



BROTHER TURNS UP COMPUTING POWER WITH “UTILITY COMPUTING SERVICES”

“We needed to make our IT operation more flexible to reduce costs as far as we could and we liked the “Utility Computing Services” concept that Atos Origin offered. The transition went very smoothly with minimal disruption to the users and it has made our IT operation more responsive to the business needs.”

brother[®]
At your side.

Ian Metcalfe, senior manager ERP, Brother International Europe

The Brother Group of Nagoya, Japan operates in 28 countries and sells its products in more than 100. Although probably best known for its communication products such as printers and faxes, Brother is also a leader in industrial and domestic sewing machines and in typewriters which are still popular in Eastern Europe.

Brother International Europe is the sales, marketing, service and distribution division of the corporation and is headquartered in Manchester. It turns over around £400 million each year and operates in 17 countries in Europe as well as South Africa and Israel.

About Atos Origin

Atos Origin is an international information technology (IT) services company. Its business is turning client vision into results through the application of consulting, systems integration and managed operations. The company's annual revenues are more than EUR 5 billion and it employs 47,000 people in 50 countries. Atos Origin is the Worldwide Information Technology Partner for the Olympic Games and its clients include ABN AMRO, Akzo Nobel, Alstom, BNP Paribas, BP, Ericsson, EDF, Euronext, Fiat, France Telecom, ICI, ING, KPN, Lucent, Philips, Renault, Royal Bank of Scotland, Saudi Aramco, Schlumberger, Shell, Telecom Italia, UBS, UK Department for Work and Pensions, Unilever, Vivendi Universal and Vodafone. Atos Origin is quoted on the Paris Euronext Premier Marché and trades as Atos Origin, AtosEuronext, Atos Worldline, Atos KPMG Consulting and Atos Odyssee.

BUSINESS CHALLENGES

Brother competes in a market which is growing in volume but falling in unit price. To hold its own against fierce competition, Brother issued a global mandate: to grow profits and market share by bringing new products on board.

With revenues flat, investment in product R&D had to be funded directly by the business. The only way that Brother could generate more profit was by lowering its costs.

But it wasn't just lower costs that Brother sought for its IT operations. It wanted increased flexibility from its computing power too.

SOLUTIONS

Atos Origin began working with Brother three and a half years ago when it successfully hosted the hardware that ran Brother's SAP implementation. Already a trusted supplier and understanding the business pressures that Brother faced, Atos Origin proposed its "Utility Computing Services" solution to lower costs and increase flexibility.

Essentially an "on tap" source of computing power, Brother can increase the flow when it needs more capacity and turn it down when demand reduces. A temporary fix to temporary fluctuations, "Utility Computing Services" gives the business greater flexibility while allowing it to pay only for the IT actually used.

So, when Brother has a short-term need for additional computing power, it no longer sources more IT hardware or memory. It simply asks Atos Origin to supply additional capacity for, say six weeks or six months, and, thereafter, returns to its previous level.

The "Utility Computing Services" solution went live within three months of signing contracts.

BENEFITS

"Utility Computing Services" delivers greater control over IT usage and flexibility at lower cost – exactly the result Brother wanted in order to secure investment for R&D and preserve market share.

Brother no longer owns the hardware which it previously paid Atos Origin to host. Instead, it uses Atos Origin hardware and software as required. Brother gets all the benefits of outsourcing such as reduced risk and costs and increased control, but with greater flexibility.

From the user's perspective there is no change – so there's minimum disruption in terms of roll-out and integration.

Cost reduction in the region of 10 per cent is forecast within a few months. Return on investment is almost immediate as the costs are lower from the day the old system is switched off and the new one turned on.