

Client Success Story

LED Manufacturer Chooses Third-Party Support For Cost Savings, Service Improvement

Seoul Semiconductor

Client Profile: Seoul Semiconductor is a leading global manufacturer of light-emitting diodes (LEDs). The company holds approximately 14,000 patents and offers products for the automotive, general illumination, specialty lighting and backlighting markets.

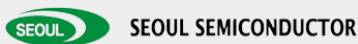
Industry: Manufacturing

Geography: Headquartered in Ansan, South Korea

Revenue: \$1.2 trillion KRW

Employees: 3,000

Products Supported: SAP ECC 6.0, HANA database



"Annual maintenance and associated costs for SAP for reliable operation of the SAP ERP environment were quite high. Services were very limited compared to the costs paid, ROI was low, and there were fewer choices that could be selected as options. Consequently, we decided to switch to Rimini Street."

Myung-Gi Hong

VP of Management
Innovation Headquarters,
Seoul Semiconductor

Seoul Semiconductor invents, develops and manufactures a wide variety of LEDs, including high-voltage LEDs, super bright LEDs, and very small, highly efficient LEDs.

The Seoul Semiconductor Challenge

Seoul Semiconductor uses SAP ECC 6.0 EHP7 to manage its corporate enterprise resources while also operating a warehouse management system (WMS) system to manage its LED product improvements. As its SAP ECC 6.0 implementation was nearing the end of its vendor maintenance contract, Seoul Semiconductor wanted to lower its annual support costs as well as reduce its reliance on SAP for support.

"IT managers and CIOs of an enterprise are tasked with reviewing their organization's growth strategy as well as improving efficiency and digital transformation while reducing total expenditure. Based on the overall IT budget, annual maintenance and associated costs for the SAP environment were quite high. Services were very limited compared to the costs paid, ROI was low, and there were fewer choices that could be selected as options," explains Myung-Gi Hong, VP of Management Innovation Headquarters for Seoul Semiconductor.

Seoul Semiconductor evaluated third-party maintenance service companies and was impressed by Rimini Street, in part because Rimini Street's thousands of clients around the world have proven Rimini Street to be a safe and trustworthy company.

"After much consideration, we decided to switch to Rimini Street," Hong says.

Benefits

- **Increased investment in IT innovation:** Seoul Semiconductor has significantly reduced ERP support costs without unnecessary upgrades, allowing it to invest in strategic IT initiatives.
- **Secured maintenance support for existing SAP ERP:** Seoul Semiconductor can reliably use SAP ERP over the next 15 years, from the time it switched to Rimini Street support.
- **Improved support services:** The company can receive quick support from professional engineers with an average of 15 years of experience with SAP ERP applications.

“Rimini Street is a company that has the know-how and experience in support services for comprehensive enterprise solutions, and with Rimini Street support, Seoul Semiconductor can now maintain its current ERP system independent of SAP’s maintenance and support schedule — as well as resolve problems as soon as they happen. This has been quite an innovative change.”

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For More Information

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

The Rimini Street Solution

In addition to cost savings and trustworthy reputation, another reason Seoul Semiconductor chose Rimini Street was the company’s desire to collaborate directly with professional engineers who could deliver more immediate professional services and faster resolutions than the company had experienced with vendor support.

Like all Rimini Street clients, Seoul Semiconductor has been assigned a senior-level Primary Support Engineer (PSE) who is familiar with the company’s information technology environment. All PSEs at Rimini Street have, on average, 15 years of experience. Rimini Street adheres to industry-leading service level agreements (SLAs) that guarantee a response time of 15 minutes or less on P1 critical issues. In addition, Seoul Semiconductor can consult with local engineers on support issues around the clock (24/7/365).

Client Results

Immediately after moving to Rimini Street, Seoul Semiconductor reduced its annual maintenance fees by 50 percent. In addition, Seoul Semiconductor can now run its stable and robust ERP ECC 6.0 system, completely supported by Rimini Street, for at least another 15 years. Seoul Semiconductor says that this long-term support service will let its internal IT personnel focus on more important tasks. Seoul Semiconductor also received support for its annual tax reporting-related issues, working with a dedicated local Rimini Street staff in Korea.

For example, Seoul Semiconductor no longer needs to rely on SAP’s product development roadmap. The company now fully controls the direction of its ERP system and is enhancing its internal workforce system management capabilities. The company is also redeploying its cost savings into business innovation projects.

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Worldwide Headquarters

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