



Hewlett Packard Enterprise

**Objective**

Efficiently expand into Southeast Asian markets to drive business growth

Approach

Build innovative software solutions delivered on HPE Integrity servers and HPE storage platforms that are tailored to the needs of the paper and packaging industries

IT Matters

- Internal engineering resources are able to remain focused on developing innovative software solutions
- Streamlines solutions delivery by automating platform ordering, configuration, and delivery
- Enables the delivery of solutions that are tailor-made precisely to address the unique needs of its vertical markets

Business Matters

- Enables cost-effective expansion into markets throughout Asia
- Supports revenue growth by leveraging the value of the HPE brand
- Helps Prestige Atlantic Asia to market, sell, and support integrated solutions throughout Southeast Asia

Prestige Atlantic Asia turns to the HPE OEM program to support expansion

ERP solutions provider leverages leverages cross-border purchasing and distribution



Prestige Atlantic Asia
Empowering Your Business

"With 23 years of experiences, we help to bring your business to next level with a complete portfolio of business-critical solutions, support and continuous improvements."

- Jeff Lye, CEO



Prestige Atlantic Asia offers solutions that are specially designed for paper and packaging businesses. These vertical business solutions help customers manage business processes from start to end, thus boosting efficiency, optimizing processes, and maximizing value. The HPE OEM program allows Prestige Atlantic Asia to deliver its vertical solutions on flexible HPE server platforms across Southeast Asia that are configured to address the unique needs of each customer.

Everyday, and in every way, businesses from waste paper recycling to paper mills to corrugated packaging depend on businesses management solutions to run faster and better. In the mature and highly competitive world of paper and packaging, gaining a small leverage makes a big difference. With almost two decades of experience helping paper and packaging businesses save money and time while increasing productivity and profit, Malaysia-based Prestige Atlantic Asia has relied on the HPE OEM program for the last 20 years to deliver its niche ERP solutions on reliable and scalable HPE server platforms.

“If you select a multibrand strategy to deliver a vertical solution it doesn’t work on a long-term basis. Growing a software company locally and globally requires loyalty and the ability to develop close relationships with strategic partners. That’s why we selected HPE over 20 years ago, and we’ve developed a strong business relationship as strategic partners.”

— Jeff Lye, CEO of Prestige Atlantic Asia

“We leverage HPE servers to deliver our software as a complete solution for our customers,” explains Jeff Lye, CEO of Prestige Atlantic Asia. “We rely on HPE technologies and services such as enterprise clustering servers, external storage, tape backup, power protection, consulting, and support services because they are reliable and we have great flexibility in configuring our solutions to meet the needs of our customers.”

Prestige Atlantic Asia orders HPE Integrity servers running HP-UX with the precise configurations required for each customer, and they are shipped to Prestige Atlantic Asia where the software is loaded so the company can deliver its integrated solutions to customers.

According to Jeff Lye, “Making carton boxes and managing hundreds of custom-made orders each day requires a business solution that allows you to run and track each order from costing, quotation, sales orders, credit control, job order, planning, manufacturing, integration to machine, inventory control, quality tracking, delivery planning, logistics operations, right down to accounting. Our CPS/Enterprise corrugated Carton ERP solution is the lifeblood of our customers’ business operations, and our Pmix/3 enterprise business solution is designed specifically for papers mills manufacturing. We

offer focused, high-value solutions designed for the unique needs of vertical markets, so we need flexible and reliable enterprise servers and ASEAN support services to drive the growth of our business.”

Prestige Atlantic Asia relies primary on the HPE Integrity rx2800 i4 Server, HP-UX high-availability operating system, network storage powered with DDS high-performance hard disk array, an LTO high-capacity tape backup system, a power protection system, ASEAN-wide local HPE support services, and training and maintenance. The company also leverages HPE Serviceguard for HP-UX to support its mission-critical applications with clustering capability to provide 99.99% up-time and to deliver an automatic disaster recovery solution to our customers.

Geographic market expansion

Prestige Atlantic Asia has primarily sold to companies throughout Malaysia, and is now expanding to address paper and packaging companies located throughout Southeast Asia, including in Indonesia, Vietnam, the Philippines, Thailand, Cambodia and Myanmar.

“The HPE OEM program allows us to stay focused on enhancing our software while delivering stable hardware platforms our

Case study

Prestige Atlantic Asia

Industry

ERP solutions provider

Customer at a glance

Application

- Prestige Atlantic Asia's highly-specialized ERP application and database

HPE Hardware

- HPE Integrity rx2800 i4 quad-core CPU Server with 36GB memory
- HPE MSA Storage
- HPE external storage powered by a DDS high-performance disk array
- HPE LTO high-capacity tape backup
- HPE UPS 3.0KVA universal power supply

HPE Software

- HP-UX 11i v3
- HPE Serviceguard for HP-UX

Services

- HPE Technology Services Consulting
- HPE Server system platform installation, testing and documentation
- HPE HP-UX Operating System and Serviceguard installation, testing and documentation
- HPE Local support service for all countries in ASEAN
- HPE Local maintenance contract for all countries in ASEAN

customers can rely on," says Jeff Lye. "HPE helps OEMs like us become more competitive by reducing R&D, testing, support, and operations costs while speeding our time-to-market with a complete portfolio of world-class solutions and support across national borders."

For example, when Prestige Atlantic Asia sells a solution to a customer in Vietnam the company selects the configurations of HPE servers and storage platforms, installs its software products, ships it to the customer and then relies on HPE Technology Services professionals to provide any maintenance or training required.

"We provide training on our software, and customers can utilize HPE Serviceguard for HP-UX training to optimize the hardware platforms and optimize disaster recovery capabilities," states Jeff Lye. "We are using the HPE OEM program to help us overcome the challenges of delivering focused vertical market solutions to international markets. HPE offers support and training services in countries where we may not know the culture or the language, and this allows us to cost-effectively build our international operations while controlling costs."

For example, Prestige Atlantic Asia worked through the HPE OEM program to have equipment delivered to support its first participation in an exhibition in Thailand. HPE has also helped Prestige Atlantic Asia implement marketing programs such as a workshops and technology overview sessions to introduce its solutions into markets throughout Southeast Asia. "HPE not only offers local resources throughout Southeast Asia, but also offers global resources that will support our future expansion into all 48 countries in Asia with a population of 3.823 billion people, accounting for 60.7% of the world's total population," explains Jeff Lye.

He continues, "We have a very targeted and focused solution that addresses the ERP needs of paper and packaging companies, and the HPE OEM program supports our business model by enabling rapid international expansion while continuing to be the dominant supplier in our local market. The HPE OEM program helps small software companies like Prestige Atlantic Asia to successfully offer our solutions in new countries while avoiding worrying about the shipping, taxation, support, and logistical costs and hassles of addressing new geographic markets."

Learn more at
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