

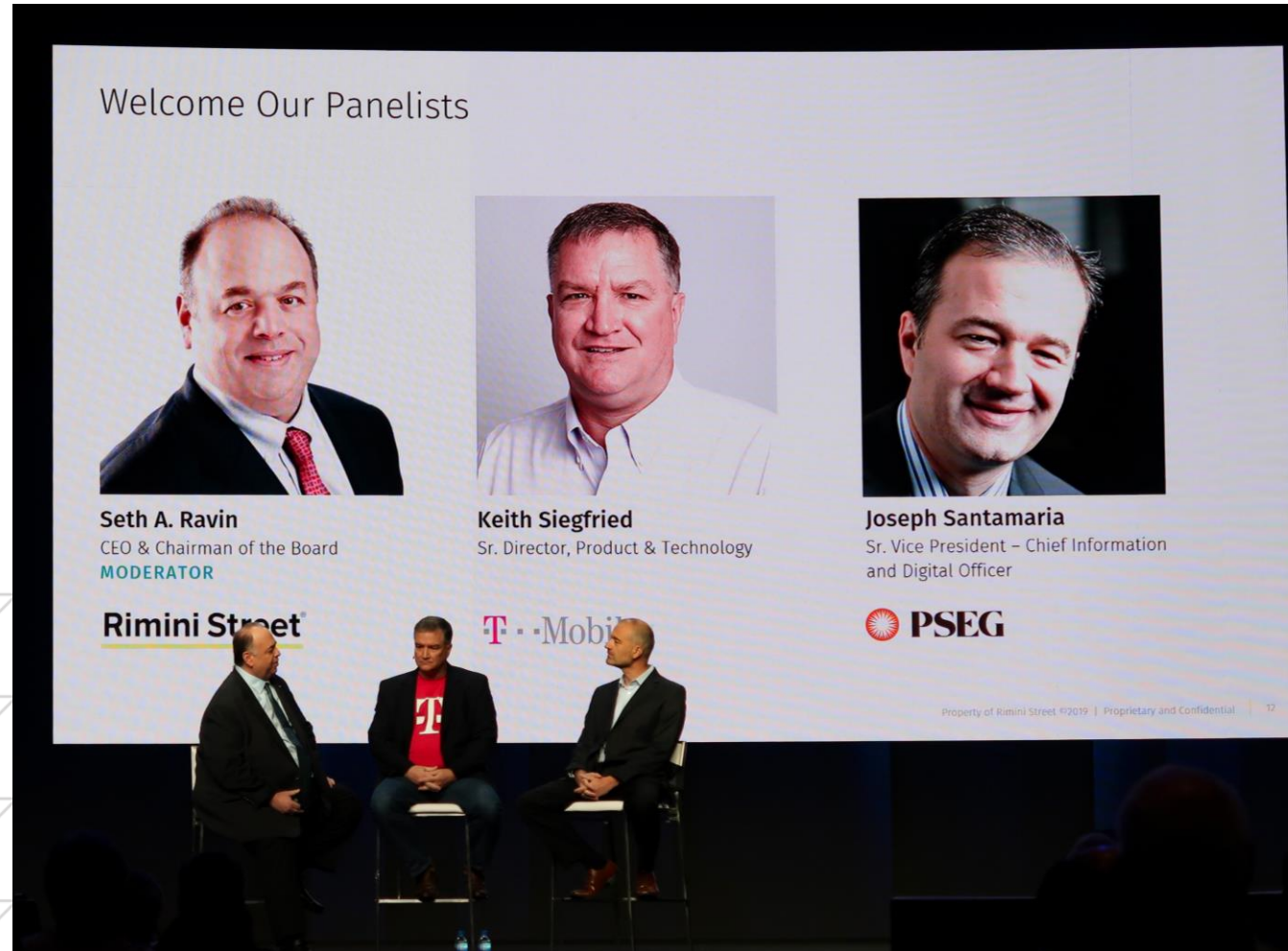
# Why Clients Buy and Case Studies

Sebastian Grady  
President



# Leading Global Companies Leveraging Rimini Street

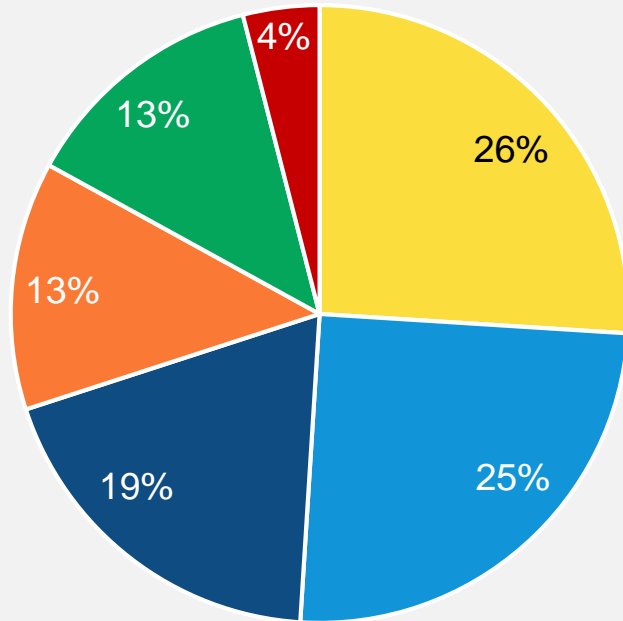
Organizations are avoiding and delaying expensive, low-value ERP upgrades and migrations



# Leading Global Companies Leveraging Rimini Street

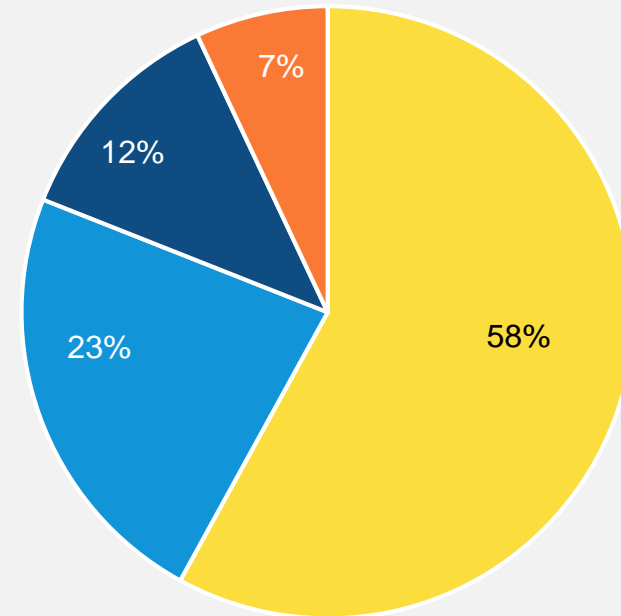
Delivering better outcomes to more than 3,700 clients across nearly all industries and geographies

## Revenue by Industry<sup>(1)</sup>



■ Manufacturing  
■ Services  
■ Healthcare & Retail  
■ TMT  
■ Public Sector & Education  
■ Distribution & Transportation

## Revenue by Geography<sup>(2)</sup>



■ U.S. ■ APAC ■ EMEA ■ Other

(1): Year to date June 30, 2020. (2): Third quarter ended September 30, 2020, Other includes Americas ex-U.S.

# Why Clients Buy Rimini Street Services

And why they will buy even more Rimini Street Services in the future

- **Reduce cost of Support and Application Management Services**
  - Lower annual fees
  - Guarantee service on current releases for at least 15 years
  - Higher quality service with broader scope
- **Fund and focus on strategic initiatives that enhance competitive advantage and fuel growth**
  - Significant IT operating budget and staff redeployed from upgrades to strategic initiatives
- **Improve ERP operating outcomes**
  - Top engineering talent and experience
  - Best deliverables, such as TLR updates
  - Unmatched client satisfaction, averaging 4.9/5.0
  - Average response time under 5 minutes for urgent cases

# Why Clients Buy Rimini Street Services

*Clients BUY when they understand that Rimini Street solutions enable and help them achieve their strategic, financial and IT goals*

## Rimini Street Sales Messaging

“Save time, money & resources; Get broader, better services and better response times; and you can fund innovation that supports growth”

## Industry Challenges & Opportunities

Retail Example: “What a difficult time to be in retail – with Amazon driving already thin margins for many retailers even thinner, and everyone needing to spend huge efforts and investments on acquiring clients and getting them to come back again...”

## Product / Release Specific Knowledge, Challenges & Opportunities

Retail Example: “With the need to focus on client acquisition, IT will likely need to focus its attention on eCommerce solutions and sales analytics...things that are more important than back-end ERP transactions. Doing an S/4HANA migration won't help sales growth or profit margins.”

## Client-Specific Circumstances, Challenges & Opportunities

Retail Example:  
CIO: “Yes, sales are challenging for growth, and profits are getting squeezed – and so is my IT budget. The company wants us to focus on the projects you mentioned.”

# Why Retail Clients Buy Rimini Street Support Services

## Retail Market Landscape

- **Key Competitive Focus:** Consumer acquisition, cost management, digital business models
- **High Priority IT Spend:** Ability to successfully compete with online retailers
- **Rimini Success:** 25% of top 100 U.S. retailers and many major global retailers
- **Case Studies:** Ross Stores, Nine West, Papa John's, Savers, Pier 1, Cole Hahn, Circle K, Carico International, Hasegawa Co.

### Client Spotlight



- \$3B specialty retailer
- 1,500 stores, 25K employees
- Wanted to optimize enterprise software operating spend to fund innovation
- Scope
  - PeopleSoft
  - Oracle Database and Middleware
  - Oracle Retail
  - Hyperion
  - Siebel

*“Rimini Street has been one of our bigger cost-saving initiatives that we’ve implemented.”*

*“We actually have a tale of two stories...one that was a slam dunk with Oracle Financials...Retail Suite was actually new and that team basically was not very comfortable with this move. They're now raving fans.”*

**John Zavada, Petco**



# Why **Public Sector** Clients Buy Rimini Street Support Services

## Public Sector Market Landscape

- **Key Competitive Focus:** Constituent services, capital investment, balance budgets
- **High Priority IT Spend:** More efficient, cost-effective government services
- **Rimini Success:** More than 160 countries, provinces, states, counties, cities, agencies
- **Case Studies:** State of Florida, Gwinnett County, Government of Saskatchewan, Airservices Australia, The Jewish Agency of Israel

### Client Spotlight



- \$687M county council located in UK
- 800K residents, 400 adult and child services
- Wanted to reduce costs, use savings to maintain essential services and fund innovation
- Scope
  - SAP ECC 6.0
  - Business Objects

*“There is significant pressure to drive cost reductions in our budget, but at the same time continue to maintain all our essential services and find ways to innovate. Rimini Street understands the importance of quality customer service, which not only delivers significant savings but gives us more time to plan for the future without the pressure of needing to follow a vendor-led upgrade path.”*

**Sarah Stevenson, Head of Shared Services Center, NCC**



# Why **Services** Clients Buy Rimini Street Support Services

## Construction and Engineering Services Market Landscape

- **Key Competitive Focus:** Capital investment, cost management, profitability, supply chain
- **High Priority IT Spend:** Streamlined operations and productivity
- **Rimini Success:** Over 50 global construction and engineering companies
- **Case Studies:** Toll Brothers, BrightSource, Kumagai Gumi, Ertech

### Client Spotlight



- \$6.7B global industrial, commercial and infrastructure engineering firm
- 32K employees, 253 global operations
- Wanted single-source vendor model w/ problem-solving capabilities to improve operations
- Support Scope
  - Oracle EBS Unified Support and AMS
  - Oracle Database
  - JD Edwards
  - Salesforce
  - Advanced Application and Middleware Security

*“We were struggling with a mountain of tasks, which were incredibly time-consuming, and were looking into hiring additional personnel to help manage the workload...”*

*“We also knew that we weren’t realizing the full potential of our Salesforce system due to this backlog.”*

**Jay Fisher, CIO, BrandSafway**





# Why **Manufacturing** Clients Buy Rimini Street Support Services

## Manufacturing Market Landscape

- **Key Competitive Focus:** Cash liquidity, increased ROIC, supply chain management
- **High Priority IT Spend:** Reduced operating costs through innovation and technology
- **Rimini Success:** 30 of the top 100 global manufacturers
- **Case Studies:** Mitsubishi, Bausch and Lomb, Tupperware, Kelly-Moore, HanesBrands, Del Monte, Libbey Glass, Ricoh, Lenox, Yamaha, American Standard, Seiko

### Client Spotlight



- \$200B vehicle manufacturer and conglomerate
- 120,000 employees, 40+ countries of operation
- Wanted to optimize TCO, improve operations and reallocate resources to cloud and AI innovation
- Scope
  - Oracle Database (~ 1,500 instances globally)

*“The huge cost reductions we’ve achieved — with zero impact to our company-critical IT operations — have enabled us to invest in the technologies and expertise that will support future ground-breaking innovations.”*

**Heegon Kim,**  
**Head of Department, Cloud Technology Team**  
**Hyundai Motor Group**

# Why **Financial Services** Clients Buy Rimini Street Support Services

## Financial Services Market Landscape

- **Key Competitive Focus:** Cost Containment, Business Model Transformation
- **High Priority IT Spend:** Direct consumer marketing and client acquisition
- **Rimini Success:** Nearly 200 global financial services clients
- **Case Studies:** The Iyo Bank, Petros, Phoenix Insurance, Amica Mutual, Aberdeen Asset Management

### Client Spotlight



- \$9.3B multinational insurance company
- Wanted to optimize operations to invest in the future
  - Reduce total cost of ownership
  - Ensure uptime and business continuity of the entire SAP landscape
  - Shift funds to invest in new applications
- Scope
  - SAP ECC 6
  - SAP R/3
  - SAP UK Payroll
  - Oracle Database

*“We wanted to reduce our SAP TCO, especially given that we had no short-to-medium-term plans to upgrade to the latest version or indeed to an S/4HANA upgrade. The significant savings we’ve achieved with independent support has contributed to improved profitability, which in turn contributes to our ability to invest in new applications for the future and wider business initiatives. Rimini Street has been a game-changer for us.”*

**Sandra Phillips,**  
**RSA Commercial Manager RSA Insurance Group**

# Why **Distribution** Clients Buy Rimini Street Support Services

## Distribution & Transportation Market Landscape

- **Key Competitive Focus:** Accelerate digitization, client acquisition, margins and reduce carbon
- **High Priority IT Spend:** Innovative technologies and analytics to improve inventory, logistics
- **Rimini Success:** More than 150 global distribution and transportation clients
- **Case Studies:** iMarketKorea, Nadro, King Architectural, Guest Services

### Client Spotlight



- \$4.1B eco-friendly transportation leader in Scandinavia
- Wanted to optimize current systems to focus on modernization and digital transformation:
  - Extend lifespan of mainframe & SAP applications – preserving original investments & lowering risk
  - Implement agile, low-code IT model to modernize & accelerate business transformation w/ digital tools
- Scope
  - SAP ECC 6
  - Business Objects

*“Our ambition is to deliver an IT roadmap that is driven by business needs rather than by IT, avoiding huge investments and the risks of migrating to other platforms. Knowing that we have Rimini Street as a trusted strategic partner ensuring the stability of our main SAP systems means we have the confidence and capacity to focus on the execution and further development of our goals.”*

**Ingo Paas, CIO, Green Cargo**



# Rimini Street Success Based on Client Success

Rimini Street achieves an average client satisfaction rating on support cases of 4.9/5.0 (5.0 is “excellent”)



Our fanatical focus on helping our clients achieve their strategic, financial and IT goals drives Rimini Street success

Nearly  
**\$5B**  
in client savings

**3,700+**  
clients served

**164**  
Fortune 500 and  
Global 100 clients served

**119**  
countries supported



# Rimini Street<sup>®</sup>

