Maximize Your Salesforce ROI

How 6 Organizations Closed Salesforce Skills Gaps with Rimini Street

Rimini Street®

salesforce

PARTNER

What if you could…

Easily and seamlessly solve your Salesforce® skills gap issues?

Clear the growing backlog of customer data and reporting projects?

Gain unlimited access to a robust catalog of Salesforce services at a predictable subscription price?

Improve seller productivity and win rates?

Stay on top of new Salesforce features?

The Salesforce talent shortage is real, and it's creating significant challenges for businesses

Companies around the world are feeling the effects of the Salesforce talent shortage. There simply isn't enough talent to go around. These challenges are real, and they include:

Unrealized value and sales productivity

Customer data and reporting

No capacity for improving win rates

Users' loss of faith as projects pile up

Many businesses are struggling not only to find the right Salesforce talent, but also to budget for the high salaries that experienced Salesforce candidates demand. Rimini Street Application Management Services (AMS) for Salesforce can help you:

- Make development resources available
- Reduce backlogs
- Deliver resolution-based, annual subscription services
- Implement the most relevant functionality from new releases
- Reduce the number of redundant administrative tasks
- Mine customer insights to improve loyalty

Rimini Street Support Benefits At A Glance

This e-book discusses the successes of six organizations leveraging Rimini Street AMS for Salesforce to help improve ROI and redeploy internal teams to more critical initiatives. Table 1 summarizes what they were facing and the business outcomes achieved with Rimini Street.

Rimini Street Client	Salesforce Services and Platforms Supported	Support Challenges	Outcomes Achieved with Rimini Street AMS for Salesforce
BRANDSAFWAY	• Sales Cloud • Community Cloud • CPQ	• Growing Salesforce backlog • Current and future Salesforce skills gaps • High, variable costs	• Decreased case volumes by 24% • Delivered 900+ Salesforce requests annually • Fixed annual subscription price and improved ROI
LEADING MANUFACTURER OF STAINLESS-STEEL SINKS	Service Cloud	• Growing Salesforce backlog • No IT team capacity for strategic initiatives • Need for roadmap guidance and Salesforce best practices	• Reduced backlog • Enabled Salesforce expansion into additional regions • Gained consultative guidance on the Salesforce journey
MAJOR MANUFACTURER OF LIGHTING SOLUTIONS	• Sales Cloud • Service Cloud • Marketing Cloud • Community Cloud • B2B Commerce	• Skills gaps and support coverage • Slow user adoption and consumption • Ability to stay current with Salesforce releases	• Supported critical applications and use cases with expert, specialized Salesforce skills • Increased user adoption and customer engagement • Established methodology for reviewing and applying release notes
NTT GLOBAL DATA CENTERS AMERICAS	• Sales Cloud • Community Cloud	• Growing Salesforce backlog • Current and future Salesforce skills gaps • Data structure not optimized • Need to grow sales operations expertise	• Reduced backlog and closed skills gaps • Restructured data to deliver better sales insights • Eliminated the need to recruit Salesforce expertise
MAJOR RETAILER OF PET PRODUCTS AND SERVICES	• Service Cloud • Marketing Cloud	• Recruiting and retaining Salesforce resources • Meeting requirements for support coverage and service level agreements (SLAs) • High, variable costs • Visibility into customer data	• Gained expert, timely, comprehensive Salesforce support • Benefited from a fixed annual subscription price • Gained 360-degree view of customer data
NONPROFIT TRAINING ORGANIZATION	• Sales Cloud • Force.com • Partner Community	• Growing Salesforce backlog • Current and future Salesforce skills gaps • Ability to stay current with Salesforce releases • Applying Salesforce best practices to increase ROI	• Reduced backlog and closed skills gaps • Implemented best features and functionality from Salesforce releases • Gained best practices solution design recommendations

Table 1

BrandSafway

With more than over 1,200 Sales Cloud users, specialty services provider BrandSafway wanted to get more value out of its Salesforce investment.

Internal administration resources were getting bogged down with day-to-day tasks such as resetting passwords, migrating data, and creating new fields. The organization was unable to keep pace with Salesforce updates, and its expert administrators were unavailable for key projects.

BrandSafway was already receiving support for its Oracle software from Rimini Street, so it expanded the relationship to include managed services for Salesforce, encompassing a wide range of Salesforce skills.

As a result, case volumes have decreased and over 74 enhancements have been delivered. The company has set its sights on expanding global capabilities, facilitated by a fixed annual Salesforce support subscription price that has eliminated its previous high, variable costs for Salesforce services.

Industry:
Business and Professional Services

Revenue:
$5 Billion USD

Headquarters:
Kennesaw, GA

Client Fact:
BrandSafway is a premier provider of integrated specialty services to the global energy, industrial, and infrastructure markets.

Salesforce Services and Platforms:
- Sales Cloud
- Community Cloud
- CPQ

Salesforce Strategy:
- Improve Salesforce ROI and leverage new functionality
- Drive sales efficiency and productivity
- Clear ticket backlog and free resources for critical projects
- Expand global capabilities

> " *We were struggling with a mountain of tasks, which were incredibly time-consuming, and were looking into hiring additional personnel to help manage the workload. We also knew that we weren't realizing the full potential of our Salesforce system due to this backlog."*
>
> — Jay Fisher
> CIO
> BrandSafway

> *"Under Rimini Street's AMS for Salesforce, we have a partner who can help us get more out of our investment by increasing user adoption and productivity, while also helping us leverage new Salesforce updates and functionality as well. This will enable our administrators to focus on more strategic Salesforce projects to help further our company."*
>
> — Jay Fisher
> CIO
> BrandSafway

Leading Manufacturer of Stainless-Steel Sinks

This manufacturer's goal was to improve the ROI on its Salesforce investment while expanding consumption, utilization, and adoption of the platform.

The company was seeking best practices solution design recommendations and guidance on its Salesforce roadmap. The internal team was immersed in Salesforce operational tasks and project requests, creating a talent shortage for strategic initiatives such as global expansion.

Happy with the expert support it was receiving from Rimini Street for Oracle applications and databases, the company added AMS for Salesforce to the partnership.

With Rimini Street, the manufacturer reduced its project backlog, eliminated skills gaps, automated workflows, improved reporting and global forecasting, expanded Salesforce into additional regions, and freed its team for strategic initiatives.

Industry:
Manufacturing

Revenue:
$800+ Million USD

Headquarters:
United States

Salesforce Services and Platforms:
- Service Cloud

Salesforce Strategy:
- Improve Salesforce ROI and add efficiencies with automation
- Expand into additional geographies
- Increase sales and marketing productivity
- Strengthen reporting and global forecasting

> " We're currently working on a three-to-five-year cloud roadmap to move all of our business applications from on-prem to the cloud, and Rimini Street is helping us with that."
>
> — Senior Manager of Enterprise Systems
> Leading Manufacturer of Stainless-Steel Sinks

Application management services for Salesforce enable automated workflows for this manufacturer and help reduce its project backlog.

Major Manufacturer of Lighting Solutions

This manufacturer wanted to drive better business outcomes and optimize its use of the Salesforce platform. The company had gaps in maintenance coverage and skills gaps within its support team. It also wanted to grow its Salesforce user consumption.

Additionally, the company was seeking to enhance customer engagement and synchronize Salesforce with its business roadmap. So it partnered with Rimini Street for managed services for Salesforce.

With Rimini Street, the manufacturer increased user adoption, closed Salesforce skills gaps, and secured support coverage for its mission-critical systems. It also grew the relationship between IT and business stakeholders for improved Salesforce alignment with the roadmap; expanded Marketing Cloud journeys; and gained a single view of the customer for increased engagement.

Industry:
Manufacturing

Revenue:
$400+ Million USD

Headquarters:
United States

Salesforce Services and Platforms:
- Sales Cloud
- Service Cloud
- Marketing Cloud
- Community Cloud
- B2B Commerce

Salesforce Strategy:
- Expand Marketing Cloud capabilities
- Obtain a single view of the customer for greater engagement
- Streamline processes
- Upgrade to Salesforce Lightning

Managed services for Salesforce helped this manufacturer as it embarked on an acquisition.

Able to facilitate the expansion of Marketing Cloud journeys with managed services for Salesforce.

NTT Global Data Centers Americas

When the data center colocation world exploded with the COVID-19 pandemic, NTT Global Data Centers Americas was poised to meet the demand through an enhancement of its Salesforce platform.

NTT aimed to improve its Salesforce ROI, close skills gaps, clear its project backlog, and better leverage its analytics. Simultaneously, NTT wanted to grow expertise within its sales operations beyond Salesforce skills.

In pursuit of these goals, NTT engaged with Rimini Street for AMS for Salesforce. With Rimini Street, NTT had all the Salesforce expertise it needed to resource requests and projects, grow platform utilization, and restructure its data to achieve better sales insights for stakeholders and executives.

NTT was then able to hire expertise in other sales operations areas, and the fixed subscription price of Rimini Street services eliminated the department's need to lobby for new funding for business-critical projects

Industry:
Technology

Revenue:
$11 Billion USD

Headquarters:
Sacramento, CA

Client Fact:
Founded in 2000, NTT Global Data Centers Americas was one of the early companies that helped build what would become a multibillion-dollar global industry: data center colocation.

Salesforce Services and Platforms:
- Salesforce
- Salesforce Cloud

Salesforce Strategy:
- Enhance Salesforce to meet consumer demand
- Bridge skills gaps and maximize platform benefits
- Gain better insights from sales data
- Free IT team for strategic growth initiatives

"
Rather than focusing on Salesforce administration skills, I can consider candidates who may be stronger in analytics, deal desk management, or even marketing operations. The freedom to cover these gaps really opens possibilities within other areas of sales operations where our team can have an elevated impact."

— Patrick Haley
Sr. Director of Sales Operations
NTT Global Data Centers Americas

"With Rimini Street Application Management Services for Salesforce, for about the same cost of hiring one reasonably experienced Salesforce administrator, I have access to a worldwide group of highly qualified engineers."

— Patrick Haley
Sr. Director of Sales Operations
NTT Global Data Centers Americas

Major Retailer of Pet Products and Services

This pet industry retailer wanted to leverage its Salesforce platform to improve both customer engagement and experience through a 360-degree view of customer data. Following a huge pet boom during the global pandemic, it also had immediate Salesforce needs, including closing skills gaps, securing responsive and scalable support services, and controlling costs.

The company was already receiving superior support for its Oracle software from Rimini Street, so it expanded the partnership to include managed services for Salesforce.

With Rimini Street, the pet retailer met its needs for Salesforce skills and support, improved data integrity and flow between business systems, made better use of data for insights and decision-making, and gained a single-pane-of-glass view into customer attributes.

Industry:
Retail

Revenue:
$4.0+ Billion USD

Headquarters:
United States

Salesforce Services and Platforms:
- Service Cloud
- Marketing Cloud

Salesforce Strategy:
- Cover Salesforce skills gaps
- Get expert, comprehensive support with highly responsive SLAs
- Refine data usage
- Improve customer insights

> *Rimini Street has been one of our bigger cost-saving initiatives that we've implemented."*
>
> — CIO
> Major Retailer of Pet
> Products and Services

Pandemic pet boom creates opportunity for improved view into customer attributes.

Nonprofit Training Organization

This nonprofit organization wanted to improve the ROI on its Salesforce investment through expanded use cases and greater functionality. It also sought to reduce the backlog of projects and requests, cover skills gaps, and make better use of its internal team's capabilities.

To achieve this, the organization partnered with Rimini Street for AMS for Salesforce. With Rimini Street, it received full Salesforce support coverage, expanded its use cases, stayed current with Salesforces releases for greater functionality, implemented best practice solution design, and freed its internal team for end user engagement and strategic initiatives.

Industry:
Nonprofit

Revenue:
$25+ Million USD

Headquarters:
United States

Salesforce Services and Platforms:
- Sales Cloud
- Force.com
- Partner Community

Salesforce Strategy:
- Continue innovation and expand use cases on the platform
- Increase Salesforce ROI
- Free internal team for strategic initiatives
- Upgrade to Salesforce Lightning

Application management services for Salesforce help this nonprofit unlock greater functionality.

AMS for Salesforce help enable best practice solution design.

Solving Your Salesforce Talent Shortage
Why Rimini Street?

No More Recruiting, Retention Challenges, or Skills Gaps
Rimini Street continues to hire more Salesforce experts every year. So, you no longer need to worry about whether you have enough resources — or the right resources — to support your Salesforce implementation. Your dedicated Rimini Street Salesforce team has you covered.

Reduce Backlogs with Unlimited Usage Incidents and Service Requests
Say hello to more development capacity and time for strategic customer insights, improved sales productivity, and growing revenue. Rimini Street offers a resolution-based, unlimited usage model from a catalog of services with full-capacity operational services matched with proactive consultative services.

Operate or innovate? No more choosing. With Rimini Street, you can do both.

Known Annual Subscription Price
Eliminate high, variable Salesforce support costs with Rimini Street's unlimited access model and fixed annual price. No more contractors or consultants depleting your budget; no more scope creep; and no more lobbying for funding. Regardless of how your business priorities evolve, Rimini Street has your Salesforce support solutions.

Improve Your ROI
The Salesforce license cost is the same if a licensee uses 10% of the platform's capabilities or 100%. Increasing Salesforce consumption and utilization with additional use cases can help increase ROI.

Rimini Street will guide you on your Salesforce journey. We deliver project-based services as well as expert strategic support services to help strengthen your insights, decision-making, and productivity from continuous improvements to your Salesforce value and ROI.

Increase User Adoption
Rimini Street delivers tailored strategies to help maximize user adoption and delight those users with highly responsive support services and resolutions. Rimini Street AMS for Salesforce helps improve business outcomes which can drive your revenue and customer satisfaction.

Retire Salesforce Technical Debt
Salesforce data workflows and system integrations often lead to technical debt that can negatively impact system health and processes, yet most organizations don't have the time or resources to untangle it or retire it. But Rimini Street does.

We employ ongoing monitoring and proactive strategies that focus on replacing complex coded solutions with new best practice declarative configuration solutions — enabling agility, efficiency, and expansion of your Salesforce platform.
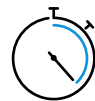
Resolution-Based, Follow-the-Sun Support Model
Get fast access to all levels of Salesforce expertise to help facilitate maximum operational efficiencies and productivity, 24/7/365. Whenever — and wherever in the world — your IT team is working, so are we.

Learn more about how Rimini Street managed services for Salesforce can help you maximize Salesforce ROI and crush your Salesforce skills gap:

| Solving the Salesforce Resource Challenge | Top Five Benefits when you Break Free from Legacy Managed Services Models | Request a complimentary Rimini Street Salesforce Opportunity Cost Analysis |

Rimini Street®

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About Rimini Street

Rimini Street, Inc. (Nasdaq: RMNI) is a global provider of enterprise software products and services, the leading third-party support provider for Oracle and SAP software products and a Salesforce® partner. The company offers premium, ultra-responsive and integrated application management and support services that enable enterprise software licensees to save significant costs, free up resources for innovation and achieve better business outcomes. Global Fortune 500, midmarket, public sector and other organizations from a broad range of industries rely on Rimini Street as their trusted enterprise software products and services provider.