United Paper Industries in Singapore upgrades ERP system on HP Integrity Server

Prestige Atlantic
Setting the Standards

Prestige Atlantic, a solutions provider for the corrugated fibreboard industry, uses HP Integrity Servers to underpin its Windows-based ERP solution for all of its clients in the Asia Pacific region.

Objective:
- Upgrade end-of-life servers to support the new ERP solution

Approach:
- Prestige Atlantic migrated the Windows-based CPS/Enterprise solution with new HP Integrity Servers
- Support from HP during the migration

IT improvements:
- New ERP solution has wider range of improved functionalities and is inter-operable with third party software
- Scalable with secured availability
- User friendly solution that was more responsive to business changes

Business benefits:
- Immediate access to information on company operations facilitated better decision making
- Streamlined business processes resulted in higher productivity and efficiency
- Lower operating costs

HP Partners Software Specialists for Corrugated Carton Industry

Corrugated carton is an integral part of our lives. Ironically, it is so ubiquitous to the modern world; it has almost been rendered invisible. But cardboard is the flux of society. We use it for storage, packaging, delivery – and in some cases, even art.

Naturally, with such an important role to play, its supply has to be consistent as well. So despite it being an age old trade that is way under the radar – corrugated carton manufacturing is a thriving, profitable industry with mature value chains.

Prestige Atlantic Sdn Bhd is a regional company based in Malaysia, which provides the IT backbone for this specialised industry. It is the developer of an ERP solution – Corrugated Packaging Solution (CPS/Enterprise) – that is smart, well architected, easy to use, and has rich functionalities for the

The ERP Solution Designed for the Corrugated Carton Industry
- HP Integrity Servers
- HP-UX OS, Windows or LINUX
- HP Smart UPS

operations of corrugated carton manufacturing. Prestige Atlantic has bundled HP's range of Integrity Servers with its ERP software as a total solution for different manufacturers around the region.

Accelerating Business Growth

Prestige Atlantic's CPS/Enterprise benefits the industry in many ways. It helps customers:

- Streamline business processes
- Improve productivity, efficiency and responsiveness
- Reduce cost through increased flexibility
- Provide immediate access to enterprise information
- Make better decisions
- Adapt to business changes
- Collaborate over the Internet

Jeffrey HK Lye, Business Solutions Director, Prestige Atlantic, recalled that they chanced upon HP servers in the early years, upon the recommendation of an IT director.

"In 1993, we were negotiating on our second project and the customer's IT director insisted the solution must be run on a UNIX machine," he said. "We agreed to port from DOS to UNIX and decided to sign-up with HP and port our solution to HP-UX 10.20."

From that fateful partnership, Prestige Atlantic has worked with HP on many of their projects over the years.

Through the years, Prestige Atlantic has provided sales and technical training, and encouraged the company through various sales awards and incentives. HP also assigned an accounts manager to facilitate different programs, like DSPP – which is a research and development assistance program, and Alliance One and Partner Connect – which are Go-To-Market programs.

To further strengthen the relation between HP and Prestige Atlantic, HP allocated marketing funds through HP Commercial Business Plans (CBP), and assisted in loan units for demos and proof-of-concept projects.

"We signed up an Elite Partnership (ISV) and HP DSPP with HP," said Jeffrey. "Through these programs, we worked on CBP with HP Tier-1 Partners across Asia Pacific. We have already signed three CBPs across Malaysia, Indonesia and the Philippines."

Lowering Costs with New Implementations

One of Prestige Atlantic's long-term clients is United Paper Industries (UPI) in Singapore. Utilising HP's hardware with Prestige Atlantic's industry-specific software, UPI was able to increase its business efficiencies while reducing IT costs.

UPI first installed CPS/Enterprise in 1999. By 2006, the old server had reached the end of life. When Prestige Atlantic approached UPI to upgrade the CPS/Enterprise solution to the latest graphical user interface version, the company decided to migrate with an HP server as a total solution.

Said Wong Ee Leong, Operation/Support Manager, UPI, "Prestige Atlantic has upgraded their software to Windows-based, so we needed a stronger server to support this ERP solution. Since HP's solution is cost effective, we decided to go for this upgrade."

According to Jeffrey HK Lye, Prestige Atlantic already had many experiences installing the new version of CPS/Enterprise with HP servers around the region. Further, staff from HP was on hand to support any hardware integration problems. As such, UPI's migration was completed without major glitches.

"The whole migration took about two weeks. The downtime was over the weekend, so that it wouldn't affect the operations," he said.

The system now services between 35 to 40 employees in UPI, and is being utilised in all of the departments in company. These include an array of operations, from sales, quotations, scheduling, costing, shop floor tracking, warehouse, logistics and accounting.

"This new Windows-based software has given us a lot of extra functions," said Wong. "It is definitely much easier for us now, in terms of rich functionalities and inter-operation with third-party software."

With the new installation, UPI is able to reduce its IT operation cost by 40%. This is a significant cost saving while receiving new functionalities.

Future collaboration

The corrugated carton industry continues to be a market that is largely untapped in terms of IT implementations. Prestige Atlantic predicts that IT adoption remains high in South East Asia and China (see Figure 1).

Forecast IT adaption rates

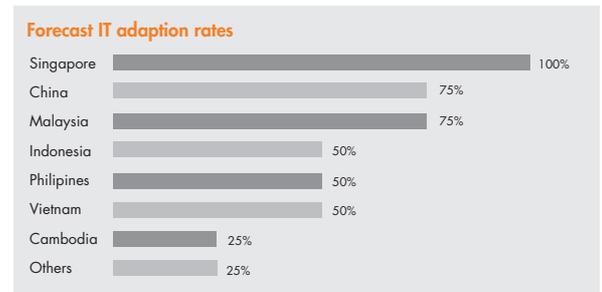|	
Singapore	100%
China	75%
Malaysia	75%
Indonesia	50%
Philipines	50%
Vietnam	50%
Cambodia	25%
Others	25%

Figure 1

Having identified that HP Integrity Server is the right platform for their latest solutions, Prestige Atlantic will continue to work with HP to promote its software to the region. This is because HP Integrity Servers have the options to meet virtually any computing need. They provide flexible capacity, secured availability, and simplified management, which are key benefits that compliment the ERP software.

Jeffrey HK Lye explained, "Under the CBP, HP provides financial assistance and marketing resources. Therefore, we are pleased that our solution is also co-branded with HP."

To learn more, visit www.hp.com or
www.prestigeatlantic.com.my

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