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Case study

Asia Pacific | India | Manufacturing | Digital Infrastructure

Anchor Electricals is at the forefront of Digital India with *optimised business operations*

At a glance

Which services?

- Managed Services for Data Centres
- Managed Networks Services

Which technologies?

- Cisco Unified Communications Server
- VMware NSX

Which Partners?

- Cisco
- VMware

‘The government’s appeal on every industry to make the country more digitally empowered, encapsulated in its Digital India campaign, has driven us to become a leader in this field in manufacturing. With Dimension Data as our partner, we can now execute our digital transformation initiatives.’

Dinesh Aggarwal, Joint Managing Director, Anchor Electricals

Why Anchor Electricals needed to optimise its operations

Anchor Electricals aims to be a digital frontrunner in the manufacturing industry in India. To achieve this goal they needed high-availability of services to end users ensuring continuous production in factories, which would free up IT teams to focus on innovation and strategic initiatives.

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How Anchor Electricals created a hybrid IT support model

Anchor Electricals consolidated and seamlessly migrated 45 applications across 44 sites to a scalable private cloud environment to meet business growth objectives. A stable hybrid IT support model covering the network and the data centre optimises operations and provides 24/7 support.

[Read more](#)

What optimised and automated operations mean for Anchor Electricals

Operational efficiency across the data centre, network, security and cloud mean that critical IT resources are freed up to drive innovation. Anchor Electricals is now able to execute its digital strategy and become more competitive.

[Read more](#)

‘We rely on Dimension Data as a trusted partner to optimise and transform our hybrid IT environment to accelerate our digital ambitions.’

Dinesh Aggarwal, Joint Managing Director, Anchor Electricals

Why Anchor Electricals needed to optimise its operations

Anchor Electricals aims to be a digital frontrunner in the manufacturing industry in India. To achieve this goal they needed high-availability of services to end users ensuring continuous production in factories, which would free up IT teams to focus on innovation and strategic initiatives.

Anchor Electricals, a subsidiary of the Panasonic Group, is one of India’s largest domestic manufacturers of electrical construction materials. They manufacture a range of innovative electrical, lighting and ventilation products.

Anchor Electricals wanted to improve the service provided to their end users while keeping disruption to a minimum. However, it was hampered by frequent downtime at its 44 production plants across the country, caused by ageing infrastructure and an inefficient support model, resulting in lost revenue.

With its small IT team kept busy dealing with daily IT operational issues and escalations, the team didn’t have time to focus on innovation and strategic initiatives. The lack of tools to enable proactive monitoring and management of the infrastructure also meant that the IT team couldn’t provide effective support.

How Anchor Electricals created a hybrid IT support model

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To meet Anchor Electricals’ business growth objectives and to mitigate current issues faced due to obsolete technology, we created a scalable private cloud environment and virtualised branch network architecture in its data centre.

A hybrid IT support model underpins the existing infrastructure and optimises data centre and network operations. The model offers them complete visibility of their IT operations in the form of granular monitoring, control and reporting, measured against set business outcomes.

The use of automation created a radical shift from their existing, reactive IT operations management environment establishing a more focused, predictive and proactive environment.

With 99.9% uptime and 24/7 support across all its operations, including manufacturing facilities, warehouses and offices, all services are available to end users at any point in time.

What optimised and automated operations mean for Anchor Electricals

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As a result of their implementation of an optimised and automated support system, Anchor Electricals is set to meet its target for revenue growth, partly due to an expected 10% reduction in operational costs. There’s also been a 15% reduction in risk by shifting from its existing IT operations management strategy to a more focused, predictive and proactive management approach. With automation, Anchor Electricals has experienced up to 25% improvement in performance as a result of reduced downtime. They’ve also seen an improvement of between 15% and 20% in internal customer satisfaction because of the reduction of escalations and customer complaints. IT management can focus on initiatives to ‘change the business’ to become more productive, rather than focusing on ‘running the business’. This will allow them to execute their digital transformation strategy and become more competitive in the market.

Technology accelerates digital business

‘Anchor Electricals can now focus on digital initiatives that will enable us to double our revenue targets. Our hybrid IT environment is running 24/7, thanks to Dimension Data’s Managed Services. An overlay of automated and integrated, proactive, support services optimises our environment.’ Dinesh Aggarwal, Joint Managing Director, Anchor Electricals.