

Packaging giant builds platform for sustainable growth

**EPL embraces digital transformation to raise
quality, traceability, and sustainability standards**

From remote customer engagement to automating its value chain and seamlessly integrating functions, EPL Limited is digitizing every aspect of its business. To enable digital transformation, the global business needs an IT platform capable of maximizing operational efficiency, quality, and business intelligence to inform continuous improvement.

A key supplier to global household brands

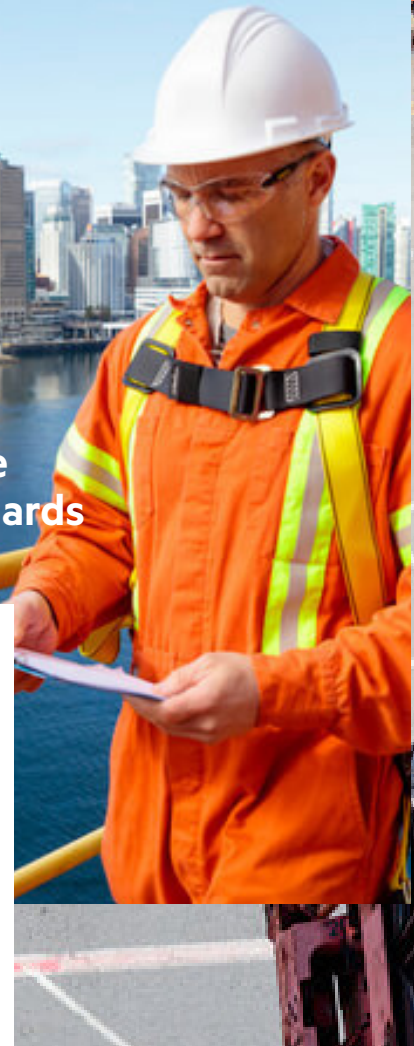
Whether it contains toothpaste, facewash, food, or a pharmaceutical product, on average, everyone in the world buys at least one product packaged in an EPL tube every year. The India-based multinational produces around eight billion tubes annually for global giants in the healthcare and cosmetics sectors including numerous household names. It's little surprise that EPL is the largest business of its type in the world.

EPL specializes in laminated and flexible plastic tube packaging that is a mainstay of the oral care, pharmaceutical, and cosmetics sectors. The global business operates plants in 10 countries and practically every continent, with manufacturing locations ranging from Colombia, Mexico, and the U.S. to Germany, Poland, Egypt, India, China, and the Philippines.

Building and operating a business of this scale takes vision, ambition, and smart management.

"Our main goal is to become the most sustainable company in the packaging world," explains Prakash Dharmani, Global CIO at EPL. "Our creativity and innovation department is working to develop sustainable tubes that are recyclable and reusable. They're putting in huge amounts of effort to ultimately make the world a better place."

The other driver is product quality. "We don't work on percentage targets like 99.9% anymore," Mr. Dharmani continues. "We want every EPL tube that goes to a customer to be 'zero defect'. It's a big statement, but that's what our quality control processes are working to deliver."



Industry: Manufacturing

Country: India, with global operations

Vision

Build an effective IT environment to enable worldwide growth and development.

Strategy

Migrate to SAP S/4HANA® in an HPE GreenLake environment for a scalable and future-ready operations platform.

Outcomes

- Reduces critical reporting times from days to minutes
- Delivers a dependable, high-speed global IT platform
- Enables improved client analysis and product traceability

Matching business ambitions with system scalability

EPL is both ambitious and acquisitive. Much of its recent growth has been achieved through both organic growth and inorganic acquisitions, assimilating their operations into EPL's existing infrastructure. As a result, EPL is now, in effect, an always-on global operator: when demands on its IT resources are relatively lean during overnight periods in India and China, they are high in the Americas.

As the business has expanded, so have the demands on its IT infrastructure. To compound this challenge, important elements of EPL's hardware fleet were aging, further raising the possibility of downtime, system failures, and data loss. "Once you've been running hardware beyond five or six years, the chances of failure rise," explains Mr. Dharmani. "That's a big risk for us to carry."

As a result, EPL was looking to address two main issues: the strains on its infrastructure meant critical reports could take days to produce and many would simply time out prior to completion. As a result, much of the careful planning that had contributed so greatly to achieving EPL's success and meeting its objectives was based on older, and, therefore, less accurate, information. Added to this, the business' rate of growth means any unplanned server outages would have significant consequences for its operations.

"We ran a single instance of SAP® on a traditional Enterprise Project Connection (EPC) landscape. It all operated on a single server hosted in a Mumbai data center," says Mr. Dharmani. "It was originally designed with some scalability, but the business is growing constantly, and transaction volumes with it. We needed a refresh or an upgrade."



Our creativity and innovation department is working to develop sustainable tubes that are recyclable and reusable. They're putting in huge amounts of effort to ultimately make the earth a better place."

— **Prakash Dharmani**, Global CIO, EPL Limited

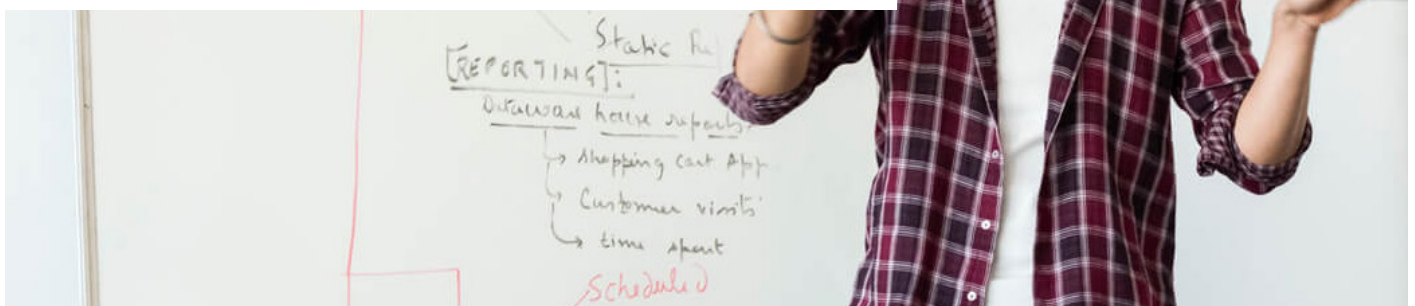
EPL approached HPE's local implementation partner, Unique Solutions, to explore a new infrastructure. It was Unique Solutions that proposed a dual migration to SAP S/4HANA and HPE GreenLake.

Standardized processes, accelerated results

Together, Unique Solutions and EPL conceptualized a new environment and how the migration processes could be achieved. As well as increased speed and reliability, EPL wanted a platform that would work across its global locations with minimal friction. "We met with Unique Solutions, and templated and standardized our processes across all our manufacturing locations, cutting out most country-level customizations," says Mr. Dharmani.

The twin solution proved to be transformative for EPL. With a new solution comprising HPE ProLiant servers, HPE B-series switching, HPE MSA storage, and Aruba networking, reporting processes that previously took hours or even days can now be completed in minutes. This gives the business timely and accurate information on which to make the critical decisions necessary to manage operations and meet its wider objectives of minimizing waste and maximizing sustainability and operational efficiency.

"A classic example is our finished goods inventory, which will usually consist of thousands, sometimes millions of SKUs across the globe," says Mr. Dharmani. "Previously, generating status reports was complex and resource-intensive. On our previous platform, they would often just time out; with SAP S/4HANA they're available in just a few minutes."



EPL's quality drive is now bolstered by vastly improved product visibility enabled by SAP S/4HANA. If a tube is found to be defective, EPL can now easily access information on the production line and shift that made it and the polymers used in its preparation. "This complete traceability is a big plus for any manufacturing company," Mr. Dharmani notes. "Every tube we generate can be traced back to its origins and we can analyze the reasons for any particular failure."

Mr. Dharmani also points to EPL's customer analysis process, where the business is looking for crucial analysis on client profiles and profitability. "These are really complex scenarios and unless data can be converted into meaningful information, it's practically useless," Mr. Dharmani explains, adding that again, where EPL's old system struggled, the new one excels. "SAP S/4HANA really helps us to analyze the data in a much more meaningful manner."

Flexibility, scalability, and assurance

With processes mapped out and key applications matched to the most appropriate servers, EPL had a new, optimized infrastructure in place just a few months after the original plans were developed. The business now has a platform that delivers critical operational benefits while also providing a platform for future growth. And for a business that is currently targeting an annual expansion of 15%, the flexibility and scalability of the new platform are both vital elements.

More importantly, it also provided an optimized cost of ownership, which Mr. Dharmani sees as an essential aspect

of the partnership. "Nobody has unlimited resources; we all work within different sets of constraints," says Mr. Dharmani. "But with HPE GreenLake we have the assurance that we are getting the latest technology, which has been certified by SAP."

Mr. Dharmani also notes that Unique Solutions was an essential partner from day zero. "When we were conceptualizing this migration, they helped us to complete the design and identified the ideal hardware and ideal configuration," he adds. "HPE and Unique Solutions are a great combination. Their approach to problem-solving means there's always a response to any problem."

Smarter machines and improved efficiency

Mr. Dharmani is currently working with university students on an artificial intelligence (AI), edge computing, and machine learning project to identify why unplanned machine stoppages occur, and how they can be anticipated and prevented.

"Our machines produce up to 500 tubes a minute. If we can prevent even just a couple of unplanned stoppages, there is a significant efficiency benefit," he concludes. "For a plant that runs continuously, avoiding disruption is huge."

Perhaps the greatest advantage of EPL's new environment is the opportunity for new possibilities. Mr. Dharmani envisions a range of exciting future use cases: "IoT is becoming much bigger for us. Our plan is to integrate our machines and IT systems, which then brings machine learning into the picture. Our future lies in making operations much smarter," points out Mr. Dharmani.



With HPE GreenLake, we have the assurance that we're getting the latest technology and that it's been certified by SAP."

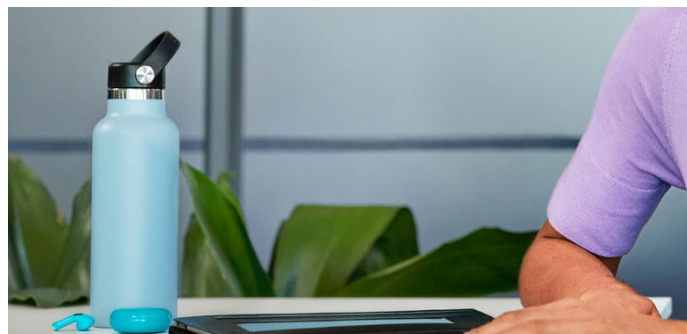
— **Prakash Dharmani**, Global CIO, EPL Limited





This complete traceability is a big plus for any manufacturing company. Every tube we generate can be traced back to its origins and we can analyze the reasons for any particular failure.”

– **Prakash Dharmani**, Global CIO, EPL Limited



Explore more

hpe.com/greenlake

Solution

HPE GreenLake

- HPE GreenLake for SAP

Hardware

- HPE ProLiant DL560 Gen10 server
- HPE ProLiant DL380 Gen10 server
- HPE B-series SN3600B Fibre Channel switches
- HPE MSA 2060 for SAP HANA® storage
- HPE FlexFabric 5710 Switch Series
- VMware vSphere® (standard)

Key partners

- Unique Solutions



Chat



Email



Call



Updates

© Copyright 2022 Hewlett Packard Enterprise Development LP. The information contained herein is subject to change without notice. The only warranties for Hewlett Packard Enterprise products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. Hewlett Packard Enterprise shall not be liable for technical or editorial errors or omissions contained herein.

SAP, SAP HANA, and SAP S/4HANA are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. VMware vSphere is a registered trademark or trademark of VMware, Inc. and its subsidiaries in the United States and other jurisdictions. All third-party marks are property of their respective owners.

a50006816ENW, Rev. 1



**Hewlett Packard
Enterprise**