

Client Success Story

Global Services Firm Drives Growth by Optimizing Oracle EBS, Payroll, JDE and Database Support



Client profile: BrandSafway is a premier provider of integrated specialty services to the global energy, industrial and infrastructure markets.

Industry: Energy/Manufacturing/Services

Employees: 35,000

Geography: Headquartered in Kennesaw, Georgia, U.S., with facilities across the globe

Products supported: Oracle E-Business Suite 11.5.10.2 including HR/Payroll; Oracle Technology: Internet Application Server 10.2.2.2, Oracle Database 9.1.2, 11.2.0.3.0; JD Edwards A8.1 Cume 2

BRANDSAFWAY

"We moved to Rimini Street because the risks were low and we knew the financial savings would be a huge benefit. After we experienced far better support than what we had before, our decision was validated, and we've since significantly expanded our global footprint through Rimini Street support."

Simon Lytton,
Global Applications Director
BrandSafway

BrandSafway is comprised of multiple operating units and go-to-market brands that operate in more than 350 locations in 30 countries.

The BrandSafway Challenge

BrandSafway supports multinational and localized business units around the world to provide a wide range of industrial, commercial and forming and shoring solutions for the oil, gas, power, civil infrastructure and commercial construction industries. As BrandSafway was growing into the larger company it is today, the company needed to focus on business integration, business intelligence and e-commerce to manage its global operations.

While planning its IT strategy, BrandSafway began evaluating a pending Oracle E-Business Suite (EBS) upgrade from 11i to 12 for one of its business units. After determining that the upgrade would yield few business benefits and little productivity improvements for the cost and disruption it would have entailed, BrandSafway decided to halt the upgrade and refocus those resources on improving the underlying Oracle 11i system while also rolling it out globally to more than a dozen countries.

BrandSafway Global Applications Director Simon Lytton, explains, "EBS 12 didn't have any features our business needed. We wanted business intelligence (BI) and e-commerce and couldn't wait for Oracle to provide this functionality in some future release. Those are the things that we build for ourselves now - with tailored solutions in various countries. That's what is going to really drive the business forward, not the minor enhancements R12 was offering us." Once BrandSafway made the strategic decision to halt the R12 upgrade, Lytton says, "We were very conscious that we needed to identify an organization to support our company-wide EBS 11i, including payroll."

The Rimini Street Solution

Following a careful vetting process, BrandSafway switched to Rimini Street for support for EBS. Additionally, the company chose Rimini Street to support its EBS Payroll system and Oracle Database. BrandSafway based its decision to go with Rimini Street on several key factors. First, the company wanted support for modified code, and Rimini Street supports customizations at no extra charge.

Benefits

- **Gained control of enterprise software roadmap:** No forced upgrades are required to retain support for EBS, EBS Payroll, JD Edwards and Oracle Database. The team has flexibility to upgrade if and when it makes business sense.
- **Invested in business intelligence and electronic invoicing:** By saving on annual maintenance fees and upgrade avoidance, BrandSafway has been able to redirect cost savings to projects that drive business growth.
- **Gained the ability to pursue EBS customization strategy:** Client customizations are supported at no extra charge.

“Moving support for JD Edwards to Rimini Street was an easy win because we could reduce operational costs and get much improved service at the same time.”

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For More Information

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Second, the global EBS rollout effort requires ongoing global tax, legal and regulatory updates and localizations. “It was vital we had a partner that could provide us with the statutory and regulatory fixes for our payroll solution in the U.K. These updates were soon to be eliminated under the Oracle Sustaining Support Policy,” Lytton notes.

To address that looming payroll issue, Rimini Street began providing payroll updates to BrandSafway while the company was still in the process of onboarding to its new support program. Rimini Street delivers comprehensive, tailored compliance updates ahead of a vendor’s own updates - and delivers only the updates needed by each individual client.

A third key factor for BrandSafway was - and still is - proactive support. “The biggest change from Oracle to Rimini Street is the proactivity,” he remarks. “Rimini Street identifies potential issues before they become problems. They give us corrective guidance, as opposed to us reacting to the changes and then trying to chase patches or fixes.”

Client Results

Now that BrandSafway has standardized on a stable EBS 11i foundation supported by Rimini Street, the company has been able to refocus time and cost savings on its business goals. The core initiatives BrandSafway is working to accomplish, Lytton reports, include continuing to roll out EBS globally and enhancing its model for greater efficiency with projects such as electronic invoicing and business intelligence reporting.

“Before we came to Rimini Street, we had suspended our rollout program as we evaluated an R12 upgrade, but after experiencing Rimini Street’s ability to engage with us globally - but also on a local level in each geography — we didn’t see the value in an upgrade and have since increased our footprint of supported software,” Lytton says. “Early on, we rolled out to the UK, US., Canada, Australia, Poland, Egypt, Mexico and Germany, but we’ve since continued to The Netherlands, Belgium, India, Malaysia, Singapore, El Salvador, Guatemala, Panama, Costa Rica and Colombia.”

In fact, Lytton notes, because of BrandSafway’s positive experience with Oracle EBS support, the company has also added independent support for JD Edwards software it has gained through acquisitions of companies around the world. “Because our JD Edwards implementation was stable and doing its job well, we had no business need to upgrade,” Lytton says. “Moving support for JD Edwards to Rimini Street was an easy win because we could reduce operational costs and get much improved service at the same time.”

Along with the EBS global rollouts, the company has made investments in new business processes. For instance, “Instead of doing an R12 upgrade and being forced to spend 12 months training and supporting users,” Lytton says, “we’ve been able to go and do the enhancements we needed around electronic invoicing.”

By not moving its Oracle and JDEdwards applications, BrandSafway has also changed how it approaches finding and delivering key business technology: BrandSafway is no longer tied to an aging single-vendor strategy and is now more open to using third-party technology. “One of our latest strategies involves using mobile hardware and applications to reduce paper and improve efficiencies,” Lytton says. “There are so many vendors out there pushing options, but having a partner like Rimini Street we trust and can talk through new technologies with helps keep us stepping in smart directions.”

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