

Client Success Story

Consumer Electronics Company Gains Flexibility and Takes Control of Its Strategic Roadmap

Consumer Electronics Company

Client profile: This consumer electronics company is a leading provider of health and lifestyle products, including home massagers, air filters, humidifiers, sleep aids, headphones and home audio products.

Industry: Manufacturing and Distribution

Geography: Headquartered in the United States

Revenue: Privately held

Products supported: J.D. Edwards EnterpriseOne 8.12

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CIO,
Consumer Electronics Company

This privately held company distributes its consumer electronics products to leading retail stores in more than 100 countries around the world.

The Consumer Electronics Company Challenge

The company has quickly grown into one of the most recognized brands in home massage products. It also owns leading Bluetooth speaker brands, as well as other consumer electronics companies. The organization focuses on the wholesale distribution of its diverse product line to leading retail companies in more than 100 countries around the world.

Three years after implementing its J.D. Edwards EnterpriseOne 8.12 system, the company found itself stuck on a forced upgrade path. Because its new system had been released five years prior to implementation, it faced a choice between upgrading its J.D. Edwards EnterpriseOne 8.12 system at significant cost or entering a sustaining level of support that would also result in increased annual costs.

"We were looking at doing a six-month, million-dollar upgrade just to move to a new version we didn't need, in order to be actively supported," says the CIO.

"It was pretty clear we had to get off the carousel ride of forced upgrades, but if we did, we would get hit with a 20% penalty to go on extended support because we hadn't upgraded within a five-year period," he adds.

Worse, it appeared the level of vendor support was diminishing even though the costs were set to rise. "We didn't have a lot of confidence in staying on vendor support — it was turning into a business risk," the CIO says. "We needed to find a better strategy that was right for our business."

The Rimini Street Solution

The company chose to move to Rimini Street for third-party support for its J.D. Edwards EnterpriseOne 8.12 implementation.

As the CIO puts it "There were many compelling reasons to move to Rimini Street. The first is obviously the immediate cost savings and upgrade avoidance, but those benefits were quickly followed by the high quality of support."

Benefits

- **Avoided unnecessary upgrades:** Remained on its stable J.D. Edwards EnterpriseOne 8.12 release, eliminating upgrade risks while achieving operational cost savings.
- **Gained strategic flexibility:** Refocused its resources and reallocate its cost savings to business transformation projects and new technology initiatives without pressure to upgrade its core systems.
- **Receives tax, legal and regulatory updates:** Benefits from tax, legal and regulatory updates at no additional cost.

“The onboarding process was fast and smooth, and Rimini Street completely supports the core elements we need most. When you consider the included tax, legal and regulatory updates, we no longer face any outside pressure to change for the sake of change.”

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“Because Rimini Street also supports customizations, we could continue to customize our JDE software as well as add new applications while retaining a premium level of support,” explains the CIO.

Tax, legal and regulatory updates are also provided by Rimini Street at no additional charge.

“The onboarding process was fast and smooth, and Rimini Street completely supports the core elements we need most. When you consider the included tax, legal and regulatory updates, we no longer face any outside pressure to change for the sake of change,” says the CIO.

Client Results

Now, after receiving several years of third-party support, Rimini Street has successfully resolved more than 250 support requests for the company.

“The quality of support has been exceptional,” the CIO says. “We’re able to call our primary support engineer any time, and it’s particularly nice to work with someone who is familiar with our business and is in the same geographic location. I sometimes find myself thinking of Rimini Street as an extension of our staff.”

The CIO also mentioned it’s easy to become enticed by the initial cost savings of third-party support, but the longer-term benefits have been even more significant.

“By moving to Rimini Street, we channeled both our attention and cost savings into new initiatives,” the CIO notes. “If you’re busy upgrading, that process often takes your attention away from what really needs to be done for the business. For instance, one of the most important things we were able to do was complete a major business transformation project. We not only added new software for inventory planning, optimization and forecasting, but we were able to ensure we had the people and new processes in place to make those additions and changes successful.”

By gaining at least 15 years of guaranteed support through Rimini Street, the company now has plenty of time to evaluate its strategic directions without pressure to upgrade.

“Because we’re not locked into a vendor’s upgrade schedule, more time is available for us to focus on initiatives that move the business forward,” the CIO says. “It’s hard to understate the value of focusing directly on what matters — we’ve been able to make big improvements in inventory management, margin analysis, forecasting, mobility, and we’ve even made key global business and brand expansions that would have been, ironically, slowed down by unnecessary upgrades.”

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