

Infrastructure as a Service (IaaS)

Ameri100, Inc.

# Ameri100

## Customer

- Ameri100, Inc.

## Industry

- Enterprise SAP Strategy Consulting and IT Management Services

## Challenges

- Overcoming clients' concerns about SAP® HANA® migration
- No method of proving SAP S/4 HANA migrating benefits and value
- Inability to show transitioning procedures
- Hidden costs of public cloud

## Solution

- Infrastructure as a Service (IaaS), with Red Hat Software as a Service
- An NEC-delivered SAP HANA private cloud certified by SAP
- NEC's Intel-based Nblock™ integrated Compute, Storage, and Software Defined Networking (SDN)
- Iron Mountain Security and Government Certifications

## Results

- Increased efficiency of internal operations
- Ability to market enhanced business services to global enterprise
- Migration Demonstration of private cloud capabilities
- Efficient management of customer SAP HANA transition
- Cost savings and predictability of private cloud

## Ameri100, Inc.

Ameri100 is an SAP solutions company offering Cloud, Digital and Enterprise services to clients globally. Headquartered in Princeton, New Jersey with offices in New York, Atlanta, Dallas, Phoenix, Kansas City, Sacramento, Irvine, and Toronto, as well as offshore centers in Bangalore, Mumbai, Noida and Chennai in India, the company is a global leader in enterprise SAP consulting services and technology solutions.

Ameri100 is a Lean Enterprise Architecture Partner (LEAP), with a mission to enable clients to outperform the competition and stay ahead of the innovation curve. Leveraging a global partner ecosystem with deep knowledge and the skills to drive progress for clients, Ameri100 enhances their clients' businesses through innovative solutions.

Growth by acquisition has made Ameri100 an expanding organization with a strong roster of major active customers which are primarily commercial, and leaders in the Retail world, in Financial Services, Manufacturing, in Transportation (including airlines), and Logistics--global players comprising a powerful clientele list.

“Companies are worried about taking the leap of faith to go to the next level, without jeopardizing their business model.”

Although a relatively young company, Ameri100 is a force to be reckoned with in the IT market, known for its expertise in SAP consulting. With Business Services capabilities that include: Infrastructure Support, Database Build, SAP Migration and Deployment, S/4 implementation, ECC optimization, SuccessFactors, BW, Analytics, E-Commerce,

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innovative Recruitment and Staffing (executive search, contract labor and direct hire), Contract Consulting, and Project Management, Ameri100 offers direct and turnkey professional services to its customers.

Ameri100’s EVP and Head of Marketing and Strategic Initiatives, Ringo Rajagopal, stated, “Our strategy going forward is to stay focused on SAP services.” SAP HANA, a revolutionary data base architecture developed by SAP as the cutting edge platform for organizations requiring fast access to big data, “real time” performance, and overall improved operational efficiency, is also referred to as “In Memory”. (HANA does not run on disk, so it is extremely fast, increasing business productivity.) Ameri100, as an SAP enterprise service organization, approaches its customers to handle their migrations and upgrades for SAP, to smoothly transition operations from non-HANA to the SAP HANA digital environment.

## Challenges

Ameri100’s recent growth through acquisition led to a growing need for network agility and security to keep up with regulatory demands. Quentin Hurst, Ameri100’s EVP and Head of Worldwide Solutions and Consulting, stated, “We first needed to address our own issues of storage and scalability.”

SAP’s “S/4HANA” is the latest SAP ERP platform natively built for SAP HANA and is the next evolution of their core ERP product. The development of S/4 means an inevitable large migration for all SAP customers, since the majority are currently running their Enterprise Resource Platform (ERP) on a system that runs slowly on old architecture. However, large enterprises hesitate making the necessary leap, given the nature of migratory engagement and the IT tasks involved with this type of transition.

Hurst continued, “What was most interesting to us about NEC’s offering, both internally as well as what would make the most sense for our customers, relates to the big obstacle in our clients’ adoption and migrations to SAP S/4HANA. Some roadblocks to the cloud involve Infrastructure, since implementing HANA could mean new hardware, new appliances, but primarily clients are just uncomfortable trusting their ERP systems in a public cloud.” With only a costly and less than secure public cloud option, moving clients toward SAP HANA migration was difficult for Ameri100’s SAP consultants, and problematic for customers.

Essentially, Ameri100 was internally in need of scalable storage and a highly secure private cloud solution, together with the need for a strategic

infrastructure that would make it possible for them to use a non-invasive demonstration model to showcase to their clients just how easy it would be for Ameri100 to facilitate their safe, efficient transition to SAP HANA.

“Ameri100’s demonstration and Proof of Concept (POC) systems enable us to show clients what S/4 can do on the NEC private cloud..”

## Solution

Ameri100’s internal need for storage that was flexible and easily scalable was met by NEC’s Intel-based Nblock™ infrastructure, an integrated IT stack comprised of servers, data storage, network, and software all operating as a single unit, which easily allows for the company’s continual growth.

Rajagopal shared a strategy point, “By 2025, all SAP on premise enterprises will have to move to SAP HANA, so there is this huge, looming requirement for them. Companies are worried about taking the leap of faith to go to the next level, without jeopardizing their business model.

“We were looking for a way to help companies make the SAP HANA transition, and NEC’s solution brought in an infrastructure that was safe, secure, and state-of-the-art.”





NEC has achieved SAP-certifications for HANA Operations, Hosting and Application Management Services, and is a longtime SAP-certified gold partner. NEC moved into high-security, Federal-compliant private cloud services when it chose Iron Mountain as primary co-location provider for its SAP HANA Hosting and Application Management. This digital environment is physically secured deep within Iron Mountain's Western Pennsylvania underground location, and is compliant with the highest security regulations.

SAP S/4HANA is a real-time enterprise resource management (ERP) suite built on the advanced in-memory platform, SAP HANA. SAP S/4HANA can drive instant value across all lines of business – regardless of industry or business size. Because “S/4” runs on HANA-- and lack of support for old systems will eventually cause everyone to make that shift, Ameri100 is prepared to be in the unique position of having the capability to demonstrate S/4 in a private cloud--and then effectively lead their customers to be enterprises that are “first in” and fully prepared for industry changes and future growth.

Hurst stated, “Ameri100's demonstration and Proof of Concept (POC) systems enable us to show clients what S/4 can do on the NEC private cloud, allowing us to effectively market to customers in a broader way. This will also greatly assist contract closings, and will allow an agile approach to the projects' execution. Where they were hesitant before about the infrastructure or the Public cloud aspect, with the Demonstration, clients can actually see the benefits, understand the migration process, and step up to begin their SAP HANA transition project.”

“The NEC offering really speaks for itself: the transparency, flexibility and scalability, the secure location in which the data resides, able to see what machines are running, while providing the heightened security of a private cloud at a lower cost than a public option.”

Ameri100 will also use the Demonstration as an internal training tool for its teams of SAP consultants, to stay ahead of the curve with regard to best practices and to be able to stay up to date on the latest developments in S/4 software as they train on a system that is very specific.

## Results

Dev Nidhi, Founder and Vice Chairman of Ameri100 said, “Our agreement with NEC fulfills a big need in the SAP HANA migration market, allowing our clients to accelerate the adoption of SAP HANA based applications with a highly secure and transparent private cloud delivery approach.”

Ringo Rajagopal, EVP and Head of Marketing and Strategic Initiatives, affirmed, “NEC is a one-stop shop for us. With this partnership, we can now confidently go in to a company and recommend this solution, and they can be confident that NEC will worry for them and take care of their infrastructure needs, while we handle the solutions.

“In this insulated ecosystem, once companies see a proven path, all will want to move forward--and not experiment, given the criticality of their obligations. The market opportunity for Ameri100 is now immense.”

With the NEC partnership, Ameri100 has the ability to provide a better private cloud solution that is extremely secure, flexible, and forward thinking, with a better price point—and, if need be, their experts are capable of managing a slower migration process to S/4. The NEC-delivered POC can also help prove out the benefits and the business case for customers by using that customer's own data, in their own NEC private cloud, connected to their ERP system. Ameri100 can then create and manage a customized, gradually staged, rollout strategy for the customer.

Quentin Hurst, EVP and Head of Worldwide Solutions, emphasized that, “The way we bring some of our methodology tools, and how we utilize the NEC private cloud so our customers see the value benefit, this allows a fully modular approach to the migration. For global companies, this proves to be an especially cost effective move, saving millions in hardware, with Ameri100 strategically pacing their transition in a safe manner.

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Ameri100's reliance upon the NEC/Iron Mountain partnership to accelerate the adoption in the market of SAP HANA as a Cloud Service means that Ameri100 clients will benefit the most from this powerful combination of Iron Mountain's security and NEC's data center technology. With this comprehensive offering, SAP clients will be able to harmonize their business processes and master-data, rationalize their ERP landscapes, re-platform and modernize, and migrate to SAP HANA quickly, easily, and affordably.

Said Hurst, "What NEC's solution really allows us to do is to offer the flexibility of a public cloud, but have it be a very secure private cloud with great transparency and a much better price point than the public cloud options that are out there."



## NEC Relationship with Our Customer

Quentin Hurst, in addition to his executive position at Ameri100, is an author on SAP and recognized expert on the subject, and affirmed that NEC's IaaS solution was absolutely the right move for Ameri100.

Hurst concluded, "We're looking forward to a long, successful partnership with NEC, and frankly, we anticipate that partnering with NEC's 117 years of technology experience and industry leadership will enhance Ameri100's credibility in the marketplace for many years to come. At the end of the day, our partnership with NEC will make our customers very happy."

Rajagopal affirmed, "NEC has a 100+ year brand of dependability and credibility. Ameri100 is a breakaway model that brings the agility, nimbleness, and adaptability of a young firm to the relationship, and NEC brings real depth and a wealth of experience, so it's a combination that compliments each other's strengths. This is an amazing marriage for both of us—so we all are extremely excited about this partnership!

"And I must add a personal note. It's really been fun to work with NEC, an absolute pleasure at every level, in fact, we treat each other like colleagues so I almost feel like I'm part of the NEC team; it's been a great company culture alignment."

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