



Look Inside.™

# Cultivating Greater Big Data Insights

Bonafarm Group meets market challenges and improves business with the Intel® Xeon® processor E7 v2 family



“With SAP HANA and Intel® technology, the Bonafarm Group can remain competitive and improve commercial services and has better control of revenue-related figures and improved forecasting capability.”

*Péter Ábrahám,  
Sourcing and IT Director  
Bonafarm Group*

## Company

The Bonafarm Group is a collaboration of Hungarian farming and agricultural companies that cultivate a combined 27,000 hectares of land and employ a total of 5,500 people. The crops they grow are used either as livestock fodder or as raw material for food products. The group members hold over 4,000 heads of cattle and process around 500,000 pigs each year. They produce over 15 million eggs and, manage a 220-hectare network of fish ponds. Outside of Hungary, the organization has operations in Germany, Serbia and Romania.

## Challenge

To remain competitive, Bonafarm Group is under increasing pressure to improve commercial services, control costs, and improve forecasting capabilities. It handles huge amounts of data related to production, sales, and finances, which it must analyze effectively to make informed strategic decisions and enable management to assess business success. To do this well, Bonafarm Group needed to enhance its data warehousing and business intelligence (BI) capabilities. The executive team was able to carry out ad-hoc queries, but it needed faster responses and the ability to carry out complex queries more regularly.

## Solution

The Group chose to implement SAP HANA\* appliances for data warehousing and customer relationship management (CRM), running on an infrastructure composed of HP AppSystem\* and HP servers powered by the Intel® Xeon® processor E7 v2 family. This combination of technologies offers the flexibility, reliability, and performance it needs to quickly analyze information and support customer-related activities.

## Benefits

The combination of the tailored SAP HANA appliances and strong performance of the HP servers powered by Intel® technology has enabled Bonafarm Group to reduce query run times by 80 percent<sup>1</sup> according to internal tests. They have also cut the time spent loading data by 50 percent, from six to three hours per day.

Able to access and process more data more quickly than before, Bonafarm Group can now delve deeper into its big data resources to extract greater insights. It has improved its forecasting capabilities and can make more informed and sophisticated business decisions about strategic projects and company direction.

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