

# Australian Wine Selectors toasts the performance of its IT systems



“With HP Operations Center we can now ensure the company’s mission-critical business processes are not only up and running, but performing according to our most critical business requirements. Our IT infrastructure is now robust and reliable. It’s no longer holding the business back.”

–Steve Morris, Information System Manager, Australian Wine Selectors



## Objective:

As one of Australia’s largest wine retailing businesses experiencing steady growth and operating sophisticated systems and mission-critical applications, Australian Wine Selectors had to overcome several business challenges.

## Approach:

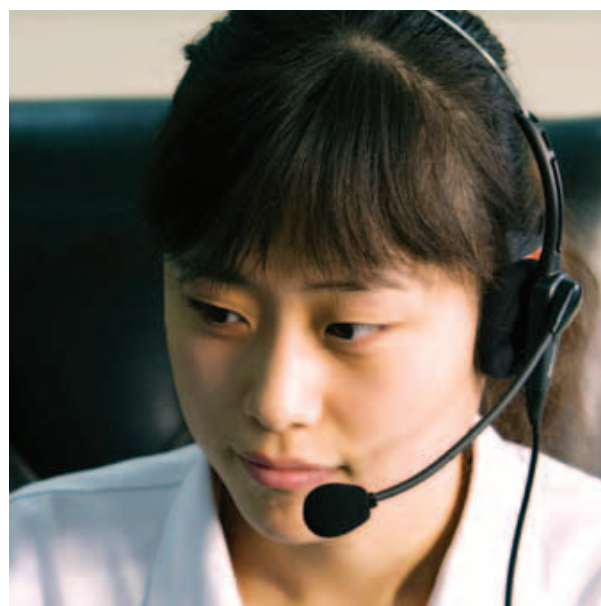
Australian Wine Selectors implemented HP SiteScope software, part of the HP Operations Center software suite, to maximize the availability and performance of its entire IT infrastructure.

## IT improvements:

- Quickly identify and resolve performance issues with key components of its IT infrastructure.
- Stabilize IT systems and improve user confidence in an agile and dynamic environment.
- Effectively monitor and manage IT operations without increasing headcount.
- Support the dynamic nature of the organization’s marketing programs with a responsive and robust IT system.
- Provide the real-time information needed to make strategic business decisions.

## Business benefits:

- Increased the availability and performance of its distributed IT infrastructures, including 99.99% availability of its network.
- Maximized ROI by deploying a simple and easy to use agentless monitoring solution.
- Gained the ability to capture an accurate and timely picture of infrastructure performance 24/7 to verify operations, identify problems and initiate corrective action to prevent unplanned system downtime.



Australian Wine Selectors operates a sophisticated automated call center with predictive dialing capabilities together with mission-critical business applications, including an ERP and CRM system. With service, convenience and diversity at the heart of its product offerings, the company is particularly reliant on the integrity and availability of its IT infrastructure.

Five years ago, it recognized that future expansion would need to be driven by a robust and agile Information Technology (IT) infrastructure. What followed was the implementation of Oracle eBusiness Suite, a core set of business applications designed essentially to streamline business processes, such as financials, purchasing and inventory management. A proprietary Customer Relationship Management (CRM) system was also developed to better manage marketing campaigns and customer interaction from all touch-points, including phone, web, mail and personal contact.

**HP customer case study:** Australian Wine Selectors choose HP SiteScope to maximize performance of IT infrastructure.

**Industry:**  
Wine Retailing

## Customer at a glance

Headquartered in Newcastle, NSW, Australian Wine Selectors operates two of Australia's largest wine clubs, the Hunter Valley Wine Society and Société de Vignerons. Recognized as the country's largest cellar door, the company provides members with a complete wine experience, including home-delivered wine and a copy of Australian Wine Selector magazine.

Founded twenty years ago, Australian Wine Selectors has enjoyed a period of solid growth. Today, the company employs over 250 people and its operations span all aspects of the wine retailing business. As well as the wines, tasting notes and magazine, members benefit from a loyalty program and wine related events such as education courses and tastings.



### Gaining real-time information to optimize performance

When Steve Morris joined Australian Wine Selectors as Information System Manager, he was faced with an unreliable IT infrastructure, which was failing users and hampering productivity. Morris needed to determine which part of the company's networks, servers, applications, routers or operating systems were causing the performance issues being raised.

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*"HP SiteScope's ability to initiate corrective actions such as restarting servers, clearing disk space, executing commands and generating regular monitor readings is allowing us to resolve issues before manifestation at the user level. We can now respond to what the business wants and where it's going, almost even before the business knows it."*

Steve Morris, Information System Manager  
Australian Wine Selectors

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Tasked with a self-imposed mission to separate fact from fiction, Morris decided he needed to monitor the availability and performance of the company's distributed IT infrastructure targets in order to gather data, verify operations, resolve existing issues and ultimately minimize system downtime.

The answer was a Business Technology Optimization (BTO) approach based on HP SiteScope software, a component of HP Operations Center.

"Leading a small team of seven staff, my role is critical to ensuring the company derives good business benefits from IT," says Morris. "I need to make sure the IT function supports the dynamic nature of our marketing programs and provides the real-time information our management team needs to make strategic business decisions."

He adds, "In the early stages, HP SiteScope enabled me to gather the detailed information I needed to identify the bottlenecks in our infrastructure operations, which were due to disk space and disk performance, not our ERP or CRM system as originally thought. Now that we have resolved these issues, we are concentrating on monitoring our systems and delivering preventative maintenance to ensure our business processes work smoothly and contribute to our success."

### Easy-to-use, agentless solution ensures efficiency

When Morris set out to find a suitable monitoring solution, he had a few requirements. "I wanted a product that was simple and effective to use and I needed it fast," he says. "I also wanted the application to work for me, not the other way around."

Having used HP SiteScope in a previous role, Morris knew he could be up and running in a few hours. He also felt comfortable knowing the product could be used by anyone in the IT department, regardless of their expertise.

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*"We have achieved significant cost savings because HP SiteScope has allowed us to manage operations without increasing staff levels."*

Steve Morris, Information System Manager  
Australian Wine Selectors

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"Apart from HP SiteScope, I have used other monitoring solutions in the past," adds Morris. "These proved complex and required a sophisticated level of knowledge. HP SiteScope on the other hand provides the essential monitoring functions I need 24/7, with an emphasis on simplicity."



After reviewing available options, Morris prepared a business case to invest in a monitoring solution. "It was very simple," he says. "We had 5 or 6 key issues revolving around our ERP and CRM system. We needed to know when the system was crashing, what the server performance was and how disk space was being utilized. This may sound simplistic, but we had some problems and HP SiteScope was the only tool capable of doing the job. The ROI was a given."

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"In addition, we have achieved significant cost savings because HP SiteScope has allowed us to manage operations without increasing staff levels. HP SiteScope is the equivalent of one person and in such a small team, this allows me to ensure the monitoring function isn't undertaken at the expense of our extensive body of work."

#### **HP SiteScope delivers 99.99% server availability**

Since 2002, Australian Wine Selectors has leveraged HP SiteScope to manage infrastructure performance and availability. Its agentless architecture provides a non-intrusive way to monitor distributed systems, including networks, servers and applications.

"With HP Operations Center we can now ensure the company's mission-critical business processes are not

only up and running, but performing according to our most critical business requirements," says Morris. "Our IT infrastructure is now robust and reliable. It's no longer holding the business back."

So successful has the integration of HP SiteScope been that Morris can now claim 99.99% server availability. "HP SiteScope's ability to initiate corrective actions such as restarting servers, clearing disk space, executing commands and generating regular monitor readings is allowing us to resolve issues before manifestation at the user level. We can now respond to what the business wants and where it's going, almost even before the business knows it."

#### **Looking ahead**

As Australian Wine Selectors strives for tighter integration across all marketing channels—CRM, Web and Voice—it is looking at ways to become more efficient by streamlining processes and ensuring they are repeatable.

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After this success with HP software, the company is now examining ways it can gain additional benefits from its monitoring system. For example, Morris is looking to HP SiteScope to provide a level of security-based monitoring that will inform him when servers are rebooted and passwords changed.



Testing tools are also on the agenda to reduce the amount of manual testing currently undertaken, especially with web projects.

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Enabling a quantum leap in the reliability of Australian Wine Selectors' IT infrastructure, HP has delivered value, performance and agility in what has become an increasingly dynamic business environment.



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