

Fujitsu to Support Dynamic Expansion Plans at Dubai's Modern Bakery

News facts:

- Modern Bakery to gain real-time insight into relevant business data with the SAP HANA platform running on Fujitsu infrastructure
- Integrated platform to help provide streamlined sales, financial and other business processes
- Modern Bakery's decision shows that Fujitsu's solutions for SAP HANA are an attractive option for smaller as well as large enterprises

Munich, February 25, 2014 – Fujitsu today announced that Modern Bakery in Dubai has selected Fujitsu for a highly strategic project to update the bakery's IT infrastructure. Using the SAP HANA platform running on Fujitsu Power Appliance, the project is designed to provide real-time insight into the business data and financials that can be critical for a business in perishable products. Modern Bakery is one of the first companies in the region to select SAP Business Suite software powered by SAP HANA, and the implementation is expected to illustrate that the benefits of Fujitsu's infrastructure running SAP HANA will not be limited to larger organizations.

True to its name, Modern Bakery understands the importance of technology and modernization. The ambitious midsize company is one of the most innovative bakeries in the Middle East, with ultra-modern fully automatic and semiautomatic production lines. It produces over 1,000 products, serving thousands of stores across the Middle East. Modern Bakery recognized that in order to stay one step ahead in the fast-moving food industry, it would need to completely update its IT infrastructure. The bakery decided to invest in a real-time platform to manage sales, financial and other business processes.

Modern Bakery turned to Fujitsu, which has 40 years of experience working with SAP solutions. Fujitsu Power Appliance for SAP HANA is expected to provide Modern Bakery with the speed and transparency it needs to improve its business. With the push of a button, Modern Bakery can have real-time insight into what is selling and which ingredients are close to reaching their expiration dates. To help optimize cash flow, Modern Bakery is looking forward to checking inventory and outstanding invoices in real time to decide on delivery of further goods

to customers. As a future step, Modern Bakery plans to expand the system to a disaster-resilient configuration.

With the aid of Fujitsu's end-to-end consulting, and using remote access to the Fujitsu Global Demo Center to view an initial demo of SAP HANA, Modern Bakery was able to gain a clear picture of how the solution is expected to accelerate its reporting and business processes. Contrary to the perception that SAP HANA makes sense mainly for large global enterprises, Fujitsu Power Appliance for SAP HANA can be a beneficial and affordable choice for small and midsize enterprises (SMEs), as shown by Modern Bakery's decision to implement this offering. The Fujitsu Compact Appliance for SAP HANA is another choice for SMEs.

In addition to viewing professional demo sessions conducted by experienced business intelligence (BI) consultants, companies worldwide can upload their own company data to the highly secure environment in the Fujitsu Global Demo Center to see how SAP Business Suite powered by SAP HANA might help them improve their individual businesses.