



# JEBSEN GROUP

**Boosting business agility to help clients keep pace with Chinese consumers.**

To help global brands break into Greater China's rapidly expanding consumer market, Jepsen Group must be able to react fast to emerging trends. With a powerful, scalable Lenovo infrastructure featuring 2nd gen Intel® Xeon® Scalable processors underpinning its operations, Jepsen Group can respond to consumer demands in an agile manner.

**Lenovo**





Jebsen Group is a privately held marketing, distribution, and investment organization based in Hong Kong. The group partners with some of the world's leading brands to bring their products to Greater China, supporting its clients in brand-building, marketing, investment, imports and logistics, and sales and distribution. Jebsen Group leverages its local knowledge and industry expertise to enable targeted and effective market access in Mainland China, Hong Kong, Macau and Taiwan.

China is the world's fastest-growing consumer market, so it's no surprise that global brands want a piece of the action. Jebsen Group helps companies plan and execute smart market-entry strategies.

Brian Chan, Information Technology Director at Jebsen Group, begins: "Mainland China and Hong Kong are fiercely competitive markets, so being able to react fast to consumer trends is key to success. To support our clients, we must be able to respond rapidly to these demands. We wanted to increase business agility to deliver services faster and more reliably."

Jebsen Group depends on a core set of business applications to underpin its operations, most notably its mission-critical Oracle ERP system. To optimize operations, the group decided to replace its aging data center infrastructure with state-of-the-art Lenovo systems.

Chan recalls: "Our existing infrastructure was fast approaching capacity and we had been experiencing performance issues for quite a while. To keep our business applications running smoothly, we knew the time had come for a refresh."



He continues: “We evaluated solutions from several vendors, but the Lenovo ThinkSystem solution offered the best price-performance ratio by far. We are big fans of Lenovo technology and have a long-standing relationship with the local team.”

Jebsen Group worked closely with systems integrator Tech-Trans to design a solution that met both its current and anticipated future needs. Chan notes: “The Tech-Trans team were extremely accommodating, and took all our technical, business and financial needs into account. They designed and then fine-tuned a data center architecture to maximize performance and ensure the best return on investment.”

With support from Tech-Trans, Jebsen Group implemented ten Lenovo ThinkSystem SR650 servers and one Lenovo ThinkSystem DM5000F storage array at its primary data center. The group implemented five additional ThinkSystem SR650 servers and one ThinkSystem DM3000H storage system at a secondary site, enabling automated failover in the event of a disaster recovery scenario.

Over one weekend, Tech-Trans worked with Jebsen Group to migrate its business systems to the new Lenovo infrastructure without any downtime. “We were in very safe hands with Tech-Trans,” says Chan. “They ran extensive tests to build a totally bulletproof migration plan and everything went as expected.”

With its mission-critical systems now running on the Lenovo infrastructure, Jebsen Group has seen a significant improvement in performance. The combination of Lenovo ThinkSystem SR650 servers, equipped with powerful 2nd gen Intel® Xeon® Scalable processors, and all-flash Lenovo ThinkSystem DM5000F Storage arrays have resulted in a 30% improvement in end-user application performance.

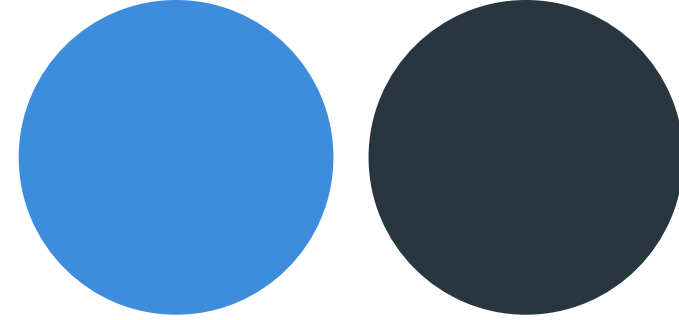


Chan comments: “We have been very impressed with the Lenovo infrastructure so far. Equipped with the latest Intel Xeon Scalable processors, the Lenovo servers deliver very high levels of performance. Our Oracle ERP applications run 30% faster than before on average, which has made a real difference for business users. There’s no more waiting around for application to load, enabling them to work more productively and serve clients more efficiently.”

“Crucially, we have plenty of room for growth. Not only have we built a lot of extra capacity into the infrastructure, but it is also much easier to scale than our previous environment. We have the ability to scale up by adding additional hard drives or memory whenever the need should arise, so that we can respond rapidly to client demands and market trends.”

With Lenovo technology as the foundation for its core business systems, Jepsen Group is taking operational efficiency and agility to the next level.

Chan concludes: “With high-performance, scalable Lenovo infrastructure underpinning our operations, we feel confident that we can react rapidly to help our clients succeed in the fast-paced, ultra-competitive Chinese market.”



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- Brian Chan, Information Technology Director,  
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