

Milk, Sugar and Modernized IT

SAP HANA Cloud Migration

Case Study: Royal Cup Coffee



ROYAL CUP
COFFEE AND TEA

Royal Cup Coffee: Serve Them Well.

Based in Birmingham, Alabama, Royal Cup Coffee has roots dating back to 1896, when the original founder sold coffee to the community out of his horse-drawn carriage. Legend has it that, because the coffee was so good, it was deemed worthy of royalty... and, thus, became known as a "royal" cup of coffee. Years later, in 1950, the company officially made the title its own and branded itself "Royal Cup Coffee."

SAP® Landscape Background

Today, Royal Cup Coffee is the preeminent source for coffee, tea, and ancillary products (e.g., creamers, sugar, stirrers, etc.) within the food service industry. Its customer list is a "who's who" among hospitality and corporations, as well as broadline businesses such as restaurants, cafeterias, nursing homes and hospitals, among others. "Our business is pretty complex," said Billy Patterson, Director of IT for Royal Cup Coffee. "We're not just one type of company – we're a manufacturer, a wholesale distributor, a financial leasing company, and a field service organization. Each business has its own set of processes and requirements, and we need to be able to manage an IT infrastructure that supports all of it."

This complexity has led Patterson and his team to adopt a "modernization" philosophy to Royal Cup

Coffee's IT strategy, especially as they focus on strengthening their ecommerce capabilities. This has meant a series of upgrades and transitions over time, including an upgrade to their SAP implementation, which dated back to 1998. In 2017, they made the decision to move to SAP HANA. "ERP solutions have a finite lifetime, maybe 12-15 years," commented Patterson. "We were running on 20 years at that point. We needed to sit back and reevaluate what this business needs. Especially with SAP dropping support for ECC, we knew we needed to make the move to SAP S/4HANA, but we also needed to figure out how we were going to get there."

Patterson continued, "At the same time, we were approaching end-of-life for our IBM iSeries implementation, and we were wrestling with which

direction we needed to go. Specifically, do we go the hosted route or do we stay on-premise?"

When Royal Cup Coffee began crunching the numbers, they quickly realized the high capital costs that would accompany an on-premise approach. That's when they decided to make the move to hosting, and began the search for a hosting partner they could rely on.

Leveraging Expert Services Drives Efficiency

After a thorough evaluation, Royal Cup Coffee made the decision to go with Symmetry. Symmetry had been managing the company's Basis implementation since the early days, so there was already great comfort with the relationship. Patterson noted, "But what really cemented the decision was when Symmetry said they could bring us into to their hosting environment on iSeries and then transition us to SAP HANA. It immediately relieved any stress or concern as to how we're going to do that." With plans to embrace SAP S/4HANA in the near future, Royal Cup is now positioned to make that move when they're ready.

Were there concerns about security and compliance in moving to a hosted environment? Not for Patterson. "We have 800 users spread out over 32 states, and we only have eight people in IT. Any hosting provider, including Symmetry, would have a much more robust security infrastructure than I could put into place. This shift to hosting actually strengthened our security posture versus if we had kept things on-premise."

The relationship with Symmetry has also allowed Patterson and his team to focus their attention on more strategic opportunities for Royal Cup Coffee, rather than the daily maintenance associated with ERP environments. "Our team can now concentrate on how to use IT to move the business forward. We know Symmetry has our back in keeping the day-to-day running smoothly. It's a great partnership. They're a part of our team and Symmetry understands that. They care about our success as much as we do."

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— Billy Patterson, Director of IT

Does Outsourcing SAP® Make Sense For You?

SAP is an incredibly powerful tool. As SAP evolves, the complexity of operating systems, infrastructure—not to mention business expectations—change. Today's SAP expert must know the entire stack, and ensure they're keeping a finger on the pulse of your IT environment.

Symmetry's team is ready to do the heavy lifting for you with our SAP support and cloud hosting. Our certified SAP Basis Services consultants, state-of-the-art, proactive monitoring and 24x7x365 support delivers reliable, fast, affordable service when you need it most. Rely on our team to help execute and support your IT strategy, while you focus on driving your business forward. Contact our experts today to learn more and see how we can help drive greater efficiency in your organization.

To learn more about **Symmetry services**, contact our Business Development Department or visit our website at:

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