



Eric Robinson is responsible for the expansion of all Rimini Street SAP services and products worldwide. He works to ensure that all SAP teams are aligned on product strategy, management, messaging, delivery, and sales.

He specializes in vision, guidance, planning, and management for technical solutions to complex business problems. Having worked with SAP systems since the early 1990s, he has extensive knowledge of manufacturing, distribution, and financial systems.

Mr. Robinson spent 12 years as CIO at Color Spot Holdings, a grower providing plants and flowers to major retailers such as Home Depot. He consistently maintained an IT budget of 0.75% of sales revenue, becoming an authority on cost-effective IT. Mr. Robinson first engaged with Rimini Street as a client for SAP support services as part of a broader initiative to use creative strategies to lower risk and reduce operational costs. Rimini Street support also allowed his team to tailor its SAP implementation to the requirements of the business, since Color Spot was no longer subject to SAP maintenance contract terms that exclude support of custom code.

Earlier in his career, he led teams of SAP professionals at a division of Toyota and at medical device manufacturer Hudson RCI.

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**ABOUT RIMINI STREET, INC.**

Rimini Street is the leading independent provider of enterprise software support services. The company is redefining enterprise support services with an innovative, award-winning program that enables Oracle and SAP licensees to save up to 90 percent on total support costs over a decade, including saving 50 percent on their annual support fees. Clients can remain on their current software release without any required upgrades or migrations for at least 15 years after switching to Rimini Street. Hundreds of clients, including global, Fortune 500, midmarket, and public sector organizations from across a broad range of industries have selected Rimini Street as their trusted, independent support provider.

