

AT A GLANCE

Client Profile:

United Biscuits (UB) is one of the world's pre-eminent branded snacks businesses. It produces some of the best known and loved sweet and savory snacks, with products ranging from biscuits and crackers to cakes and savory snacks. UB holds leading or strong number-two positions in its core markets of the United Kingdom, the Netherlands, France, Belgium and Ireland.

Headquarters: Hayes, London, United Kingdom

Industry: Food manufacturing

Applications: SAP ECC 6.0, SAP Business Suite, NetWeaver, Business Warehouse (BW), FICO, Human Resources (HR), Materials Management (MM), Material Requirements Planning (MRP), Payroll, Plant Maintenance (PM), Production Planning (PP), Sales & Distribution (SD), Treasury

Database: Oracle



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*Steve Airton
United Biscuits UK Information Services (IS)
Controller*

United Biscuits Drives More Value from Current SAP ECC 6.0 Release

United Biscuits, a leading United Kingdom-based food manufacturer of many of the world's most well-known branded snacks, including McVitie's biscuits and Carr's crackers, is utilizing Rimini Street Support for SAP to significantly reduce maintenance costs and maximize the return on its mission-critical SAP applications.



United Biscuits is one of dozens of companies operating in Europe that have switched to Rimini Street third-party support to reduce its total cost of maintenance by up to 90 percent, including saving 50 percent in annual support fees, avoiding expensive forced upgrades, gaining process efficiencies from an improved level of service and benefiting from support for customizations at no additional cost. As a result, these companies are able to use their savings to fund other vital business and IT objectives that impact their top and bottom lines.

United Biscuits: We Wanted Better Value and Support for ECC 6.0

United Biscuits products are sold in more than 100 countries with core markets in the UK, Netherlands, France, Belgium and Ireland, and growing international business units from North America to the Middle East, Africa and Australia. The company relies heavily on its SAP ECC 6.0 application, the latest release from SAP, to help manage mission-critical operations, including HR, payroll, finance, treasury, plant maintenance and sales and distribution. In the last few years, a weakened global economy coupled with dynamic raw material prices motivated the company to assess the cost and value of all spend categories in its IT budget.

Upon review, United Biscuits UK Information Services (IS) controller Steve Airton determined that the company's core SAP ERP applications were mature, stable and more than able to support the business for up to a decade or longer. However, vendor annual maintenance fees for the SAP system were escalating while failing to return commensurate value. United Biscuits also concluded that real innovations in the core SAP system were limited and recognized an opportunity to cut SAP support costs since major innovations were generally packaged as new modules that were not included in annual support and were required to be licensed separately.

BENEFITS

- **Savings** – Terminated endless cycle of annually escalating vendor maintenance fees
- **Upgrade avoidance** – Avoided expensive forced upgrades and enabled driving more value out of current production release of SAP
- **Innovation** – Drove process improvements and technology innovation with savings from Rimini Street third-party support

WHY RIMINI STREET?

- **Proven** – Hundreds of global, Fortune 500, midmarket and public sector organizations from virtually all industries depend on Rimini Street as their trusted independent provider of enterprise software support.
- **Premium** – Our ultra-responsive support program includes valuable services not included with standard vendor support, including operational support and support for interoperability and performance tuning.
- **Personalized** – As a Rimini Street client you are assigned a named, regionally based Primary Support Engineer who heads up a team of specialists and experts on call as needed – as well as a named Global Account Manager dedicated to your success and satisfaction.

“With Rimini Street Support, we are able to devote valuable resources to other innovations and business programs and look forward to further increasing the return on investment of our SAP system.”

*Steve Airton
United Biscuits UK Information Services (IS)
Controller*

Rimini Street
Redefining Enterprise Software Support™

Cost Reduction a Top Priority, But Service Excellence Key to Client’s Satisfaction

In 2011, United Biscuits switched to Rimini Street, enabling the company to reduce its annual SAP maintenance spend by 50 percent and benefit from 24x7x365 premium-level service, which includes an assigned, UK-based Primary Support Engineer (PSE), support for customizations at no additional fee, and support for a minimum of 10 years for existing releases without required upgrades.

“Our top priority when we chose Rimini Street was the cost savings, but we also wanted to improve service quality. We are now a year into the relationship and our total savings are more than we expected and the support service bears no resemblance to the service we were getting before,” said Airton. “It is truly a professional support service with fast response, clear SLAs, regular reviews, ownership – and most importantly, a desire to work with us to continually improve the service we provide to the business.”

Airton added, “Prior to Rimini Street, we struggled to get any response to our support calls without escalation. Today, the process works as it should, issues are responded to within minutes and we are confident that issues will be resolved in an efficient and timely manner. This allows my team to concentrate on application development projects in and around SAP that will deliver further benefits to the business.”

Seamless Compliance Updates Instill Confidence in Accurate Payroll

As part of its premium support program, Rimini Street delivers all vital UK SAP payroll tax, legal and regulatory updates to ensure United Biscuits remains in compliance with the latest HMRC legislations.

“We use SAP Payroll and are therefore dependent on Rimini Street for our tax and regulatory updates,” Airton said. “The changes Rimini Street delivered to us earlier this year went in seamlessly. And despite the size and complexity of the changes planned for the coming year, I am confident of successful delivery, as the Rimini Street approach is thorough, well documented and well planned.”

Cost Savings from Third-Party Support Drive SAP Improvements and Innovation Around the Edges

Rather than sitting still with its stable SAP system, United Biscuits is taking advantage of its cost savings to drive improvements and innovation in and around its core SAP system in order to support new business initiatives. United Biscuits has several key projects scheduled in the next year, including the implementation of several new modules in labor and recipe management, new business warehouse web reporting tools, and cloud-based applications that extend the functionality and accessibility its ECC 6.0 SAP system.

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