Rimini Street Recognized as the

2021

Company of the Year

Asia-Pacific Third-party Enterprise
Software Support Services Industry
Excellence in Best Practices

Rimini Street®

FROST & SULLIVAN

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Rimini Street excels in many of the criteria in the third-party enterprise software support services space.

AWARD CRITERIA

Visionary Innovation & Performance	Customer Impact
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Mega Trends	Customer Purchase Experience
Implementation of Best Practices	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Financial Performance	Brand Equity

Exceptional Service Quality Backed by Quantifiable Business Benefits

Enterprises across industry segments are digitalizing their business and making significant investments in their infrastructure for faster, efficient decision-making. As more businesses adopt new technology and applications in the form of microservices, however, successfully managing the multitude of application programming interfaces (API) can be a highly complex endeavor. Automation, enabled by continuous integration, is a critical part of accelerating time to-market and increasing agility of these new and diverse systems – and Artificial intelligence (AI) based solutions also work to improve visibility, further enhance API management, and streamline IT operational processes. Given the complexity of supporting these evolving environments, organizations increasingly recognize third party software support as a critical and differentiated channel for accessing expert talent, new versions, and updates – all without having to pay additional fees for as-a-service models deployed on the cloud.

Choosing the right support option when managing enterprise software solutions is challenging, as vendors often focus on growing licensing fees through new product adoption rather than channeling their expertise to supporting past software versions. Third-party support service providers directly address this challenge, offering a client-focused model that helps maximize value from existing software deployments – and delivers with greater flexibility and lower overhead costs, which together offer a distinct competitive advantage over vendor support options. Thus, enterprises increasingly prefer independent third-party support providers that help them derive significant benefit from customized

and shorter-term contracts that address client and product-specific needs, while accessing other high-value offerings such customization support, interoperability, security, and global tax, legal, and regulatory update services – all without unnecessary upgrades. Third-party software support services allow these clients to forgo costly vendor-based releases/upgrades, freeing up significant cash flow for high value business initiatives, including digital transformation, that bolster business growth.

Visionary Innovation and Customer Impact of Rimini Street

"Since introducing its application management services in 2019, Rimini Street demonstrated that it delivers better outcomes with higher satisfaction, bringing significant time, labor, and money savings."

- Riana Barnard, Best Practices Research Analyst

Founded in 2005 and headquartered in Las Vegas, Nevada, United States, Rimini Street is a leading third-party enterprise software support services provider. The company's unique, premium support program presents an alternative to traditional vendor support by including advanced features such as customization support, interoperability, and performance tuning to extract maximum value from enterprises' existing software investments. The Rimini Street support model extends the lifespan of enterprise software, allowing clients to remain on their current software release without any upgrades or migrations for a minimum of 15 years from the time that they made the switch, to reduce operational costs and maximize return on investment. As a result, Rimini Street's key offerings allow Oracle, SAP, IBM, Microsoft, and Salesforce licensees to save up to 90% on total software maintenance costs, thus enabling clients to redeploy savings towards higher priority business activities.

Additionally, Rimini Street's Application Management Services equip customers with a single point of contact for application and software maintenance. By extending its unified support to open source databases, the company helps clients streamline and optimize operations across a more diverse database landscape. Within this customer-orientated approach, helps clients comply with updated rate, rule, policy and reporting changes through its tax, legal, and regulatory practice, leveraging more than 260 professional experts globally to assure uninterrupted software compliance. Notably, Rimini Street's best-in-class support and ultra-responsive service (i.e., a dedicated primary support engineer who guarantees 10-minute response times for Priority 1 critical cases and 15-minute response times for Priority 2 cases) ensure that client operations always run seamlessly.

For this reason, Rimini Street has served more than 4,400 clients with operations in 139 countries, including 157 of the Fortune 500 and Global 100 companies – and the company enjoys an impressive average case survey rating of 4.9 out of 5.0. In the Asia-Pacific region, specifically, Rimini Street supports well-known brands including PROTON, Hyundai Motor, Philippine Airlines, Fujitec, Chien Shing Harbour Service, Kakao, Sunway Group and Globe Union Industrial Corp. through its offices in Singapore, Sydney, Tokyo, Osaka, Seoul, Kuala Lumpur, and Taipei.

Redefining the Enterprise Software Support Service Model

With the industrialization of software products, enterprise software is now a highly stable, reliable solution that is unlikely to experience issues that only the vendor can resolve. In most support cases, issues are directly related to custom configuration or custom code, not the software itself. This is why

third-party support has become a truly preferred alternative. Rimini Street's highly experienced support engineers are masters in supporting, upgrading, and customizing software products. They are hands-on problem-solvers, who leverage a solution-oriented approach which can outperform competitors with an outstanding service experience and superb software support value at a lower cost. Its business model allows enterprises to avoid unnecessary vendor upgrades, while offering functional analysis services to help clients determine if there is a business case for upgrading to a later release. Within this context, Rimini Street positions itself as the strategic enabler beyond application support, offering features that enhance value for clients and help them develop a roadmap for the future, including:

- A dedicated Primary Support Engineer (PSE) with an average of 20 years of experience in the client's enterprise software.

- A team of expert Rimini Street engineers around the world with whom the PSE works to drive fast response and issue resolution leveraging a seamless follow-the-sun model.

- Global account managers, with in-depth knowledge of the client's business, who provide consistent engagement that expedites support and issue resolution.

- Support for both vendor-delivered and custom code, thereby addressing issues at the root.

- Advisory services across security, licensing, cloud and road-mapping to guarantee long-term system success.

- An extensive client success program that ensures clients fully leverage the comprehensive scope of global support and advisory services available.

- An incentive model that rewards Rimini Street support engineers and client service teams for exceptional client service.

Along with its comprehensive service, Rimini Street's client prioritization and client lifecycle management approach are the bedrock of its success.

Since introducing its application management services in 2019, Rimini Street demonstrated that it delivers better outcomes with higher satisfaction, bringing significant time, labor and money savings to clients. With a holistic focus on client lifecycle management, Rimini Street's client success managers partner with clients to assure key business processes – such as onboarding, executive business reviews, team-based account planning, executive relationships, and advocacy – drive overall client satisfaction. Unifying these solutions (under perpetual and subscription licenses) allows Rimini Street to help clients define business-driven roadmaps that bolster innovation and growth. The company's client case satisfaction ratings increased from an average of 4.8 to 4.9 (where 5.0 is considered "excellent") in 2020.

Thought Leadership Drives Innovation to Secure Future Success

Underpinning Rimini Street's transformative global client engagement approach are three guiding client service principles: Personalization, accountability and affirmation. For instance, Rimini Street's dedicated client success managers, all of whom are experts in specialized enterprise software support, manage the strategic client relationship and provide guidance through regular executive business reviews. Rimini Street applies best practice to help clients with decision making (on upgrades, global expansion plans,

etc.) and actively encourage clients to participate in events and activities that help them learn from their peers, share successes, and overcome challenges.

Walking the Talk

> *"As customers prioritize how they want to leverage enterprise applications, IT teams focus on areas where they can introduce strategic innovations to support overall business goals. Within this context, Rimini Street positions itself as the strategic enabler beyond just application support."*
>
> **- Krishna Baidya,**
> **Research Director, ICT**

The recent pandemic offers a view into how Rimini Street demonstrates client and employee centricity, as they enabled its nearly 1,600+ employees in 22 countries to seamlessly work from home leveraging its state-of-the-art remote global infrastructure. It also cared for clients by providing monitoring services to thousands of government organizations to ensure compliance with new regulations and updates to finance and human capital management systems. During this period, Rimini Street developed, tested and delivered more than 6,000 updates in 42 countries.

Moreover, Rimini Street enhanced its service level agreement response times to an industry-leading 10 minutes for all Priority 1 critical cases and 15 minutes for all Priority 2 cases. The company's global service delivery innovation team also deployed new patent-pending AI-based applications to reduce software issue resolution times by 23% (and cases developing urgency by 29%).

During the past three years, in fact, the company significantly enhanced overall client service with the release of three strategic solutions:

- **Case Assignment Advisor** recommends the right support team, at the right time, in the right geography to deliver the right solution.

- **C-Signal** anticipates potential issues (case, contact, client) and proactively recommends actions to prevent issues from occurring.

- **Case Assistant** alerts case owners to similar cases, root causes, solutions, and engineers familiar with such cases.

Since establishing a presence in the Asia Pacific region only six years ago (and starting active marketing only recently), Frost & Sullivan commends Rimini Street for its rapid expansion and work with hundreds of clients in the region, many of which are marquee logos in the region's marketplace.

Conclusion

Rimini Street's subscription-based software support products and services offer enterprise software licensees a choice of solutions that outperforms competitors in terms of features, service levels, service breadth, technology, and pricing. By unifying support and managed services for different software products and license types across local, cloud and hybrid deployments, Rimini Street helps clients achieve substantial cost savings and open new avenues for innovation. Clients also enjoy more responsive and comprehensive support, which enhances software functionality, capabilities and data usage, and Rimini Street also helps protect their systems. As a result, the company's client average satisfaction ratings increased in 2020 to 4.9 out of 5.0, cementing its position as a leading third-party enterprise software support services provider.

With its client-centric business model, innovative strategic growth initiatives, and best practice implementation – backed by exceptional growth and client satisfaction – Rimini Street earns Frost & Sullivan's 2021 Asia-Pacific Company of the Year Award in the third-party enterprise software support services market.

What You Need to Know about the Company of the Year Recognition

Frost & Sullivan's Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Award Analysis

For the Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Visionary Innovation & Performance

Addressing Unmet Needs: Customers' unmet or under-served needs are unearthed and addressed by a robust solution development process

Visionary Scenarios Through Mega Trends: Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first-to-market solutions and new growth opportunities

Leadership Focus: Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

Best Practices Implementation: Best-in-class implementation is characterized by processes, tools, or activities that generate a consistent and repeatable level of success

Financial Performance: Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at http://www.frost.com.

The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create on-going growth opportunities and strategies for our clients is fuelled by the Innovation Generator™. Learn more.

Key Impacts:

- **Growth Pipeline:** *Continuous flow of Growth opportunities*
- **Growth Strategies:** *Proven Best Practices*
- **Innovation Culture:** *Optimized Customer Experience*
- **ROI & Margin:** *Implementation Excellence*
- **Transformational Growth:** *Industry Leadership*

The Innovation Generator™

Our six analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- Mega Trend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)