



IBM Customer Reference

Georg Jensen A/S

Synopsis:

Danish jewelry manufacturer and retailer relies on IBM Global Services – ebusiness Hosting Services, IBM eServer pSeries servers and IBM eServer xSeries servers to enable realtime, highly available, 24x7 operations

Location:

Copenhagen, Denmark

Industry:

Retail

Focus Area:

Enterprise Resource Planning

URL:

<http://www.georgjensen.com>

Customer Background:

Founded in Denmark in 1904, Georg Jensen is nearing its 100th anniversary. The company's product assortment began as unique and exclusive silver hollowware and jewelry and now includes a wide range of gold and silver jewelry, watches, cutlery, hollowware and design items for the home. With leading markets in Denmark, Japan, Taiwan, United Kingdom, Australia, Germany, Sweden and the US, the company has plans for further global expansion. Its pure, Scandinavian design style is favored by millions of people around the world and is often quoted as one of Denmark's most recognized brands. Georg Jensen currently employs 400 people, with more than 120 stores in 13 countries, and achieved 2003 revenue of US\$70 million.

Business Need:

Georg Jensen is part of the Royal Scandinavia Group and previously used the group's information technology (IT) services. Georg Jensen now needed to have its own independent IT operations, including its own enterprise resource planning (ERP) system. As the products are often unique, high-value, designed goods, logistics across the company's shops is business-critical. The company needed a new IT platform that would allow its shops to have a realtime view of all items available across all shops, in case a customer requested an item that was available only at another location. In doing so, the company hoped to increase sales and decrease stocks by having a updated system with full access to all availability of goods and logistics data. The company also wanted to plan for business growth. With global operations, it needed 24x7 operations to support stores in every time zone. It also needed to access additional capacity as its needs grew. And the company chose sought to outsource its IT services rather than staffing up for internal operations.

Solution:

Through IBM Business Partner Columbus IT Partner, Georg Jensen decided to outsource its IT environment to IBM Global Services - e-business Hosting Services. IBM will handle operations out of Copenhagen, Denmark, at the IBM Universal Server Farm and through the e-Shared Network Infrastructure (e-SNI). The solution will provide a very flexible and robust infrastructure with access to capacity and storage on demand, to grow as Georg Jensen expands to new shops

in Europe, the U.S. and Asia. Because Georg Jensen has aggressive growth plans based on both organic and inorganic growth, a variable price structure will help the company scale its ERP system to accommodate more users as needed.

IBM eServer pSeries servers and IBM eServer xSeries servers were chosen for their excellent performance record for Microsoft Business Solution systems, which ran the company's ERP applications. The xSeries servers were chosen to accommodate the company's expected rapid growth. The company will use two pSeries 615 servers, each running an Oracle database on an SSA disk system. Connected to the two pSeries servers are two Axapta Object Servers (AOS) working as application servers. An xSeries Exchange Server is also used with two xSeries File/Print servers and two xSeries batch servers for the Axapta application. All applications are presented on desktops through a Citrix farm consisting of four xSeries servers. Under the variable price arrangement, the company will be able to utilize more Citrix and AOS servers as needed.

Benefits of the Solution:

With the outsourced ERP solution in place, Georg Jensen expects to realize savings on its finished goods stock and to increase revenue through better product information and availability. The company also expects to save over the alternative of implementing internal operations, because the outsourced solution requires fewer personnel for maintenance. The new solution also frees internal IT personnel to concentrate on more strategic initiatives. And as a result of the new solution, Georg Jensen expects to see availability go up from 98.5 percent to over 99.5 percent.

Customer Quote:

"Partnering with IBM will allow Georg Jensen to get a competitive advantage in running an international retail network of more than 130 shops in realtime," --Hans-Kristian Hoejsgaard, president & CEO, Georg Jensen A/S