

Client Success Story

Welch's Increases Business Functionality with Third-Party Support for Oracle E-Business Suite

**Welch's**

Client Profile: Established in 1869, Welch's is the processing and marketing subsidiary of the National Grape Cooperative, which is comprised of approximately 800 North American family farmers who grow Concord and Niagara grapes used in Welch's juices and jellies.

Industry: Consumer Packaged Goods

Geography: Headquartered in Concord, Massachusetts

Revenue: \$700 million USD

Employees: 700

Products Supported: Oracle E-Business Suite 11.5.10, Oracle Database 11g, 12c, EBS Payroll



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Dave Jackson
CIO, Welch's

Welch Foods, Inc. processes and produces the Welch's brand of grape juice, juice cocktails, jams and jellies that are sold in 40 countries around the world.

The Welch's Challenge

Welch's is a subsidiary of the National Grape Cooperative, which is made up of more than 800 family farm owners who grow the famous purple Concord and Niagara grapes found in Welch's juices and jellies. The co-op depends on Welch's to process and market its harvest.

As Welch's recognized changes in consumer buying habits, the company's strategy shifted to cost containment, with a plan to reinvest savings in increased marketing initiatives. The company's Oracle E-Business Suite and Oracle Database support and maintenance fees stood out.

"When we benchmarked our company's admin-related costs, we came in above our industry's standard levels," says Dave Jackson, CIO for Welch's. "When we looked at our Oracle ERP software specifically, we were at an inflection point—the support and maintenance costs were nearly 12-15 percent of our IT budget and we were at end-of-life for the versions we were running; however, there were no new features or functions in the next version that could justify the effort and cost of upgrading."

Plus, Jackson notes, Welch's needed a strategy that would support increased business functionality while reducing costs, yet also preserve the organization's upgrade options for the future.

The Rimini Street Solution

Welch's evaluated traditional Oracle upgrade paths, Jackson says, moving some of its enterprise applications to cloud-based applications. The company found that standard options neither reduced costs nor delivered significant new business value. Consequently, Welch's chose to move support for its Oracle EBS and Oracle Database systems to Rimini Street.

Benefits

- **Reduced support and maintenance spend:** Welch's is saving 50 percent of its previous annual Oracle support and maintenance costs.
- **Avoided Unnecessary Upgrade:** Welch's can now continue to run its stable and effective Oracle software, fully supported with payroll updates for multiple U.S. states, without pressure to upgrade.
- **Gained strategic flexibility:** With third-party support, Welch's can rely on Rimini Street to support customizations while retaining the ability to upgrade to its already licensed and archived software at any time in the future.

"My team would not want to go back to traditional support now. Any one of them would tell you, 'We're really happy we changed support because we're not chasing tickets, applying patches, and doing all the babysitting we used to have to do. Life is a lot better.'"

Dave Jackson
CIO, Welch's

For More Information

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

By moving to third-party support, Welch's immediately saved 50 percent of its annual support and maintenance fees. The company also receives tax, legal and regulatory updates critical for managing payroll in eight states in the U.S.

"The onboarding process was very organized and extremely well-orchestrated," Jackson notes. "We had a few minor hiccups, but Rimini Street was more than willing to work with us to resolve them, and that's key to us—how do the companies you work with respond when there is a problem? Rimini Street takes on ownership of the entire support experience. All of our processes are mature and overall support has been great."

Before moving to third-party support, it was also critical to Jackson that Welch's preserve its ability to upgrade.

"While we're on an older version of our software right now, we own the software for the next two versions, which we downloaded and archived," Jackson says. "If it makes sense to upgrade in the future, we're confident Rimini Street will be able to deliver the support we need."

Client Results

After moving to third-party support provided by Rimini Street, Welch's has redeployed cost savings for distribution throughout the company to help amplify its marketing strategy.

The quality of Oracle software support has also improved, Jackson reports.

"When we make a call to Rimini Support, someone we know answers the phone and starts dealing with the problem immediately," Jackson says. "For instance, with our last severity one issue, Rimini Street was working on the problem within 30 minutes, had a resolution within 60 minutes, and we were back up and running within two hours."

In addition to investing in new marketing initiatives, the improved service levels have also freed up IT staff time, enabling the company to create new application extensions for the business.

"Our team is doing much less ticket tracking and issue resolution than we used to. They're more focused on business-facing projects now," Jackson says, adding that Welch's also upgraded its Java and browsers while supported by Rimini Street—two projects they were hesitant to tackle under the company's previous support plan.

Ultimately, Jackson reports, Welch's is now better able to deliver the new business extensions the company needs.

"We can call Rimini Street and ask them for work-around help, and because they're not going to say, 'Oh, this is external to the software and beyond our support scope,' we can take on more projects, more confidently," Jackson explains. "In fact, every time we start a new project, it's now on our checklist to make sure our support team is aware of our project just in case there is something we need to keep in mind."

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