

Keeping pace with activewear trends

Nice Apparel Company Limited

Fast, lean, agile: Nice Apparel can react rapidly to changing market demands with real-time data analytics powered by SAP S/4HANA running on Lenovo ThinkSystem servers, powered by 4th Gen Intel® Xeon® Scalable processors, and protecting all the important data with Lenovo and Veeam solutions.

Customer Problem

Fashion trends move quickly, so activewear manufacturer Nice Apparel must react fast to changing market demands. To do this, the company needs accurate, real-time insights into business operations.

Lenovo Solution

Nice Apparel moved from SAP ERP to SAP S/4HANA, running on Lenovo ThinkSystem SR850 V3 servers—featuring 4th Gen Intel® Xeon® Scalable processors with built-in performance accelerators.

Business Impact

Lightning-fast query processing and real-time analytics enables users to pull reports and run analytics jobs faster than ever, empowering Nice Apparel to respond rapidly to emerging fashion trends.

Powered by



“Activewear trends are constantly evolving. Real-time insight into business operations, enabled by SAP and Lenovo solutions, is helping us to keep pace with the latest trends and accelerate production of new styles for our clients.”

Mr. Prapakorn Sitthichaikasem

Chief Digital Officer (CDO), Nice Apparel Company Limited



40% faster query processing and report generation



30% reduction in IT management time



20% lower IT operational costs

