Nongfu Spring Co., Ltd.

Hitachi's JP1/SD reduce the cost of troubleshooting and improve the efficiency to reinforce system management. JP1 takes up very little system resources of the client, and achieving 'the least investment and the biggest benefits'. JP1 improves the return on investment to client.

Background:

Nongfu Spring Co., Ltd. whose headquarter in Hangzhou was named formerly Zhejiang Qiandao Lake Yangsheng Tang Drinking Water Co., Ltd., and is the only private enterprise of China's "Top Ten" beverage enterprise as well as one of the national leading enterprises in agricultural industrialization. "Nongfu Spring", the company's core brand, blooms into China's well-known trademark.

Ever since 1997, the company has established successively seven world leading production sites of natural drinking water and juicy drinks in Qiandao Lake of Zhejiang Province (the national A level water resource conservation zone), Jingyu Mineral Water Conservation Zone of Changbai Mountain, Danjiangkou of Hubei Province, Wanlv Lake of Guangdong Province and Manasi County, Sinkiang (the Glacier District of Tianshan Mountain). The strategic choice of quality water resources combined with its world leading manufacturing facilities is unparalleled in the beverage and drinking water industry nationwide.

AC Nielsen, the world's largest market research institution, reported in its China's Urban Consumption Market Report that Nongfu Spring has become one of six most popular brands among domestic consumers' goods and the only local brand among them.

"After comparing product serviceability, ease of operation and maintenance, supplier support, and something like that, we prefer Hitachi JP1/SD desktop management software products"

Mr. Hu Jian
Director of Information Department
of Nongfu Spring Co.,Ltd

Fully Implement Informationizationto Increase the Competitiveness of "Nongfu"

As a leading enterprise in domestic beverage industry, the Nongfu Spring company has to face not only competition from local beverage enterprises, but also pressure from international giants like Pepsi and Coca Cola. "How to enable continuous rise of competitiveness through the application of IT system to directly benefit the company?" is what haunts Mr. Hu Jian, Director of Information Department of Nongfu Spring Co., Ltd. (hereinafter "Nongfu Spring") every day.

How to make the IT system directly benefit sales has been the most important thing in Mr. Hu's planning. From the initial implementation of SAP's ERP system to the latest application of mobile business system, the continuous improvement in informationization has enhanced huge competitiveness for the company.

Years ago, Nongfu Spring's IT department had employed many employees, most of whom in the role of "firefighter", busy with troubleshooting. Since 1996, the company's IT system has grown into certain scale with over 1000 computers within the network of the company covering over 150 subsidiaries, offices and plants nationwide. However, only 40 IT professionals are employed including 20 administrators distributed across the country.

For the sake of management, Hangzhou-based Nongfu Spring has to maintain interactive relationship with subsidiaries, offices and plants in different locations so as to ensure the company's normal data transfer. However, computers in some offices have led to a decline of work efficiency due to adverse operations, such as irrelevant program running, the cross-use of mobile storage devices and so on.Once the computer system is in trouble, engineers are required to arrive at the site for troubleshooting to ensure the normal operation of the business. The direct result of this is that IT engineers are out of office all the time. Even so, the problem cannot be solved in time due to the long distance. As a result, complaints from first-line salesmen occur from time to time, sometimes even affect the company's normal business operation.

Work along Both Lines for Function Transformation

The first thing Mr. Hu did after the appointment was reiterating the service function of the IT department and improving the internal process of the department comprehensively.

To change the previous role of "the firefighter", as JP1 consultant suggests that Mr. Hu first set up Helpdesk , used the hotline as the department's window to the company. Next, re-defined the approach to respond towards phone calls for help. To raise the awareness of the customer service, Mr. Hu changed the method to account the bonus of employees of IT department by service response time.

Apart from introducing the ITIL concept to improve the internal process, desktop management software that fit into the corporate characteristics was also introduced to improve the integrity.

JP1

HITACHI
Inspire the Next

The introduction of JP1/SD desktop management software enhances Nongfu Spring's competitive edge.

In 2007, Nongfu Spring began to introduce Hitachi's JP1/SD desktop management system software to reinforce desktop management. The IT centre should be designed to maintain the systems, and to provide services for other departments. When mentioning IT management, Mr. Hu said,"We would follow two lines: to improve internal process by reinforcing the awareness of services and to enhance management ability of the system by introducing the JP1 software. "

After testing for over a month, they was much satisfied with the performance, function, network requirements and distributed framework of the JP1 software. "The main reason for us to choose Hitachi's JP1 out of many other brands lies in the strong support of the software to the distributed framework apart from its perfect functions," Mr. Hu told the reporter. "The company previously had 20 cables with at least 2M bandwidth connected to the regions and plants. Compared with other brands, the JP1 has less demand upon the bandwidth and can operate well on the existing systems, thus achieving 'the least investment and the biggest benefits'. In addition, the powerful report-generating function is also one of its featured functions. Through JP1's asset collection and report generating functions, the IT department can learn the status of the software and hardware on a timely basis and help the company better follow ITIL principle."

The purchase of the management software is in fact the purchase of management philosophy. "Hitachi's JP1 has many functions such as remote maintenance, software distribution, operation monitoring, etc. With regard to the stability of the system, the occupancy rate of resources, the implementation fees and easy operation, we believe JP1/SD has well solved the problems we encounter," Mr.Hu said frankly."The advanced management approaches owing to Hitachi's long history and rich industrial experience have further solidified our confidence in JP1."

## JP1 Enhances the Corporate Competitive Edge

From the perspective of Nongfu Spring, the first step is to improve the service efficiency of the IT department and to reduce its workload of dailyoperation; the second step is to improve the corporate management ability of IT assets to enable real-time auditing of assets and to control the equipment status and changes; the third step is to provide support for distributed framework and protect the company's investment in its current network; finally, we should enable remote management and centralized monitoring of IT assets.

Mr. Hu summarized the JP1's contribution to the transformation of Nongfu Spring in the following two aspects: on one hand, it shortens the responsive time, improving service ability, and providing back-up guarantee for the company's brands more effectively in the fierce competition; on the other hand, it improves the return on investment. According to estimates, with about 1000 computers in total, the company is able to keep the non-standard use of IT equipment under strict control and thus reduces the cost of maintenance.

On all the terminal computers, all the software needed in the business are subject to centralized control and distribution by the JP1/SD desktop management software. Employees are not allowed to install software or to use instant communication tools like MSN. Equipment without timely patch is not allowed to log into the corporate network.

When a problem occurred,the administrator can use remote control function of JP1 easily. Prior to the application of JP1/SD, now the IT technicians can analyse the problems in time through JP1 and guide the users to solve most of the problems on the phone.

In the next phase, Hu plans to reinforce management of the servers and network equipments. "Based on the reliable application of the JP1, we will prefer JP1 if it has corresponding products to recommend. And we are looking forward to the next cooperation opportunity."
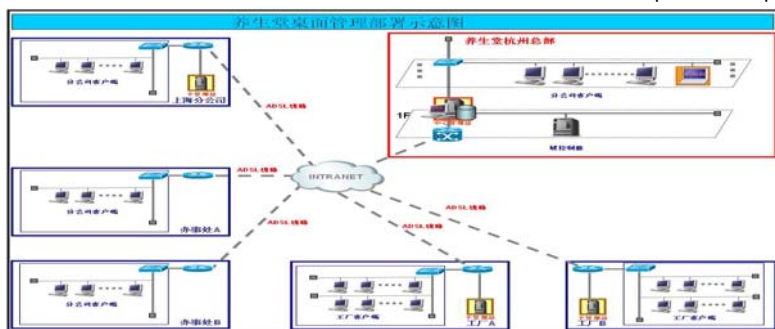
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