IBM Customer Reference

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Motorola Israel

Synopsis: *A wireless, automotive and broadband communications provider in Israel is pleased with its new Linux try-and-buy pilot program and IBM eServer xSeries server hardware platform that has drastically improved cost performance and reduced wait times from minutes to seconds for customer service representatives viewing ERP screens*

Location: Tel Aviv

Israel

Industry: Electronics

Focus Area: Enterprise Resource Planning

URL: http://www.motorola.com

Customer Background:
Motorola, Inc. is a global leader in wireless, automotive and broadband communications. The company has a variety of products and solutions, including software-enhanced wireless telephone and messaging, two-way radio products and systems, networking and Internet-access products. Other solutions involve integrated electronic systems, end-to-end interactive digital video delivery systems, voice and high-speed data solutions for broadband operators and embedded semiconductor solutions. After 75 years of existence, the company remains dedicated to ethical business practices and the pioneering of important innovations to improve life.

Business Need:
Motorola Israel's information technology (IT) department in Tel Aviv had contributed to the company's internal technological well-being for years. Recently, the IT group had expanded it services by becoming a public IT provider for external customers in business and government. With expertise in broadband wireless communications, voice-over Internet Protocol (IP) and secure network operation, Motorola's IT services are in high demand from public and private-sector customers.

As an IT services provider, Motorola Israel needs to have highly available IT systems. But Motorola Israel had experienced noticeable performance problems with its Oracle enterprise resource planning (ERP) solution that ran on a Hewlett-Packard Superdome platform. The Superdome platform ran all the ERP modules, causing each module to run at a low speed. Motorola especially needed to decrease loading time for screens in the service module of the ERP system because the company was losing time and money as customer service representatives waited for screens to appear. To avoid losing customers, Motorola began looking for ways to improve performance.

Rather than simply upgrading the Superdome infrastructure, Motorola wanted to change to a higher performance platform on an open, standards-based system. However, the unit manager of the IT department had been disappointed in the past with spending money on new technology that delivered limited results. This had especially been a problem with proprietary operating systems. Motorola Israel began looking for a low-cost

platform that would offer higher performance as well as an opportunity to work with an open-standards-based system.

Solution:

After considering several options, Motorola Israel chose a solution based on a Linux try-and-buy pilot from IBM and an IBM eServer xSeries 335 server. The xSeries server connects to the Superdome ERP system, serving as a full production platform for the ERP system's service module. The solution runs on a Red Hat Linux 7.2 software platform. Motorola selected the xSeries server as its hardware platform. The xSeries was chosen because of its high availability and cost performance and also because it has been proven to work well with the Linux software platform.

Migration problems were virtually nonexistent and implementation was very rapid because of the flexibility and interoperability of the standards-based system. The solution is administered by 60 customer service representatives at Motorola Israel, but the system services all of Motorola Israel's customers.

Benefits of the Solution:

With this try-and-buy solution, Motorola Israel was able to try a new solution at minimal risk. The company anticipates saving both time and cost with the new solution, which does not require purchase of new proprietary operating system licenses. The new solution was also dramatically less expensive than it would have been to purchase a central processing unit and additional memory for the previous solution. And having a Linux software platform eliminates vendor support problems and the overhead associated with other operating systems.

The solution has significantly decreased wait times for viewing ERP screens, providing faster access to customer records and helping customer service representatives improve end-user support. While the older platform displayed screens after minutes of waiting, the new xSeries server and Linux platform allows customer information to be displayed in just seconds. The improved availability satisfies Motorola customer service employees and helps them maintain a higher level of service, which could be the difference between retaining and losing clients in this competitive market. Motorola is also interested in gaining experience with the Linux software platform and, in turn, offering its customers the advantages of an open-standards-based solution.