertise in non-stop server technology and its use of UNIX, which would support a wide choice of applications. In place of its existing server platform, Elmer introduced a single HP NonStop S7606 server with six CPUs. HP assumed responsibility for platform migration and training, and is also providing ongoing support through its Business Continuity Services.

**Customer at a glance:**

Industry sector: Wholesale – in the SHK areas (sanitary, heating, air-conditioning systems)
Name: Karl Elmer Warendorf
Headquarters: Bönen, Germany
Founded: 1965
Telephone: +49 (0) 23 83 9 30 0
Number of employees: Approximately 1,000
Annual revenues: €200 million
URL: www.elmer.de
**Customer satisfaction**

With its HP NonStop server, Elmer has achieved a three- to four-fold increase in application performance. This means that process cycles are significantly faster, with the result that customer requirements can be met more quickly. In addition, the infrastructure is considerably more secure and more reliable than before, with enhanced disaster recovery capabilities.

By providing continuous availability at minimal cost in terms of management resources, the HP NonStop server is ideally suited to support 24x7 operations. In the case of the Elmer Group, HP NonStop Server, together with an HP ProLiant Windows 2003 server has become a platform for online ordering, which Bernd Schnurawa expects will contribute significantly to improved levels of customer satisfaction.

Looking ahead, the almost unlimited scalability of the ServerNet technology used in the server architecture means that further growth in Elmer’s business will be accommodated easily and quickly. In the near future, Elmer expects to introduce new applications in areas such as logistics and customer relationship management (CRM).

“By installing a HP NonStop system, we definitely made the right choice for our business. This system is now a key element in our strategy for attracting more customers,” concluded Bernd Schnurawa.

**Why HP?**

- Experience of non-stop server technology
- Focus on UNIX systems
- High-quality support
Challenge

- Respond to competitive pressure by accelerating process cycles.
- Enhance customer satisfaction by delivering goods more quickly and ensuring availability.
- Achieve a major improvement in the performance of IT systems.

Solution

- Replace existing server infrastructure with a single six-processor HP NonStop S7606 server.
- Engage HP to provide platform migration services and training.
- Support implementation with HP Business Continuity Services.

Results

- Application performance has undergone a three-to-four-fold increase.
- Process cycles are significantly faster, with the result that customer requirements can be met more quickly.
- 24x7 online ordering can be supported at minimal cost.
- Almost unlimited scalability will enable further growth to be accommodated easily and quickly.

Hardware

- HP NonStop S7606 server (Six CPUs)

Software

- In-house ERP system for managing goods
- Standard software from the firm DATA Service, for the specialist financial, human resources and payroll applications
- Logistics solution from Viastore

HP Services

- Platform migration
- Training
- Business Continuity Services

For more information on how working with HP can benefit you, please contact your local HP sales representative or reseller, or visit www.hp.com.