Client Success Story

National Auto Manufacturer Reduces Annual Support Costs, Utilizes Savings for Plant Expansion

Proton

Client Profile: Proton is a Malaysian automobile manufacturer that developed the country's first national car, the Proton Saga. It recently released the Proton X70, the top premium and executive SUV in the country and Malaysia's fastest-selling C-segment SUV.

Industry: Automotive

Geography: Malaysia

Revenue: RM4.2 billion

Employees: 10,000

Product supported: SAP ECC 6

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Marhalisa Matari
Senior Manager,
IT Application Management,
Group Information Technology
for Proton

Proton is a leading national automobile manufacturer in Malaysia, ranking second in overall auto sales in the country.

The Proton Challenge

Established in 1983, **Proton is Malaysia's first national car company.** Its latest models, the Proton Saga and X70, have delivered impressive sales growth and an increase in market share. Yet as they faced challenging economic conditions, Proton called for all departments to lower expenses, **seeking to reduce its overall operating expenses by 30%.**

For the IT department, this meant exploring ways to minimize maintenance fees from technology providers. Proton primarily uses SAP, integrated with Siebel, for operations ranging from manufacturing to sales distribution to after-sales.

"Initially we were looking at saving professional fees by keeping projects internal. However, resources were tight, with multiple projects happening at the same time," said Proton's Marhalisa Matari, senior manager, IT Application Management, Group Information Technology. So after attending a Rimini Street event in Kuala Lumpur, Proton decided to look for an **independent, third-party vendor to help reduce costs.**

After a competitive review process that included evaluating SAP, Proton selected Rimini Street as their third-party support vendor for SAP ERP due to the knowledge and expertise that Rimini Street displayed throughout the process. "The decision to switch to Rimini Street as a third-party vendor included input from the IT team, management, and the ERP system's users," explained Marhalisa.

Benefits

– **50% reduction in maintenance fees:** Savings from switching to independent, third-party support helped fund a plant expansion and aided Proton in reducing its overall operating expenses.

– **Secured maintenance support for existing SAP ERP:** Proton can now confidently rely on its current SAP applications for years to come.

– **Personalized support services:** Fast and efficient issue resolution led by a Primary Support Engineer; support for customizations; and strategic advisory services are included.

– **Flexibility to decide if and when to migrate to S/4HANA:** Proton can build a long-term ERP strategy on its own timetable while running a stable SAP environment.

For More Information

To learn more about Proton or to read other client success stories, visit www.riministreet.com/clients.

The Rimini Street Solution

Proton uses Rimini Street services for its SD, MM, FICO, plant maintenance, IS-Auto, APO, production planning, and HR and payroll solutions. The IT team especially appreciates having a dedicated Primary Support Engineer (PSE) who knows its support history and background. Additionally, Rimini Street's support coverage of integrations with other applications reduces downtime when issues arise.

Beside the benefit of cost savings, Proton feels that its support emails are addressed promptly, warmly, and with equal levels of attention regardless of the request—in contrast to the support services received from the technology provider. Additionally, the Rimini Street support team onboarded quickly, adeptly picking up Proton's business processes during the knowledge transfer process. Marhalisa was also impressed by the team's **proactive attitude while becoming familiar with Proton's systems and environment.** This gave Marhalisa added confidence in the Rimini Street team's ability to handle Proton's support issues quickly, competently, and effectively.

Client Results

By switching to Rimini Street, Proton immediately **reduced maintenance fees by 50%.** The IT department's **savings through Rimini Street's support helped Proton expand its plant** in Tanjung Malim, Perak to accommodate greater production volumes. Proton is also considering extending its use of Rimini Street to its export markets in the region.

Proton now also has the flexibility to upgrade to the latest version of SAP software when the business is ready to make the investment, versus having to abide by the timeline imposed by the technology provider. "One of the reasons we went with Rimini Street's solution is so that we don't feel pressured to have to upgrade to SAP S/4HANA in 2027 if the organization is not ready to make the investment; and we will still have the necessary support required," said Marhalisa.

Proton is also happy to have a dedicated consultant to provide support whenever it is needed. Shortly after signing with Rimini Street, Proton had the opportunity to test this when a system went down. Although the system was not part of Rimini Street's support coverage with Proton, the primary support engineer still responded promptly to see how to solve the problem.

Added Marhalisa, **"Rimini Street makes customers feel important.** The team is very reassuring when problems arise, and they regularly check on our team, which is important to me. Also, the turnaround time from when my team logs a ticket to when we receive the response from Rimini Street is fantastic. **My team members do not even have time to go and make a cup of coffee, that is how fast Rimini Street gets back to its customers."**

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