



Food and Hospitality

# Powering international expansion

**Dongsuh Foods Corporation**

Dongsuh Foods Corporation chooses Lenovo servers to support a global SAP S/4HANA ERP implementation, helping it to enter new markets.

Lenovo

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## Who is Dongsuh Foods Corporation?

Established in 1968, Dongsuh Foods Corporation introduced multiple products to the South Korean market for the first time. The company's brands include instant coffee, plant-based coffee creamer, coffee mix, and a wide range of biscuits, cheeses, cereals and teas. Most recently, the company expanded its selection of coffee machines and coffee capsules.

Dongsuh

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## The Challenge

Operating in an increasingly crowded domestic marketplace, Dongsuh Foods set its sights on expansion into international markets. With business processes originally designed exclusively for South Korea, the company realized that a unified global sales network would become a key enabler of its growth ambitions.

Dongsuh Foods relies on SAP S/4HANA ERP software to run its operations, logistics, finance processes and more. The move to international scale would place extraordinary new workload on the SAP solutions, and the company kicked off a search for powerful IT infrastructure able to support the new demands. Top of the priority list were availability, performance and scalability.



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“Growing our revenues further in our existing markets is becoming more challenging. It was time to shift our focus to worldwide exports—so we began looking for the powerful, reliable ERP capabilities to make the move a success.”

**Youngmo Ahn**

CIO, Dongsuh Foods Corporation

# Breaking new ground

Dongsuh Foods became the first South Korean food and beverages company to choose Lenovo servers to support its SAP S/4HANA environment. Specifically, it chose to deploy Lenovo ThinkSystem SR860 V2 and Lenovo ThinkSystem SR650 V2 servers, virtualized with VMware software.

The company took advantage of Lenovo Advisory and Professional Services from proposal through installation of the new infrastructure, helping to expedite timelines and reduce the risk of issues. To accelerate deployment and optimize operations, Dongsuh Foods uses Lenovo XClarity to automate infrastructure management and resource provisioning.

## Hardware

Lenovo ThinkSystem  
SR860 V2  
Lenovo ThinkSystem  
SR650 V2

## Software

Lenovo Xclarity  
SAP S/4HANA

## Services

Lenovo Advisory  
and Professional  
Services



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“We opted for a three-year 24/7 support contract with Lenovo to ensure that we always have assistance on hand. So far, the Lenovo servers have delivered exceptional availability, but it gives me peace of mind to know the support is there if we need it.”

**Youngmo Ahn**

CIO, Dongsuh Foods Corporation

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## Results

By powering its new SAP S/4HANA ERP environment with Lenovo technology, Dongsuh Foods is giving employees rapid, reliable access to essential business insights. Users have reacted favorably to the new infrastructure, with the company's IT team receiving 50% fewer complaints and support tickets than before.

With increased satisfaction and reduced administration, both business and IT users can work more productively, armed with the responsive systems they need to guide Dongsuh Foods to success in competitive markets around the world.



50% reduction in user complaints and support tickets



20% decrease in total cost of ownership anticipated



30% cut in downtime expected

# Building a leaner, more agile business

Dongsuh Foods is driving efficiency by adopting a centralized SAP solution for its international operations supported by easy-to-manage, high-performance Lenovo servers. The company is expecting total cost of ownership for the environment to drop by 20%, while reducing downtime by 30%. The high levels of availability delivered by the Lenovo servers minimize interruptions to operations.

As a result, Dongsuh Foods is ideally positioned to make its growth strategy a reality, helping it to increase revenues and unlock new opportunities. The company has enough capacity in place to accommodate anticipated expansion for the next three years and can scale the Lenovo infrastructure easily and efficiently to meet future workload.





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“Thanks to the ultra-stable Lenovo servers, Dongsuh Foods operations run smoothly, allowing us to focus on opportunities to boost revenues—such as growing our export business to other parts of the world.”

**Youngmo Ahn**

CIO, Dongsuh Foods Corporation

# Why **Lenovo**?

Dongsuh Foods selected Lenovo over vendors including Dell and HP because of impressive SAP benchmarking results, SAP certification for the technology, and positive references from other companies. The Lenovo proposal stood out by including a complete service proposal, through acquisition to installation, configuration and deployment, reassuring the IT team that the project would go smoothly.



# How can food and beverages companies succeed globally?

Dongsuh Foods powers its international export business with SAP S/4HANA ERP running on Lenovo servers.

[Explore Lenovo ThinkSystem solutions](#)