

Client Success Story

Global Logistics Provider Reallocates Resources for Mobile Platform Development



Client Profile: This privately owned company is driven by a vision of being the world's best global logistics provider, including transportation and logistics information tools to improve customer satisfaction and to grow its business.

Industry: Transportation/Distribution

Geography: Operations span 135+ countries; Regional Centers of Excellence in Antwerp, Frankfurt, Hong Kong, Singapore and Houston

Revenue: \$1.9 billion USD

Employees: 5,300

Technology Platform: Oracle Database 8.1, 9.2, 10.2 and 11.2

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Executive Director IT Global Infrastructure and Support
Global Logistics Provider

To support its global customers and enable the smooth flow of goods around the world, this company leverages innovative technology including building customer-facing applications.

The Global Logistics Provider Challenge

The focus of a global logistics company is to transport almost anything, anywhere — efficiently, quickly and cost-effectively. Developing database-driven applications to support the "transportation of everything" needs to be just as rapid, efficient and cost-effective. But an inflexible development infrastructure, coupled with continuously rising costs of database operations, can use up valuable IT resources and inhibit innovation.

This world-spanning IT organization's Oracle database platform was both expensive and resource-intensive to support, thus inhibiting the development of critical new customer-facing platforms. Worse, an Oracle audit resulted in a \$3.3 million USD adjustment as the result of copies of Oracle Database on every developer's desktop, on servers worldwide and virtualized in the main data center.

The Executive Director IT Global Infrastructure and Support took on the urgent task of controlling these costs — IT's biggest expense — so that only customer-facing applications would remain on the Oracle Database. All new development would be on open-source DBMS. Development teams had been using Oracle as a back-end system of record for all their development activities, with code being developed on platforms such as .NET and Java. The database itself was very stable, and company leaders saw little value in the expensive vendor maintenance program.

"What do we really get out of Oracle for this money? Don't we already own this software? Do we need to continue to pay expensive software insurance? We need alternatives," the IT director told us. The company wanted to fund new application development to improve customer satisfaction. Plus, there was keen interest in alternative databases such as Postgres, MySQL and MongoDB for rapid development at less cost. "We wanted to do more with the funding we have, instead of paying large sums for subpar Oracle support that provides minimal value," he said.

Benefits

- **Reduced support costs to focus on innovation:** Switching to Rimini Street enabled the global logistics provider to retarget funds for mobile platform development using open-source DBMS for cost-effective deployment.
- **Reallocated development resources:** The company was able to reassign developers to create new customer-facing applications that not only ensure existing customers are happy but also aggressively attract new customers.
- **Received full-featured, premium support for Oracle Database:** 24/7/365 support ensures smooth and continuous operations.

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For More Information

To read more about this global logistics provider or to read other client success stories, visit www.riministreet.com/clients.

The Rimini Street Solution

When the IT director learned about Rimini Street, the basic premise of paying half of what the company was currently spending on support opened a range of possibilities. “Rimini seemed like a smart move to us from an operational expense point of view,” he said. “We took the money that we had already budgeted for Oracle support and we were able to leverage that to help us build cool new applications to keep our existing clients happy and aggressively attract new customers. It was a nice way to demonstrate to the organization that we’re thinking outside the box on this and we’re not just going to be held captive by one vendor.”

Client Results

Switching to third-party support for Oracle Database freed up funding and IT assets. One of the first endeavors was the development of a new mobile app. The app has been a hit with customers, providing highly configurable strategic information, as well as tactical, frontline decision-support data such as enabling shippers to visualize their logistics process and provide configurable performance measurement reports.

This high-impact project would not have been possible without the budget freed up by moving to third-party support.

One challenge in the process of moving support from Oracle to Rimini Street was ensuring the continued engagement of Oracle DBAs on staff. The DBAs had only been averaging about two tickets a year with Oracle anyway, but IT leaders had to explain why the change would be a powerful one — that they could depend on Rimini Street to resolve support issues on a more routine basis, leaving them free to focus their efforts on more strategic projects, augment their skillsets, and add value to the company. In the next year, the company submitted more than 25 tickets to Rimini Street, as the DBAs learned how much support and knowledge they had access to from Rimini Street engineers. Now the DBAs are spending more time with developers, helping them optimize application code that uses the Oracle schema. They’ve become more productive in a strategic role that helps retain existing customers and win new customers.

As the IT director explained, “The big lessons I learned were: confide in your team early, bring them into the decision-making process, and don’t make it only about the finances — reinforce that the move to third-party support enables investing in initiatives that support our overall company strategy.”

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