

## IMARKETKOREA

Leading Korean B2B e-commerce company reduces SAP ERP support costs, boosts system reliability



“We have chosen Rimini Street as the best option for reducing SAP annual maintenance costs, which also allows us to reinvest savings in our digital transformation plan.”

– Jo Young-wook, Team Manager, iMarketKorea



**GAINED SUPERIOR  
SUPPORT SERVICES**



**INVESTED IN  
IT INNOVATION**



**VERTICAL/COUNTRY:**  
PRODUCT WHOLESALER/  
KOREA



**SOFTWARE:**  
SAP ECC 6.0



### COMPANY OVERVIEW:

iMarketKorea is Korea's leading B2B e-commerce company. Since its establishment in 2000, the company's main areas of business are internet distribution, auction, advertising, internet business development consulting, and other e-commerce-related fields.

“With the support of Rimini Street, we can continue to maintain our current, robust SAP ERP systems, regardless of expiration, while driving digital transformation and enhancing our technological capabilities.”

– Jo Young-wook, Team Manager, iMarketKorea

iMarketKorea’s B2B e-commerce services enable its corporate clients to purchase a wide variety of products, including consumable materials, IT, raw materials, rich goods, facilities, and services.

#### The iMarketKorea Challenge

iMarketKorea uses SAP ECC 6.0 to run its operations, which reliably supply products to thousands of corporate customers across the country. iMarketKorea also operates e-Marketplace, an e-commerce site that processes tens of thousands of orders in real time on a daily basis and utilizes a warehouse management system (WMS).

“Our IT managers and CIOs are tasked with reviewing the organization’s growth strategy, improving efficiency and digital transformation while reducing overall costs,” says Young-wook Jo, team manager at iMarketKorea.

Ahead of SAP’s planned end of mainstream maintenance date for SAP ECC 6.0, iMarketKorea began to evaluate the upgrade path pushed by SAP, as well as to consider continued high maintenance costs. In response to the upgrade push and cost, iMarketKorea began researching alternative strategies that could reduce its reliance on SAP and reduce ERP support costs.

iMarketKorea evaluated third-party support service companies and was impressed by Rimini Street, which had already proven to be safe and reliable, trusted by thousands of customers around the world.

“We chose Rimini Street as the best alternative [to reduce SAP annual maintenance costs](#), allowing us to [reinvest in digital transformation](#) planning and optimizing internal resource utilization,” Jo explains.

#### The Rimini Street Solution

By moving to Rimini Street for third-party support services, iMarketKorea could [avoid unnecessary SAP ERP upgrades](#) to retain full support and gain [improved ERP support quality](#) at the same time.





## BENEFITS

- **Invested in IT innovation:** iMarketKorea significantly reduced ERP support costs without unnecessary upgrades, allowing the company to invest in strategic IT initiatives.
- **Secured maintenance for existing SAP ERP:** iMarketKorea can reliably use its current SAP ERP system for the next 15 years, from the date of transition to Rimini Street.
- **Gained superior support services:** iMarketKorea enjoys rapid support from professional engineers with an average 15 years of experience with SAP ERP applications.

## FOR MORE INFORMATION

To learn more about iMarketKorea or to read other client stories, visit [www.riministreet.com/clients](http://www.riministreet.com/clients).

In addition, iMarketKorea especially wanted to [collaborate directly with specialized engineers](#) who could provide more immediate issue resolutions. Like all Rimini Street customers, iMarketKorea has been assigned a senior-level Primary Support Engineer (PSE), who has, on average, 15 years of experience. Rimini Street adheres to industry-leading service level agreements (SLAs) that ensure response time for critical P1 issues of 10 minutes or less and offer consultation with local engineers on ERP support issues 24/7/365.

## Client Results

Immediately after moving to Rimini Street third-party support, iMarketKorea reduced its annual maintenance fees by 50%. In addition, iMarketKorea can now run its [stable and robust ERP ECC 6.0 system for at least 15 years](#) from the date of transition to Rimini Street support.

iMarketKorea says its new Rimini Street support services allow its internal IT staff to focus on more important tasks, making it possible for the company to reinvest cost savings into strategic projects. In the event that any audit-related concerns arise beyond the end of the company's maintenance services with SAP, iMarketKorea can utilize [Rimini Street's licensing advisory services](#) for assistance.

"With the support of Rimini Street, iMarketKorea will be able to support and maintain our SAP ERP system for years to come, while at the same time accelerating our IT infrastructure migration to the cloud, which is part of our long-term plan," Jo says. "In a market environment where competition is fierce, iMarketKorea is breaking away from vendor-driven requirements in order to [build our own IT roadmaps](#) and digital transformation."

# Rimini Street®

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