NICE GROUP HOLDING

Nice Group Holding Corp.,Ltd

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Reacting Rapidly to Changing Market Demands with Real-time Data Analytics

Activewear manufacturer Nice Apparel Company Limited operates 15 manufacturing sites in Thailand, Cambodia, China, and Vietnam. The company employs around 21,000 people and delivers over 72 million pieces of apparel to top global sportswear and athleisure brands. Keen to capitalize on the rise of athleisure, Nice Apparel aimed to drive up operational agility and efficiency to react fast to changing client specifications and market demands. The company selected Lenovo ThinkSystem SR850 V3 servers, powered by 4th Gen Intel® Xeon® Scalable processors, as the backbone for its new SAP S/4HANA environment. The Lenovo and Intel technologies have lifted system availability to 99.99% and delivered a significant performance boost, enabling up to 40% faster query processing and report generation.[1]

> "Running SAP S/4HANA on the latest Lenovo ThinkSystem infrastructure and 4th Gen Intel® Xeon® Scalable processors means we benefit from lightning-fast query processing and real-time analytics."
>
> **Prapakorn Sitthichaikasem, Chief Digital Officer, Nice Apparel**

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