

Amway India



“The time required to replicate data between applications has dropped dramatically. Some data used to take a full day to replicate. Now it’s available immediately.”

- Harsh Anand, Manager of Groupware and IT Support Services

Testimonial



Business Challenges

Amway India depends on both a custom-developed ERP application that runs on IBM i and a Windows-based e-commerce platform from Microsoft. The e-commerce suite, which uses Microsoft SQL Server, requires data—such as ABO profiles, order histories and business summary reports—in the ERP’s DB2 databases.

E-commerce is an important component of Amway India’s growth strategy. Sales through this channel have increased to 31% of the company’s business in the past two years. Greater use of e-commerce promises to improve Amway India’s profitability because e-commerce lowers the cost of order processing (compared to traditional sales channels).

Data sharing between the ERP and e-commerce applications presented a problem for Amway. In the past, Amway India transferred data between the two systems at intervals that depended on the nature of the data.

Most bulk transfers were done at night to avoid impacting system performance during busy daytime hours. As a result, the E-commerce databases were out of date. While some data was 10 minutes behind the ERP, others were a day or two old.

Company name:

Amway India Enterprises Pvt. Ltd.

Headquarters:

Gurgaon, India

Industry:

Consumer Goods

Business environment:

- Established: 1995
- Employees: 500 full-time
- More than 550,000 active independent Amway Business Owners (ABO)
- Wholly owned subsidiary of US \$ 10.9 billion Amway Corporation

Implementation team:

Amway India Vision Solutions and Olive Datacentre

Company Profile

Solutions

After many considerations, Amway India determined that Double-Take Share could best meet its data-sharing requirements. This decision was largely based on:

- The small load Double-Take Share places on the source and target databases.
- The solution's ability to fully automate the cross-platform replication processes.
- Amway India's ability to monitor the health of replication processes across all platforms.

Double-Take Share replicates data changes between databases in real-time. Those databases can use different DBMSs, running on different hardware and operating systems. Double-Take Share can replicate data bi-directionally, so users can apply updates anywhere and ensure current data is available quickly and automatically, regardless of the database platforms.

Amway India uses Double-Take Share to replicate data in real-time from its ERP System running on IBM i and DB2 to its e-commerce application running on Windows and SQL Server. It used to take from 10 minutes to over 24 hours for information to be available on the e-commerce database, but now all data is available almost immediately after it is entered or updated.

Installation of the solution was fast and easy. With the help of Vision Solutions, Amway India implemented Double-Take Share in just five days, half of which was devoted to hands-on training.

Prior to the implementation, Amit Talwar, Manager of Business Solutions noted changes made to ABOs profile through Web Site were not

available immediately; the ABO had to wait for 24hrs. Post the implementation the changes are available almost in real time.

The availability of real-time data also increased the adoption of e-commerce by existing ABOs. This, in turn, increases profitability because electronic order processing is more cost-effective than other order-processing channels.

Double-Take Share replicates changes as they happen. Even though Amway India used to do much of its non-critical bulk copying at night, the company calculates that the reduction of resource usage will extend the life of its computing infrastructure by one year—about 25% of its previous replacement cycle.

Results

- Makes data available immediately on disparate systems.
- Allows new ABOs to begin ordering right away.
- Reduces costs by increasing adoption of e-commerce.
- Fully automates data sharing, reducing manual workloads.
- Infrastructure life extends by 25%.

Technologies

Software:

- Double-Take Share
- IBM i, DB2
- Microsoft Windows Server 2008 R2, SQL Server 2008
- Custom-developed ERP (IBM i)
- E-commerce Platform (Windows & .net)

Hardware:

- IBM iSeries 8202
- Intel-based servers

