Hitachi Storage Solutions at Work

Barry Callebaut AG

INDUSTRY Manufacturing: Cocoa and Chocolate Products

SOLUTIONS Content Archive Platform

Hardware and Software Solution — Hitachi Content Archive Platform

“We are very pleased with our cooperation with Hitachi Data Systems. We have built a relationship of trust and we consider Hitachi Data Systems to be more of a strategic partner rather than a supplier. Together, we work on the future of Barry Callebaut as a global player. A reliable IT infrastructure is essential for this.”

Kris Vandaele
Corporate IT Manager
Barry Callebaut AG
Barry Callebaut AG Lowers Operational Expenses, Increases Availability and Flexibility with Hitachi Storage Solution

Barry Callebaut is world leader in the production of high quality cocoa and chocolate products — from the cocoa bean to the finished product on the store shelf. In the last couple of years, the company has expanded strongly. The IT infrastructure, however, has not evolved at the same pace. Part of the modernization of Barry Callebaut has been the search for a new archiving solution. Hitachi Data Systems answered the challenge with the Hitachi Content Archive Platform and became Barry Callebaut’s strategic IT partner.

With a presence in 26 countries, about 40 production facilities and about 7,000 employees, Zurich, Switzerland based Barry Callebaut achieved annual sales of more than CHF 4.8 billion (Euro 3.2 billion, USD 4.4 billion) for fiscal year 2007–2008. The company serves the entire food industry, from food manufacturers to professional users of chocolate (such as chocolatiers, pastry chefs or bakers), to global retailers. It also provides a comprehensive range of services in the fields of product development, processing, training and marketing.

Barry Callebaut was formed in 1996 from a merger of the Belgian company Callebaut and the French company Cacao Barry. Since then, the company has grown steadily, by an average of 10 percent every year, not counting acquisitions.

Data on about 26,600 suppliers, 42,300 customers, 290,700 invoices and 50,500 products is stored for the company’s myriad locations. It goes without saying that management, storage and processing of this critical data requires a reliable IT infrastructure.

IT Infrastructure Reached Its Limits

The global IT infrastructure of the Barry Callebaut group is managed from a central location in the Wieze, Belgium, plant. This plant doubles as the engine for the European data center, spread over two sites in Belgium: Nossegem and Machesen. The site in Machesen guarantees the daily operation and continuous availability of servers, mission critical data and applications. The site in Nossegem is on standby and ensures the business continuity of Barry Callebaut. In the last couple of years, as the company has expanded strongly, the IT infrastructure has not evolved at the same pace.

Corporate IT Manager at Barry Callebaut, Kris Vandaele explains, “Expansion in storage capacity happened in an ad hoc manner, and the infrastructure met all demands. You can say we’re from the MacGyver era: everything lean and mean. However, the quick expansion of Barry Callebaut has brought this infrastructure to its limits, and an upgrade of the infrastructure became very necessary. Next to that, the total cost to keep everything running became much too high.”

He continues, “On top of this, data and applications become more critical every day. If SAP fails in the European distribution center, in Aalst [Belgium], the pallets can no longer be processed automatically. Result: everything has to be done by hand; loading the trucks is delayed, which takes a lot of time. As a multinational, Barry Callebaut can’t allow such a delay.”

Transition from the Old to the New Solution: Only Three Months

Part of the modernization of Barry Callebaut has been the search for a new archiving solution. SAP was run on servers and in data centers from a different supplier, but the system itself had reached its capacity limits. Because of the strong expansion of Barry Callebaut, there was a need for an easily expandable solution (towards other applications).
When searching for a solution supplier, Barry Callebaut chose Hitachi Data Systems, and more specifically the Hitachi Content Archive Platform. Offering an excellent price/quality ratio, the Hitachi Content Archive Platform also uses better technology than the solutions proposed by other suppliers. Barry Callebaut installed two Content Archive Platforms, one at the Machelen site and one at the Nossegem site.

Implementation Results: Benefits Across the Board
Says Vandaele, “Installing such a solution was sort of a leap of faith for us. However, the transition from the old solution to the new one went extremely smoothly and only took three months. The Hitachi Content Archive Platform was even installed by the previous solution’s supplier, and it is being hosted by this same supplier. Because Content Archive Platform works with open systems, it is extremely easy to connect applications from other suppliers to it. Not many suppliers manage this feat. One year later, we still haven’t had any service or technological issues with Hitachi Content Archive Platform. This solution provides us with lower overall operational expenses, increased availability and more flexibility.”

Kris Vandaele
Corporate IT Manager
Barry Callebaut AG

Long Term Storage
Hitachi Content Archive Platform is a solution designed to store data for a long period of time. It is based on open standards, it is scalable and it guarantees easy access and retrieval of stored data. All types of content can be stored on this platform. Moreover, the storage capacity can be easily increased.

Every stored file is labeled with a file name and access control, determining if it may be deleted or overwritten. Belgian law determines how different kinds of data should be managed. For example, financial information in Belgium has to be stored for at least 10 years. The data part of the file name for every file ensures this. Within Hitachi Content Archive Platform, data cannot be modified, but the retention period can be extended at any moment.

At this point in time, the company still uses slow disks or tapes, depending on the criticality of the data. Because it is scalable, Content Archive Platform allows a quick switch to fast disks. Additionally, data tracing happens in real time. Barry Callebaut is able to find stored data as far back as 1998.

Data Security
Only those employees working with SAP have access to the stored data. The data has not been encrypted, because SAP is not accessible to outside parties, and access is restricted to VPM (virtual model access) only. Barry Callebaut is registered on the Swiss Stock Exchange, which means they do not have to be Sarbanes-Oxley compliant. Hitachi Content Archive Platform, however, is scalable, flexible and can be extended in a modular way, making it simple for Barry Callebaut to comply with new International Chamber of Shipping regulations.

Company Growth Ensured for Four Years
The archiving solution of Barry Callebaut is sufficient to follow the company’s growth for the next four years without requiring any additional acquisitions or other developments.
Corporate Headquarters 750 Central Expressway, Santa Clara, California 95050-2627    USA
Contact Information: + 1 408 970 1000   www.hds.com / info@hds.com

Asia Pacific and Americas 750 Central Expressway, Santa Clara, California 95050-2627    USA
Contact Information: + 1 408 970 1000   www.hds.com / info@hds.com

Europe Headquarters Selton Park, Stoke Poges, Buckinghamshire SL2 4HD United Kingdom
Contact Information: + 44 (0) 1753 618000   www.hds.com / info.emea@hds.com

Belgium Woluwedal 28, 1932 Sint-Stevens-Woluwe, Belgium
Contact Information: + 32 (2) 643 45 50   www.hds.com

Hitachi is a registered trademark of Hitachi, Ltd., in the United States and other countries. Hitachi Data Systems is a registered trademark and service mark of Hitachi, Ltd., in the United States and other countries.

All other trademarks, service marks and company names in this document or on this Web site are properties of their respective owners.

Notice: This document is for informational purposes only, and does not set forth any warranty, expressed or implied, concerning any equipment or service offered or to be offered by Hitachi Data Systems. This document describes some capabilities that are conditioned on a maintenance contract with Hitachi Data Systems being in effect, and that may be configuration dependent, and features that may not be currently available. Contact your local Hitachi Data Systems sales office for information on feature and product availability.

© Hitachi Data Systems Corporation 2009. All Rights Reserved. SS-179-B DG July 2009