

Client Success Story

# Public Health Organization Virtualizes Siebel 7 to Mobilize Core CRM Data

## Public Health Organization

**Client Profile:** As one of the largest voluntary public health organizations in the United States, this charity works to help people stay healthy, return to health, as well as promotes research to prevent illnesses.

**Industry:** Healthcare

**Geography:** United States

**Revenue:** \$917 million USD

**Employees:** 6,200

**Applications:** Oracle Siebel CRM 7

**Hardware/Operating System/Database:**  
Oracle Database

This Public Health Organization is one of the largest and most trusted voluntary information and medical research charities worldwide.

### The Public Health Organization Challenge

In its early years, this organization was very federated with twelve divisions acting independently. As the organization expanded to its current 6,200 employees, millions of volunteers and 70 million registered donors, the loosely coordinated federation became less efficient. As the CIO put it, “We wanted to move toward being a business without barriers to realize our lifesaving mission without boundaries. That requires a change not only to organizational structure but also to the IT infrastructure.”

The organization’s IT architecture had evolved over the years to model the federated organization. The Siebel CRM system was highly customized to support the 12 independent divisions — each doing processes in slightly different ways. The CIO explains: “Siebel 7 is our core CRM — which in our case means Constituent Relationship Management — and it provides the database and the applications that we need to manage all our volunteers, donors and really anyone who interacts with our organization worldwide.”

As the organization became more unified, these customized processes had to be reconciled. A significant issue was that the software vendor no longer supported Siebel Release 7, nor provided support for any of the organization’s customizations. The choice was either to move to the latest version at great expense or find another partner to support the Siebel system. Independent support, with its promise of significant savings and a higher quality of support, stood out as a leading option.

### The Rimini Street Solution

“Every CIO’s challenge is doing more with less. During the move to a more centralized organization, our team was asked to deliver more services, more quickly, at a lower price point,” the CIO says.

*“Rimini Street has brought to us a true partnership. We’re getting a higher level of service, with more experienced engineers, at a price point that’s considerably lower. It’s a win all across the board for our organization.”*

**Chief Information Officer**  
Public Health Organization

## Benefits

- **Acquired mobility technology roadmap:**  
The organization's Constituent Relationship Management system is now accessible by mobile devices by thousands of field workers and volunteers.
- **Updated desktop OS and browser solution:** A Siebel 7 browser solution was enabled for an organization-wide upgrade of all desktop systems to current versions of Windows and IE.
- **Developed a strategic partnership:** Rimini Street became an extension of the organization's IT team, providing guidance for all layers of the changing technology stack.

*"Many of our employees and all our volunteers are out in the communities where our constituents are located. Rimini Street is helping us adapt our legacy environment by mobilizing Siebel so constituent information can be accessed from anywhere via iPads and smartphones."*

**Chief Information Officer**  
Public Health Organization

## For More Information

To read more about this Public Health Organization or to read other client success stories, visit [www.riministreet.com/clients](http://www.riministreet.com/clients).

"The concept of independent support is a model that I think CIOs really need to get their head around. It offers a huge advantage in terms of efficiency, cost savings and premium service levels. It took a little bit of convincing at first, but once our team met the Rimini Street staff, once they understood the opportunities and the economies that we were going to get, the barriers quickly came down."

The CIO also needed a strategic partner that could help the organization extend the life of its existing system by adding new functionality. "Rimini Street had its work cut out for it when they came in and took a look at what we were doing. To their credit, they never shied away from any of our customizations. They asked great questions about our requirements. From the onboarding process onward it was a well-oiled machine sooner than I could have ever thought. Within a couple of months they literally became an extension of our team. The service that really stands out is the expertise of the Primary Support Engineer assigned to us. He really understands our specific implementation, and because of that we can get quick answers to strategic questions. The expertise of the people that we're dealing with is head and shoulders above most software vendors."

## Client Results

The heavily customized Siebel CRM 7 system, while still at the center of the organization's business, was showing its limitations. One of the first interoperability challenges was the need to upgrade thousands of desktop operating systems and applications to current versions of Windows and Internet Explorer in order to keep up with desktop security patches and support requirements. In its current state, the Siebel system could not work with the new desktop environment. Rimini Street presented a proof of concept that had the potential to enable the organization's Siebel 7 system to remain untouched yet interact smoothly with the new desktop OS and IE.

The next interoperability challenge was enabling mobile devices with an assortment of operating systems to access the CRM data, again without upgrading or changing the core Siebel software. "We have an extremely mobile workforce," the CIO explains. "Many of our employees and all our volunteers are out in the communities where our constituents are located—helping patients, organizing fundraising events, and collecting donations. We need to enable them to use the devices they have—especially our volunteers who have their own devices—to access our systems. Rimini Street is helping us adapt our legacy environment by virtualizing or 'mobilizing' Siebel so constituent information can be accessed from anywhere via iPads and smartphones."

Rimini Street is unique in its approach in helping clients plan a technology roadmap for 10–15 years that helps clients predict how changes in the technology stack will affect their stable ERP systems. This enables clients to address changes proactively, rather than waiting for something to break. "Rimini Street is helping us on multiple fronts," the CIO says. "It was the right decision to go with them for independent support. We would absolutely make it again. We just wish we'd made the decision sooner."

## Worldwide Headquarters

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