

Johnsonville Sausage, Packaged Goods/Food Manufacturing,  
Sheboygan Falls, Wisconsin

## Johnsonville Upgrade to SAP™ HANA Provides Recipe for New Business Speeds

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– Johnsonville Business Intelligence Team Coach Paul Townsend

### Fast Platform Migration Required

As a long-time user and early adopter of SAP™ technologies, Johnsonville always looks for ways to increase the speed of its business, across all business functions and expanding geographies. With access to real-time data playing an increasingly critical role in all areas of business, Johnsonville jumped at the opportunity to implement the new SAP Demand Signal Management (DSiM), an application powered by the SAP HANA platform that enables companies to upload, enrich and analyze large amounts of data to better understand the supply chain and drive better success for Johnsonville and their customers. This vital information includes, for example, point of sales (POS) data from retailers and retail panel data from market research institutes.

However, before SAP performed the DSiM implementation, there were a couple of challenges to address. Johnsonville was not yet running HANA and needed to upgrade from MS SQL 2008. The project also required a data warehouse environment upgrade from SAP BW 7.31 to 7.4 SP6. While these upgrades were required for the SAP DSiM application, Johnsonville designed their footprint to allow the power of HANA to provide the capability to run SAP BusinessObjects and SAP BW reports at significantly faster speeds. SAP HANA was therefore positioned well to further enable business analytics, and help Johnsonville on their journey toward predictive & prescriptive analysis. It was therefore imperative to use the right experienced partner to reliably achieve a fast but thoroughly managed upgrade and system migration.

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Johnsonville was started as a family butcher shop by Ralph F. and Alice Stayer in 1945 in a small town of the same name in Wisconsin. The sausage made in the shop came from an old family recipe passed down from generation to generation. What started as a one-location shop has grown into an international company with 1,400 employees, and distribution to 30 countries, all while remaining privately owned.



**Name:**  
Johnsonville Sausage

**Headquarters:**  
Sheboygan Falls, Wisconsin

**Locations:**  
Illinois; Kansas; Wisconsin

**Products / Services:**  
Sausage/meat products

**Industry:**  
Packaged Goods/Food Manufacturing

**Employees:**  
1,400+

**Web site:**  
[www.johnsonville.com](http://www.johnsonville.com)

### Intelligence Selected, Work Begins

Similar to SAP, Johnsonville has enjoyed a long relationship with intelligence—including a business-critical implementation of SAP ERP and EDI in 2008—and knew that their partner could deliver the project to meet all objectives. Johnsonville Business Intelligence Team Coach Paul Townsend led the project and was responsible for making this decision with Johnsonville CIO Ron Gilson. Townsend said, “intelligence was an invaluable partner through the process, and Johnsonville took benefit from their leadership and methodical approach toward system upgrade/migration/optimization. Partnering with the intelligence data center team in Malaysia proved to give the necessary knowledge and horsepower to supplement the needed basis support enabling our successful upgrade.”

Because the SAP DSiM project could not start until the HANA and BW projects were completed, an aggressive schedule was put into place. intelligence quickly got to work and activated its global network capabilities through the close coordination of three teams with focused roles. Specifically, intelligence Germany was tasked with preparation and guidance, while intelligence Malaysia led the BW upgrade and HANA migration through its HANA Center of Excellence, and intelligence US handled the optimization work for BW on HANA.

### A Flawless Effort

To kick off the work, intelligence Germany led a BW on HANA Optimization Workshop designed to gather the necessary information from Johnsonville and effectively build a comprehensive but streamlined plan. intelligence then presented a roll-out strategy to Johnsonville and got to work. In total, more than 100 data cubes and 36 programs were optimized for HANA over the next two months. The migration to HANA Hardware along with data migration were closely architected to occur over one weekend, allowing for minimal downtime and impact to business reporting.

Over the course of the project, Johnsonville provided intelligence teams with substantial testing support. In the end, intelligence delivered the Development System four days early, enabling Johnsonville to get started on its DSiM project with SAP even sooner, and delivered the Production System on schedule. Townsend said, “intelligence was very impressive throughout this project and demonstrated their depth of expertise with BW and HANA. As a result of their great coordination with our team and across their global team, we experienced flawlessly executed migrations. With our established partnership, intelligence understands our business and we feel they work as an agent for Johnsonville, helping to ensure our best interest is at hand.”

### Continued Business Innovation

As a result of intelligence’s data migration work, Johnsonville’s data was compressed by a 3:1 ratio and initial overnight data reports ran 60 percent faster. This time is expected to increase further through additional optimization. In addition, more timely reports are now available to executives throughout the day to provide the right information to the right people when they need it.

intelligence’s end-to-end project management also enabled Gilson, Townsend and the rest of Johnsonville’s IT members to focus their attention on other current and forward-looking IT priorities to help drive business success. Through its HANA upgrade, Johnsonville has increased its ability to run new SAP programs designed specifically for HANA, thus furthering its continuous business innovation goals.

“In the end, intelligence helped us execute a very innovative project,” said Townsend. “We now have an important building block on our quest to improve speed to insight, and we also are more likely to do more analyses than before given the capabilities both HANA and other SAP programs will support. Thanks to HANA and intelligence, Johnsonville can enjoy nimble access to company performance, customer metrics and consumer behavior, further enabling the organization to drive competitive advantage, growth and profitability.”