

# AWS and Cloud4C Expedites Production and Distribution for Dubai’s Poultry Leader

## Designing a Well - Architected AWS Infrastructure for Future Readiness of Dubai’s Poultry Major

The client is a poultry product distributor, serving families in the Kingdom of Saudi Arabia and the Middle East with premium processed chicken products. They live by quality; quality of the feed, processed chicken, packaging and distribution. Consistent and detailed testing at in-house labs, backed by advanced technologies needed the strength and speed of a cloud platform. Cloud4C was appointed for kick starting their cloud journey. As a premium SAP services provider and AWS expert, Cloud4C hosted SAP HANA on AWS and managed the infrastructure, enabling the client to improve quality of services and innovation.

### About the Client

~35 Million

premium chickens processed annually

1000+

Employees

~40

Years of Industry Expertise

The client is a leading manufacturer and distributor of wide range of quality chicken products in Dubai. They carry forward a heritage of ~40 years in producing well fed poultry, processing and disposable packaging of the products to retain premium quality. The organization has a vast distribution network, ensuring the products reach the end customer intact from manufacturing facilities in Oman, Kuwait, Saudi Arabia and North Africa. They are a technology pioneer, aiming to improve quality of services across.

### The Challenge

#### Infrastructure to Expedite Quality Testing and Production

The client believed technology is the way ahead for sustainable growth. SAP HANA had to be deployed on a well-functioning platform to not only begin their growth journey, but to scale up as needed. The products went through stringent quality testing before packaging. Cloud deployment of their ERP was critical in expediting the consistent quality checks of products. Besides, the quality of disposable packaging also needed to be monitored for end customer satisfaction.

#### Support for Infrastructure Management and Security

Tracking and monitoring the workforce data, vendor and payment data demanded new age technologies. Besides, safeguarding the customer data was of greatest importance as a negative impact could hamper relationships built over past 35+years. The client believed that cloud could change the game for them. They wanted the service provider to not only deploy SAP HANA on cloud, but manage it for security, performance and growth.

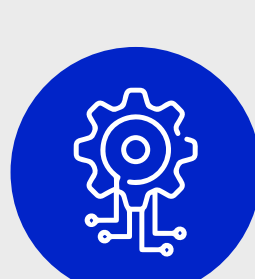
#### Streamline Distribution and Optimize Cost

Tracking and monitoring every task from packaging the products and dispatching them from the manufacturing facilities across was a tedious task. They had to manage multiple vendor data, including payments. Inventory management and manual intervention in processes were costing high. There had to be a control over the finance involved in each of these tasks. The client, experts in poultry production, needed a reliable cloud partner who could design an architecture suited for the company’s needs. Cost optimization was a significant factor.

### The Solution

As an advancing consulting partner for AWS and an expert in providing AWS services and SAP consulting, we assessed HANA for workload compatibility and cloud readiness. The client chose AWS for their cloud journey as the platform could pave the path ahead with futuristic support. Considering performance, cost optimization and security were major concerns, we opted for a multi-tier deployment. The well architected framework optimized TCO by 30% while DR, backed by AWS S3 delivered an availability of 99.99%. The client was able to accelerate production and streamline distribution efficiently on AWS.

#### Future Proofing Infrastructure Using AWS Multi - Tier Deployment



Cloud4C AWS experts chose multi-tier deployment for scalability, high availability, stable API performance, security and more. The tier-based deployment in EU (Ireland) region and Infrastructure as code delivered ease of managing the multiple facilities. Quality testing and management was efficient with SAP HANA on AWS, backed by native tools including Terraform, AWS CloudFormation and AWS Chef. The landscape was designed to adapt to changes quickly, without impacting the business.

#### Optimizing Cost with AWS Well – Architected Infrastructure and DR



Quality and cost optimization were of prime importance to the client. AWS cloud landscape, designed as per code-based structure optimized the cost by 30%. For further cost optimization, we hosted DR in the country with Amazon S3 for backup storage. Leveraging S3 and other AWS tools reduced overall cost significantly. The client saved more with licensing of EC2 instances as per Infrastructure as a Service offering (IaaS). In addition to cost optimization, data replication using HANA System Replication methodology and bi-annual drills fool-proofed the architecture from any disaster. Additionally, the solution adhering to RTO/RPO ensured high availability of 99.99%.

#### Growing Faster and Protected with AIOPS Managed Services



Cloud4C AWS managed services powered by AIOPS automated tasks for centralized monitoring. The resources no-longer had to verify the product data or vendor data. We managed SAP HANA deployed on AWS, for accuracy and precision. The multi-tier deployment, well-architected infrastructure and round the clock monitoring were key in safeguarding the landscape from external or internal threats. Our ISO 27001, ISO 27017 certifications and ITIL, ITSM as well as CoBITadherent frameworks fast-tracked the client’s cloud journey. Besides, AWS center of excellence and single SLA. The collaboration between our 25 Centers of Excellence (CoE) helped the client gain operational excellence and end customer delight.

### Key Accelerators

- AIOPS Driven Managed Services**  
 Intelligent managed services powered by AIOPS monitor the client system for accuracy in performance and security. A factory based approach ensured faster completion of the migration exercise and a Single SLA up to App layer promise from Cloud4C gave the quality and availability assurance the client always needed.
- SAP HANA Expertise**  
 SAP migration factory, SAP HANA deployment and management expertise backed by the experience of certified SAP experts.
- Cost Optimization with AWS Well – Architected Design and Native Tools**  
 The code-based design leveraging Terraform, AWS CloudFormation and AWS Chef reduces cost by up to 30% and ensure there are no additional cost incurred in the future.



### Results

30% reduction in TCO with AWS well-architected infrastructure

Enhanced production with multi-tier deployment

99.99% availability under single SLA

Improved business continuity with RTO/RPO

### Testimonial

Quality is at the center of production, processing, packaging and distribution for us. Expanding and growing our business needed intuitive cloud solutions. Even then, a one-stop solution would not have worked for us. Cloud4C could comprehend this well and their SAP expertise helped us in the deployment.