

Client Story

\$8.1 Billion Food Processor Reinvests in Innovative BI and Master Data Platforms

Dean Foods

Client Profile: Dean Foods is one of America's largest processors and direct-to-store distributors of fluid milk marketed under more than 50 local and regional dairy brands and private labels. The company distributes ice cream, cultured products, juices, teas, bottled water, and other products.

Industry: Consumer Packaged Goods (CPG)

Geography: Dean Foods has approximately 70 manufacturing facilities and distributes product across the United States.

Revenue: USD \$8.1 billion

Employees: 17,000

Applications: JD Edwards EnterpriseOne 9.0, JD Edwards World A8.1

Client Operating System: V5R4 and V6R1



"As far as responsiveness, I give Rimini Street an A+. We recently had an issue over a weekend and our Rimini Street PSE and his team were on it before I even had the ticket created Monday morning!"

Colleen Pacocha,
Analyst, Dean Foods

National brands DairyPure, TruMoo, Fruit Rush, Orchard Pure and Ready Leaf are all part of the Dean Foods suite of food products.

The Dean Foods Challenge

Dean Foods needed to allocate IT budget and resources in a way that stimulates innovation and moves the needle for the company. It faced the issue head-on when confronted with the high ongoing cost and limited scope and responsiveness of the software vendor's JD Edwards support program.

The national dairy producer hoped to move maintenance dollars into something that would make a bottom-line difference for its business to add value every day, while maintaining service levels — even seeking better service. After researching the available offerings in the independent support market, Dean Foods moved to Rimini Street in September 2014.

The Rimini Street Solution

"We were looking to maintain running our JDE version (we're on 9.0), but the software vendor said maintaining it on our servers could not be done" recalled Colleen Pacocha, Analyst at Dean Foods. When looking at Rimini Street's support model, the first thing that jumped out to her team that was a big plus was the Primary Support Engineer.

Each Rimini Street client is assigned a Primary Support Engineer (PSE) with an average of at least 15 years of experience, backed by a team of functional and technical experts. And Gary Tidwell, PSE for JD Edwards at Rimini Street "got our servers upgraded in spite of what Oracle said could not be done" reported Pacocha. Rimini Street supports all of Dean Foods' application code, including its mission-critical customizations — at no extra charge. Dean Foods also uses Rimini Street CNC Managed Services for JD Edwards EnterpriseOne, receiving support and solutions for all technical areas including CNC, interoperability and infrastructure.

Benefits

- **Gained control of budget to invest in innovation:** Dean Foods reinvested its savings from switching to independent support into critical business growth initiatives including the company's BI and master data platforms.
- **Receiving high-caliber support:** Dean Foods enjoys a range of premium features from support for customized code to strategic advisory services.
- **Upgraded JD Edwards system:** A major upgrade of its JD Edwards environment went smoothly with Dean Foods receiving guidance on upgrading the software, techniques for avoiding conflicts with other layers of the company's technology stack, and resolutions to issues that arose.
- **Received cost-effective CNC Managed Services for JD Edwards EnterpriseOne licensees:** Managed services include systems administration, monitoring and operational support.

"We have a lot of customizations and interfaces, which the Rimini Street team handles regularly at no extra charge — a lot different than our experience with the software vendor's support."

Colleen Pacocha,
Analyst, Dean Foods

For More Information

To learn more about Dean Foods or to read other client success stories, visit www.riministreet.com/clients.

Client Results

Dean Foods executed a major upgrade of its JD Edwards environment with Rimini Street offering guidance on upgrading the software, techniques for avoiding conflicts with other layers of the company's technology stack, and resolutions to issues that arose. And when the need arose to backfill two full-time employees working on Dean Foods' JD Edwards implementation specifically, Dean's reached out directly to Rimini Street. "The Rimini Street engineers have been hands-on in managing our customizations and interfaces, right from their start here. Plus, there have been some 'wish we could do this in the system' things that the Rimini Street team came in and created programs for, so we don't have to be bound by lagging server processes anymore" stated Pacocha.

Dean Foods is reinvesting the money it gained from switching to independent support into strategic initiatives around its business intelligence (BI) and master data platforms — looking at strategy and innovation road-mapping. When initially re-evaluating support for its JD Edwards system, Dean Foods was looking for more than the cheapest software repair shop on the block; it was looking for a business partner. Pacocha explains: "Rimini Street asks me questions that nobody ever asked me about before — you have to be someone who is extremely familiar with particular processes in JD Edwards to know its intricacies. Rimini Street is that partner."

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