

success story



Essilor of America
selects AT&T to handle
data center hosting for
business-critical IT
infrastructure backed by
AT&T and hp
partnership



"We thought about building a new data center to handle our consolidated core business management solution, but decided to host this solution with AT&T because of our long-standing relationship, coupled with AT&T's hosting experience, world-class Internet data centers and strong relationship with HP. Together, AT&T and HP provide a winning combination that allows Essilor to save time and money bringing products to market."

Herve de La Sayette
Director,
IS Operations and Services



When Essilor of America, part of Essilor International, the world leader of ophthalmic lenses, faced the task of choosing whether to expand its existing data center, or to outsource the management of its IT infrastructure, the decision boiled down to resource allocation and cost.

According to Herve de La Sayette, Director for IS Operations and Services at Essilor of America, "We were planning a huge enterprise integration project in which the information for most of our business units and functions needed to be consolidated."

consolidation of IT resources

Essilor of America operates two separate and distinct systems – one to handle part of its worldwide optical manufacturing business, with supply chain management and logistical concerns; the other for its distribution to customers, involving order management and inventory control for doctors and nationwide chains.

"To complicate the issue," said de La Sayette, "we have business users that cross both lines of business. Our consolidation goal was to streamline the process, gathering all the data dynamically into one location, so that all the necessary information elements would be available, dynamically, in one location. We wanted to create a snap-shot view of the whole picture in real-time."

de La Sayette explained that the company based its enterprise integration on the Oracle 11i application. "Since we were going to a one-instance database architecture, we were in need of a high performance, mission-critical infrastructure, so we decided to make our underlying platform the HP rp8400 server coupled with HP Surestore Disk Array xp512 storage."

Essilor of America chose the HP rp8400 and the xp512 for their flexibility and capacity for growth on demand – HP's instant Capacity on Demand Program (iCOD)– along with the attractiveness of the price/performance of the overall solution.

de La Sayette continued, "We selected the Hewlett-Packard Company solution based upon our long-standing relationship and the

trust we have in HP when dealing with business-critical applications that require the highest levels of availability and performance. Plus, HP offered us 'capacity on demand' enabling us to pay for the IT infrastructure as we need it. This was very attractive to us."

the benefits of long-term relationships

To maximize cost reduction and time to market, Essilor compared the cost of expanding its data center and leveraging its IT resources for this initiative with contracting with a managed hosting provider. "With the collapse of so many dot-coms," de La Sayette said, "the hosting business has become very competitive and AT&T has a proven offering of hosting services and maintains worldwide coverage, which are so important to us. Plus, with AT&T's hosting experience, world-class Internet data centers and strong relationship with HP, the total package was very compelling. We decided to move forward with AT&T hosting our legacy and Extranet solutions on HP's infrastructure at one of its Internet Data Centers."

He added, "We recognized that our business would benefit from the strength of the AT&T/HP relationship that delivers superior and differentiated value through unmatched breadth and depth of expertise, global reach and the operations experience and support for complex solutions."

AT&T and HP are partnering to deliver managed hosting services to enterprises through HP's Service Provider Program (SPP). HP introduced the SPP in recognition of the growing trend of businesses looking to service providers to provide hosted, managed, outsourced web-based IT services. The HP SPP generates awareness and drives demand for joint HP and service provider solutions. Program features include co-selling, enhanced incentive and co-marketing programs. AT&T joined HP's SPP as a Select member the highest level in the program.

So far, de La Sayette is pleased with the mission-critical nature of the hosting relocation. "Our service level agreement (SLA) is being expanded to include day-to-day activities. As we move forward,

industry

manufacturing and distribution

challenge

- **expand the capabilities of the company's existing data center operation**
- **consolidate business functions for both manufacturing and distribution**
- **develop an integrated IT strategy and solution to support enterprise operations**

solution

- **engaged the partnership of AT&T and hp, via hp's Service Provider Program, to manage and host key sections of the enterprise environment**

results

- **saved resources, time, and capital outlay by outsourcing to AT&T's hosting solution**
- **allowed the consolidation of information management for two business units and concentration on the execution of business level integration**

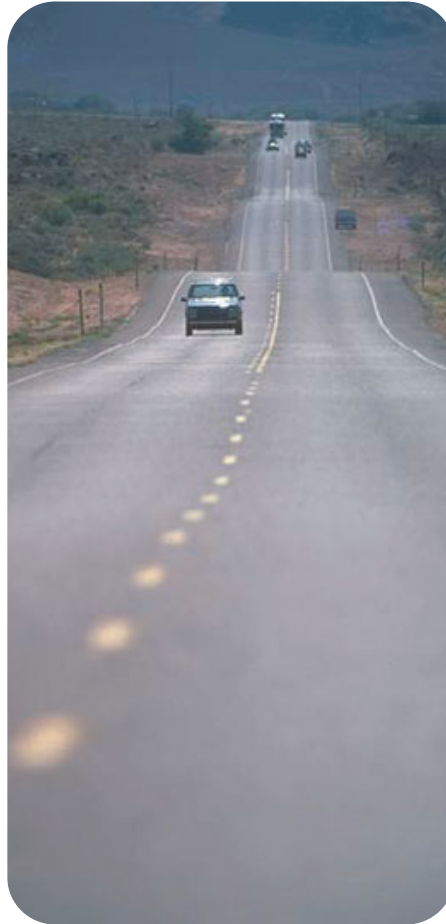
solution highlights

- **Oracle 11i application on one database instance**
- **hp rp8400 series servers with iCOD**
- **hp Surestore Disk Array xp512 with iCOD**

I can see the possibility that more of our business functions could end up being hosted with AT&T. At this point, I think we've only scratched the surface of the offerings provided by the facilities management approach."

de La Sayette concluded, "It's good for my business to know that I can expand the level of our partnership as necessary. Having HP systems and storage enhances my ability to facilitate our coordination initiative, and the relationship that AT&T has with HP is a definite plus. Together, AT&T and HP provide Essilor with a very reliable and secure IT infrastructure – one that makes it possible for me to easily meet the needs of my business users."

For more information on how working with Hewlett-Packard can benefit you, contact your local HP service representative, or visit us through the Internet at our World Wide Web address: <http://www.hp.com>



customer at a glance:



company: Essilor of America

headquarters: Dallas, Texas

founded: 1970

2001 Revenues: Essilor International: \$1.8 billion

telephone: 214- 496-4141

URL: www.essilor.com

primary business: Essilor International is the world leader in ophthalmic optical products, manufacturing a wide range of lenses under the Varilux, Crizal, Airwear and Essilor brands to correct myopia, hyperopia, presbyopia and astigmatism. Essilor operates worldwide through 18 production facilities, 160 lens finishing laboratories, and local distribution networks.

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Herve de La Sayette,
Director,
IS Operations and Services



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