



IT sees salmon from farm to plate

Overview

Reader Value

- Power platforms have a key role in running mission-critical applications.
- Power systems have broken out of their mainframe enclosures to be as compact and open as Intel hardware.
- Flexible design allows hardware platforms to be mixed and matched in a single chassis.

Key Benefits

- Combining power systems and Intel hardware in a single chassis can deliver cost, space and power savings.
 - Servers in a BladeCenter architecture can be readily upgraded, saving capital expenditure.
 - Power systems can have flexibility and reliability advantages.
 - Software programs, such as ERP systems, can run on power platforms.
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Key Innovation

NZ King Salmon is using an IBM® BladeCenter® S chassis to economically combine IBM Power™ and Intel platforms to deliver cost savings and flexibility and reliability advantages.

Key Business Insights

IBM hardware advances are making it possible to mix and match IBM Power systems and Intel servers, disk drives and power supplies in flexible and economical configurations.

For organisations that want to retain a Power platform for mission-critical applications, while also running Windows desktop applications, the BladeCenter S makes both possible in a single chassis.

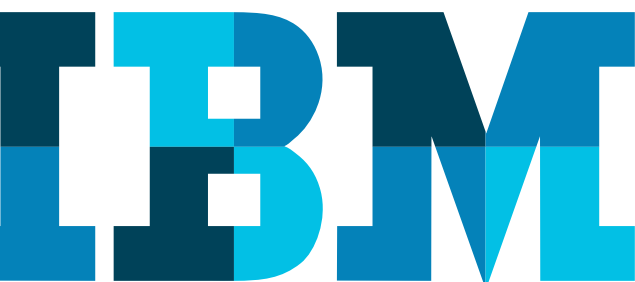
While Windows on Intel has come of age for many applications, mission-critical systems often still rely on the proven resilience of platforms such as IBM's Power™ platform.

New Zealand King Salmon

- Nelson-based company is world's biggest king salmon producer
- Supplies 70 percent of New Zealand salmon
- Annual production of 7,500 tonnes
- Annual sales of \$100 million
- 450 staff and four manufacturing plants

The final act of a mature salmon is to return upriver to spawn in the place where it hatched three or four years earlier. Just like that fish, the country's biggest salmon farmer, NZ King Salmon, has its sights firmly fixed on matters upstream.

The 13-year-old business is vertically integrated — it sees the salmon it rears all the way from farm to plate; from the hatchery to the supermarket shelf or restaurant door, where it arrives in any of a dozen or so different forms.





“On the face of it, upgrading a chassis doesn’t sound that big, but for a company like ours that has had a piecemeal approach to its architecture in the past, this represents a pretty big step forward.”

– Simon Gutschlag, NZ King Salmon IT Manager

“What we aim to do is add value to products,” says NZ King Salmon IT manager Simon Gutschlag. “That’s our niche.”

Such an ambition might seem a long way from fish farming, and have even less to do with IT systems. But Gutschlag points out that if all NZ King Salmon did was deliver unprocessed fish to market, the demands on its computer systems would be much lighter.

But instead of sending off fish from its factories, the company produces fresh, frozen, smoked, seasoned and processed products under three brands in a variety of specialised packaging.

“When you do that you add components and when you add components a bill of materials for a product becomes much more complicated than just dispatching a fish in a bin,” Gutschlag says.

“You might be putting through a single stock unit as having been produced, but that could include up to a dozen items. So there are a whole lot of transactions going on in the background that actually go into your stock numbers, your inventory transactions, all that sort of stuff.”

Why does the company make things so hard for itself? Because it has a flourishing business with a vulnerable reputation. The best way to keep the good name of its products intact is to take charge of the entire supply chain.

It’s a business approach that is working. From its base in Nelson, NZ King Salmon produces more than half the king — also known as chinook — salmon consumed worldwide. About 60 percent of its output is sold domestically, accounting for 70 percent of New Zealand salmon sales.

Japan and Australia take most of its exported products, and the United States another sizable chunk. In total, its four manufacturing plants process 7500 tonnes of salmon a year, that sells for about \$100 million.

The clear waters of the Marlborough Sounds are one of the company’s most important raw materials. Monitoring and protecting the water’s purity, innovation and flexibility, and product traceability, are among the keys to its success. And integral to all of it is the company’s IT system, which has been undergoing a major hardware upgrade to improve reliability and performance.

NZ King Salmon’s single most important software program is its ERP system, which runs on the IBM i operating system on the IBM Power™ platform. Before setting a hardware course, Gutschlag evaluated whether the software was still performing adequately, and couldn’t fault it.

The company relies on Intel hardware to run critical Microsoft Windows-based applications. By buying an IBM BladeCenter S, Gutschlag says, NZ King Salmon has been able to upgrade both the i-Series and Intel platforms in a single chassis that will help to provide the company a system life of five to seven years.

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It’s made possible by an important i-Series advance that means it’s no longer what Gutschlag describes as “the mysterious box in the corner”. Reconfigured as a blade server, it will now cohabit with Intel blades.

There are two big gains from the upgrade. An existing four-year-old i-Series machine will be updated and retained at NZ King Salmon’s Nelson head office for backup, while the new BladeCenter will be housed by a service provider in Christchurch.

Gutschlag says he sleeps better at night knowing the company now has a disaster-recovery machine.

“It will give us a big boost in processing capacity. The throughput of our factories is increasing. As people demand different value-added products from us, we’re doing different things, so transaction numbers are rising.”

Transactions also increase as sales increase so the upgrade was timed to meet seasonal demand, which spikes over the summer.

With the upgrade complete, there should be nothing to interrupt the salmon’s journey from farm to plate.

Additional Resources

For more information about the smarter supply chain of the future, read IBM’s 2009 Global Chief Supply Chain Officer Study:

ibm.com/services/us/gbs/bus/html/gbs-csco-study.html

IBM BladeCenter® offers a broad range of networking options integrated into the chassis to simplify infrastructure complexity and manageability while lowering total cost of ownership.

ibm.com/systems/nz/bladecenter/hardware/chassis

IT managers in small New Zealand population centres can struggle to find peer support. NZ King Salmon’s Nelson-based IT boss, Simon Gutschlag, helps overcome that isolation by heading the local branch of the Computer Society, which is pushing for certification of IT professionals.

nzcs.org.nz

Gutschlag goes to New Zealand IT publications Computerworld and CIO magazine for local industry and product news.

computerworld.co.nz

cio.co.nz

For more information on New Zealand King Salmon visit

kingsalmon.co.nz

For more information

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This This customer story is based on information provided by New Zealand King Salmon Co Ltd and illustrates how one organisation uses IBM products. Many factors have contributed to the results and benefits described; IBM does not guarantee comparable results elsewhere.

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