

Golden Frontier looks to the future with HP Integrity platform



Golden Frontier Packaging Sdn Bhd is the corrugated carton manufacturing arm of Golden Frontier Berhad, the holding company for a highly diversified group of companies that include property development, property letting, insurance agency services and management consultancy services. For Golden Frontier Packaging to maintain and improve its market position in the highly competitive packaging industry, the company decided that a change in its IT systems was in order.

HP customer case study: Golden Frontier chooses HP Integrity server and HP-UX 11i v3 to power its Prestige Atlantic ERP solution

Industry: Packaging manufacturing

Objectives

- To implement flexible and scalable IT infrastructure for long-term growth
- To align and integrate IT with business
- To improve quality of products, speed of delivery and quicker customer response time
- Lower total cost of ownership

Approach

- HP Integrity rx2660 Server (4x146GB HDD mirror)
- HP-UX 11i v3
- HP DAT 72 tape backup storage
- CPS/Enterprise ERP for Corrugated Packaging

Business technology improvements

- Highly integrated ERP system supported by the HP Integrity server platform

Business outcomes

Accelerate business growth

- Better workflow between departments and increased workforce productivity
- Improved time-to-market and product quality
- Enhanced customer satisfaction and relationship

Mitigate risks

- Comprehensive management report for better decision-making
- Accurate forecast for raw materials requirements



Starting off in 1972 in the frozen food industry, Golden Frontier Packaging has since grown into one of the premier packaging companies in Malaysia with customers in various industries, such as those from the electronic and electrical, food & beverage, IT and apparel industry. To date, the company's achievements include ISO 9001:2000 certification for Quality Management System and recognition as one of the recipients of the 2004 Golden Bull Award for Malaysia's 100 Outstanding SMEs.

In 1997, the company opened the first Malaysian-owned carton manufacturing factory in Vietnam. Currently it has two factories located in Ho Chi Minh City (Alcamax) and Hanoi (AP Hanoi), in addition to a factory located in Penang. All 3 factories, including Alcamax and AP Hanoi, are running on CPS/Enterprise using the HP Integrity server.

The Challenges

Although Golden Frontier Packaging has in place some of the latest and most advanced corrugating and converting equipment across all its factories that can produce high-quality products, the company realised that a major revamp of its IT systems was required to support long-term business growth and to adapt to dynamic market demands.



Mr. Steven Chang
Group Operation Director
Golden Frontier Packaging Sdn. Bhd.

The company's existing IT system, developed since 2001, was built on a UNIX platform. After weighing and considering various solutions available in the market, Golden Frontier Packaging decided to engage the services of HP and Prestige Atlantic Sdn Bhd – the latter an HP Premium Business Partner – to aid the company in revamping its IT systems.

Prestige Atlantic is a Malaysian-based business solutions developer and provider, offering customised vertical business solutions including those tailored for the corrugated packaging, paper mills manufacturing and waste recycling businesses.

"We felt that HP's Integrity rx2660 Server running HP-UX 11i v3 coupled with Prestige Atlantic's CPS/Enterprise ERP for Corrugated Packaging solution was the most ideal solution for us because it fulfilled all our business requirements and it is designed to support a business critical environment."

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The proven track record of Prestige Atlantic also helped to seal the deal, with numerous companies in the local and regional packaging industry having already deployed and implemented the company's vertical business solution.

The migration from HP-UX 11i to 11i v3, which included the new version of CPS/Enterprise was successfully completed in just one month and implemented in March 2008. A large part of the speedy implementation was due to the professionalism and experience of Prestige Atlantic in deploying similar implementations in the past, and the additional assistance of Patimas-HPD Systems Sdn Bhd – a value-added distributor of HP.

Return on Investment

Almost immediately after the implementation of the solution, Golden Frontier Packaging was able to reap the fruits of its labour. The CPS/Enterprise ERP for Corrugated Packaging system running on the HP Integrity server with HP-UX 11i v3, is now tightly integrated with all of the company's business processes, allowing for better integration and workflow between the various internal departments, suppliers and the manufacturing floor. Workforce productivity is also directly improved with the implementation of the solution.

The new system now supports up to 50 concurrent users and is backed by a three-year, same-day support programme. The rich feature set from the newly deployed ERP solution also affords Golden Frontier Packaging's management team the luxury to make quicker and more informed business decisions. Detailed management reports and quick cost estimations are now available at the managers' fingertips whenever they need them.

"Not only has the implementation of the CPS/Enterprise ERP for Corrugated Packaging solution on the HP Integrity server platform delivered tangible return on investments from an operational perspective, it has allowed us to serve our customers better. Our specialised products now can be made and delivered to our customers in shorter turnaround times. The solution does drive our business, as opposed of just supporting it," said Chang.



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