

# Migrating to SAP Suite on HANA on AWS

Fender Musical Instruments' Road to HANA \*with a detour for COVID



## Quick Fender Facts

- Founded in 1946 by Leo Fender
- Produces and sells electric guitars, acoustic guitars, bass guitars, ukuleles, amplifiers, effects units, accessories, and lifestyle products
- Global manufacturing, procurement, and distribution
- HQ in Arizona with operations in California, Mexico, the UK, Japan, Australia, and more
- SAP is utilized for finance, order to cash, supply chain, manufacturing, QM, BW, and more
- The IT team is lean but highly experienced

# SAP Upgrade/Migration Goals

## Key Goals

- Address the challenges and limitations of the current SAP landscape.
- Deliver significant benefits (performance, scalability, user experience, etc.)
- Support rapid growth of the business for many years to come.
- Minimal business disruption.

# The Decision – Suite on HANA or S/4 HANA?

## Key Factors

1. Addresses Key Goals
2. Risk/Complexity
3. Business Disruption
4. Cost/Benefit
5. Timeline, resources and competing needs
6. Project ownership - IT or Business Driven Project

# SAP Upgrade/Migration Summary

## Changes to the SAP landscape

1. SAP ECC (PRD) Version: From 6.0 EHP4 to 6.0 EHP8 on HANA
2. SAP BW (BIP) Version: From 7.02 to 7.5 on HANA
3. SAP Portal: All new component
4. SAP GUI for Windows: From 7.20 to 7.60
5. Operating System: From Solaris to SUSE Linux
6. Database: From Oracle 11.2 to HANA 2.0
7. File Management: From Local SAN to AWS FSX
8. Location: From hosted data center to AWS Cloud

# Benefits Delivered

- 1. Performance:** Transactional operations in PRD are slightly faster, but some long running jobs and reports are much faster, averaging 30% to 50% of previous runtimes. Improvements in BW are even more significant (up to 10x).
- 2. Scalability:** The nature of the AWS platform allows us to bring online a new/additional application server in as little as one hour. This flexibility can be leveraged to handle peak demand periods like financial closing or to create a sandbox for testing changes.
- 3. New capabilities:** The new versions of SAP introduced new technologies and new features. While these capabilities were not leveraged at go-live, the IT team is now identifying opportunities and using these capabilities to improve functionality and the user experience.
- 4. Security:** Supports the latest and most secure communication protocols. Several security vulnerabilities were eliminated by the upgrade.
- 5. Support:** All new component versions are within standard support and should remain in support for the near future.
- 6. Hardware:** Current hardware for the SAP systems was due for replacement. The new hardware should improve reliability and reduce business risk due to component failure.
- 7. Europe on SAP:** The all-new landscape provides an ideal platform to unify operations on a single ERP.

# Challenges Encountered

- 1. Conflicting Guidance: SAP guidance vs. peers and independent research.**
  - SAP guidance makes it seem like S/4 HANA is the only way to go.
  - Very few companies with mature SAP installations have migrated to S/4 HANA.
  - Allow enough time for research, use your network, and attend ASUG meetings.
- 2. Finding the right tools: Tools can save 50% to 80% (time/cost) and reduce risk.**
  - SAP tools and services – HANA sizing, HANA readiness, etc.
  - Leverage 3<sup>rd</sup> party change management and test automation. We used Panaya.
- 3. Finding the right partners: Identify the help you need to be successful**
  - Even an experienced SAP team will have technical, functional, or administration gaps with respect to the future state.
  - Migrating to the cloud and optimally architecting an SAP cloud landscape should not be attempted without an implementation partner.
- 4. Competing business needs: It was business as usual in most respects**
  - The needs of the business didn't slow down during the SAP upgrade and migration
  - Allow for resource limitations (IT and non-IT) when creating the project timeline
- 5. Cutover duration: Go-live cutover took longer than originally expected; 60+ hours**
  - Perform multiple mock migrations to minimize risks and surprises.
  - Upsize servers – minimal cost relative to benefit
  - “Double Upgrade” was a Fender specific challenge. EHP4 → EHP7 → EHP8
- 6. Supporting the new landscape: Is your team capable/prepared?**
  - With so much focus on “getting there” don't forget about support and maintenance post go-live.
  - Add skills to the team through training, hiring, a 3<sup>rd</sup> party, or some combination of all three.
- 7. A 100% Remote Team: COVID!!!**

# COVID-19: Executing an SAP upgrade and migration 100% Remote

## Project Impacts

- For the first few weeks, not much changed. We were still in the research and planning phase.
- Became a Zoom expert and built up a unique collection of backgrounds.
- Forced a higher frequency of scheduled meetings and updates during execution and testing
- Testing printers, scanners, and other connected hardware was limited and required extra planning
- All training was done remotely with how-to guides, recorded instruction, or small Zoom sessions.
- No “war room” for trial go-lives or the actual go-live. This was probably the most difficult and challenging impact. There was a persistent and legitimate concern that when it came time for a critical handoff, the key person might be asleep, their internet might be down, or some other time-line affecting issue could arise.
- No post go-live “walk around” checking on users. Had to rely on tickets, emails, and calls.



## Summary and Other Thoughts

Looking back, the project and go-live were a success. We achieved our key goals, completed the production cutover within the necessary window (barely), and the new landscape is delivering the benefits detailed earlier.

Moving to Suite on HANA instead of S/4 HANA was the right call. It solved our most critical needs. The change to virtually every component of the SAP landscape was a huge technical undertaking for the whole team. It was challenging, but it can be done.

An upgrade to S/4 would have been much more complex and could have been delayed or badly impacted by the sudden, fully remote environment induced by COVID.

Questions?