

Peavey Electronics Amplifies Business Intelligence with Red Hat Enterprise Linux for SAP HANA®

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Leading enterprise Linux platform running SAP HANA to help Peavey lower costs, improve processing performance and provide data-driven insights

BOSTON--(BUSINESS WIRE)-- RED HAT SUMMIT - Red Hat, Inc. (NYSE: RHT), the world's leading provider of open source solutions, today announced that Peavey Electronics, a leading manufacturer of audio equipment, is deploying Red Hat Enterprise Linux for SAP HANA® as the foundation for its deployment of SAP® BusinessObjects™ business intelligence (BI) solutions running on the SAP HANA platform. The implementation is an update to Peavey's existing enterprise resource planning (ERP) system, which was suffering from growing business demand for more reporting and performance capacity.

One of the world's largest makers and suppliers of musical instruments, amplifiers and professional audio systems, Peavey distributes more than 2,000 products to more than 130 countries. The expansive and distributed nature of Peavey's business put significant demands on the company's existing ERP system - they needed faster scaling, more flexibility and better performance to keep up with the business's global presence.

With the limitations of the existing system in mind, Peavey turned to its long-time partner, 3V Solutions for recommendations. 3V, a reseller and integrator of SAP solutions, recommended implementing SAP BusinessObjects BI solutions with SAP HANA. SAP HANA is a powerful in-memory relational database that is designed to handle both high transaction rates and complex query processing, key capabilities for Peavey's operations, running on Red Hat Enterprise Linux for SAP HANA. The solution also includes a purpose-built NEC Corporation of America (NEC) appliance for these compute-and memory-intensive applications.

Launched in June 2014, the result of collaborative engineering efforts between SAP and Red Hat, Red Hat Enterprise Linux for SAP HANA combines the reliability, scalability and performance of the world's leading enterprise Linux platform with technologies optimized to meet the specific requirements of SAP HANA. These include a series of high-availability features that use Intel Machine Check Architecture to mitigate hardware-level errors on application performance and stability.

With the deployment underway, the Peavey team expects that the new Red Hat, SAP and NEC solution will help the company realize:

High availability with reduced capital costs, with the hardware reductions alone expected to save Peavey 54 percent of their original expense.

Improved processing performance, with faster response times without rewriting existing reports and queries.

More insight for more users, including those on mobile devices and a removal of the processing constraints that have limited Peavey's ability to deliver new business analytics.

With the business intelligence solution built on Red Hat Enterprise Linux for SAP HANA, Peavey intends to bring new capabilities online in the future, including data mining and predictive analytics. The company also hopes that the new system will eventually provide the nucleus for a disaster recovery center, bringing redundancy and 24x7 availability for Peavey's worldwide representatives in the event of a disaster.

Supporting Quotes

Jim Totton, vice president and general manager, Platforms Business Unit, Red Hat

"Red Hat Enterprise Linux forms the secure and reliable foundation for many varied enterprises across the globe, and we are pleased that Peavey Electronics has selected Red Hat Enterprise Linux for SAP HANA as the basis for the next-generation SAP software implementation. Boasting a robust ecosystem of certified partners and hardware configurations, Red Hat Enterprise Linux for SAP HANA delivers an open, powerful and secure platform upon which to build critical business intelligence solutions."

Robert Muirhead, manager, ERP Applications, Peavey Electronics

"With our old business intelligence system, it could take 15 minutes or more to get reports critical to our daily operations, and our teams were spending hours each day to create and format this data. The SAP and Red Hat solution will open up our reporting capabilities and enable us to widen our reporting capabilities and the pool of reports that we can provide; it's positive for our IT and it's positive for our business."

Chris Hallenbeck, global vice president, Platform Solutions, SAP

"Peavey Electronics' decision to have SAP BusinessObjects BI solutions running on SAP HANA represents a significant leap forward, enabling the company to provide the right information at the right time to the right decision-makers. By basing the deployment on SAP HANA running on Red Hat Enterprise Linux, we anticipate that Peavey will gain the flexibility and scalability of a powerful, open platform to support its data management needs across the hybrid cloud."

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