

## Case Study: DKSH Holdings

### Critical Issue

DKSH must ensure efficient and speedy services for its customers and suppliers at its Corporate Shared Services Center Sdn Bhd (CSSC) in Kuala Lumpur, Malaysia. Providing those services requires the continuous availability of massive amounts of business data. In the event of data loss or corruption, CSSC must be able to perform a fast, easy recovery to resume operations. It was with these requirements in mind that DKSH began its search for an effective data protection and recovery solution.

### Business Challenge

To provide faster and more responsive service to its clients, DKSH created a multi-million dollar (USD) investment consolidated data center in Malaysia to centralize its worldwide IT driven processes and services. The Corporate Shared Services Center Sdn Bhd (CSSC) in Kuala Lumpur would set a new industry standard for market information access. The data center utilizes an SAP-based Enterprise Resource Planning (ERP) solution that serves DKSH business units which in turn cater to both local and multi-national business partners.

In addition to the significant business and customer benefits of the CSSC, the data center also created new challenges. Because so much critical data was now concentrated in one place, DKSH needed to ensure that it could protect against both data loss and system downtime.

"How do we value our data? It is essential to our survival. If the systems go down at our primary production site, all business units globally would not be able to perform transactions and the business stops. At DKSH, having a top quality disaster recovery capability is not negotiable," said Mr. MK Lee, DKSH CSSC Technical and Operations Manager.

### Solution

DKSH evaluated disaster recovery solutions of several vendors, and subsequently did a POC (Proof of Concept) of the preferred solution—Assure MIMIX DR for AIX from Precisely. The POC did confirm that Assure MIMIX DR for AIX was able to meet DKSH's DR requirements.

Assure MIMIX DR includes innovative continuous data protection, or CDP, technology. Unlike other backup and recovery technologies, CDP enables businesses to recover data from any point in time, easily and rapidly.

And because it works automatically in the background, Assure MIMIX DR does not require planned system downtime to perform backups. It was a perfect fit for DKSH's disaster recovery strategy.

### Client profile

#### DKSH Holdings

- The number one services group in Asia for sourcing, marketing, logistics and global distribution of goods—Market Expansion Services
- Distributes and markets products in luxury and lifestyle, consumer goods, food services, performance materials and healthcare
- Clients include Levi Strauss, AstraZeneca, Bayer, Bristol-Myers Squibb, Eli Lilly, GlaxoSmithKline, Merck, Novartis, Pfizer and Roche
- Established its Corporate Shared Services Center in Malaysia for the global processing of all of business transactions
- Requires continuous IT uptime to ensure efficient and speedy services for customers and suppliers

With the help of Assure MIMIX DR and a nearby hosted IBM facility, the CSSC data center has solid disaster recovery capabilities. In the event of unexpected outages such as power disruptions or communications line failures, or if DKSH experiences accidental or malicious data loss, it can rapidly recover and resume operations from a viable backup environment.

“From both IT and budgetary standpoints, Assure MIMIX DR for AIX is a cost effective solution that fits our requirements exactly for a Tier 5 disaster recovery backup,” said Mr. Lee. “This is one global Shared Services Center (CSSC) in the world to support our business operations. We need proven disaster recovery capabilities to protect our operations and to satisfy regulatory requirements.”

Two hundred CSSC staff support over 5,000 SAP Global Template users worldwide to ensure that business data is available 365 days a year. The servers located at CSSC provide data protection and backup for systems supporting Malaysia, Singapore, Indonesia, Philippines, Hong Kong, Taiwan, Thailand, European Union, Japan, Switzerland, Vietnam and China.

Disaster recovery drills and exercises are conducted regularly to ensure a smooth transmission in the event of a crisis. For instance, if a production system goes down, the disaster recovery facility will fail over to service all the subsidiaries connected to the production server. In addition, Assure MIMIX DR for AIX works nonstop to protect DKSH's data and enables IT staff to simply 'roll back' the environment to a point in time just before a problem occurred.

Because the amount of data that DKSH must process is growing at an exponential rate, the ability of Assure MIMIX DR to ensure information availability is critical to the success of the company.

“We need to stay ahead of the curve in an increasingly competitive environment —and Assure MIMIX DR for AIX gives us the confidence that we can do so without the risk of losing critical business data,” said Mr. Lee.

## Results

- Ensured the continuous protection and availability of critical business data.
- Eliminated the manual labor of data protection through automated backups.
- Ensured faster, easier recovery in the event of data loss or corruption.
- Minimized the downtime threats to business continuity and customer satisfaction.
- Satisfied regulatory requirements for data protection.

## Technology used

- Assure MIMIX DR for AIX
- IBM® Enterprise Storage “Shark” server
- IBM® DS4500 and DS4800 disk storage servers
- SAP® and Oracle® database

“Assure MIMIX DR for AIX is absolutely essential to our business continuity. It gives us the power to keep our critical data protected and available at all times, without the manual labor or downtime of traditional backup solutions.”

- Mr. MK Lee, DKSH CSSC Technical and Operations Manager