Incentive Concepts boosts growth in the Oracle Cloud with help from Data Intensity

Founded in 1986, Incentive Concepts is a leading corporate gifts company, helping companies reward their employees and customers by positioning top brands in an environment of integrity and reward. From marketing and selling to distributing highly desirable brand merchandise, Incentive Concepts creates the perfect experience to deliver corporate gifts and create a culture of loyalty that strengthens the bottom line.

Challenges

For more than a decade, Incentive Concepts used Oracle E-Business Suite (EBS) as its core enterprise resource planning (ERP) system, helping power the business by automating and managing its financials, inventory, order tracking, procurement, and other key business functions. In fact, EBS was Incentive Concepts' central system of record.

But, following years of under-investment, the application suite, designed to accelerate operations, was creating unintended benefit shortfalls: the existing version 11.2 was no longer supported by Oracle while the system's on-premise server was quickly reaching end of life. The company's IT director did everything possible to keep the system going – pulling in database administrators, developers and other contractors as needed – but it wasn't enough to produce the efficiencies the EBS platform enabled nor sustain the company's rapidly expanding business needs.

What's more, as Incentive Concepts was growing to serve thousands of customers and hundreds of vendors, industry and vendor requirements were also moving ahead. Incentive Concepts was at risk of not being able to efficiently work with these bigger brands, vendors and new clients.

Moving Oracle E-Business Suite to Oracle Cloud – Key considerations

- Security, including the privacy concerns of clients & vendors

- Business continuity requirements of larger clients & vendors

- Compliance with vendor and industry requirements

- Risk from unsupported version of ERP system

Solution

To tackle these challenges, Incentive Concepts considered the latest solutions from several ERP providers, including Salesforce and SAP. But they quickly realized that upgrading Oracle E-Business Suite – which the IT team was already familiar with – would best serve their business. "If we stayed with Oracle, any upgrade would have a very similar look and feel," said Mike Reinberg, executive vice president with Inceptive Concepts.

Migrating to the latest version of Oracle EBS running in Oracle Cloud Infrastructure (OCI) provided an integrated solution that was reliable, scalable and more secure than the company's legacy on-premise system. In addition to bolstering security and driving better system performance, the solution ensured compliance with all of their vendors' security requirements, helping to transform and modernize the business.

Even better were the cost advantages of staying with Oracle. "Moving to another platform would have probably cost twice as much," Reinberg said.

To smoothly manage the upgrade and cloud migration, Incentive Concepts knew it would need help, and early on Data Intensity emerged as the clear choice. "Data Intensity has been a great partner to work with," Reinberg said. "We had access to their Oracle experts right away and they immediately started learning about our business and building out proposals. I can't say enough about them."

To assist in greenlighting the project, the Data Intensity team was there to help detail the value of the upgrade and cloud migration initiative to the company's executives. The partner skillfully explained how the investment would be necessary to keep the company competitive. Today, Oracle EBS running in Oracle Cloud is enabling Incentive Concepts to modernize and scale a broad range of its business operations, including:
- Financial management
- Order management
- Purchasing
- Warehousing
- Data Visualization and reporting

Result

Working closely with the Data Intensity team, Incentive Concepts took about nine months to upgrade Oracle EBS and migrate to OCI. Although the company has just started to leverage the new ERP platform, already it's seeing positive business outcomes.

"Our new cloud-based Oracle ERP platform will enable our employees to significantly enhance our customer and vendor experience," Reinberg said. "It's given them the tools they deserve and need to excel at their jobs and to grow and find new ways to use these technologies to better our company."

> ❝ Oracle is enabling scalable growth to meet the needs of our clients and vendors. We are signing up these larger customers who have global presence. We are now able to answer, 'yes' to those difficult questions around security agreements and privacy. ❞
>
> Mike Reinberg
> Executive Vice President, Inceptive Concepts

The new solution has also allowed the company to leverage Oracle E-Business Suite Enterprise Command Centers to help users identify and act on priority transactions. Employees were immediately attracted to the dashboard-driven command center features because it allowed them to easily pull data from a wide range of sources to analyze vendor and product performance.

The command center "consolidates everything they need to see in one place," Reinberg said. Employees are delighted they no longer have to "click over there, or go to another application, or wait to run a report. It's already done as long as we set the parameters and filters the right way." The ERP now runs simultaneous reports and displays it with better data visualization.

Using the Oracle system, Incentive Concepts stays on top of every aspect of the business. For example, it can easily pull up its annual and monthly sales goals; monitor the progress of each business unit; track orders and quotes in real time; check on invoices, stay on top of inventory, and more.

Today, Data Intensity continues to partner with Incentive Concepts, providing ongoing managed services that help their relatively small IT team focus on business initiatives instead of worrying about managing the data center. "We regularly manage technical complexity to accelerate positive business outcomes. Reliance on our full-stack Oracle expertise and, in this case, our proven EBS cloud expertise, establishes an investment and operational win-win for our customers," Justin Derrick, CTO at Data Intensity.

DATA INTENSITY

About Data Intensity
Data Intensity is an industry-leading Oracle Managed Services Provider delivering world-class expert managed services for the complex lifecycle of your Oracle-powered workloads. Offering a complete portfolio under one roof, Data Intensity provides full-stack, SLA-backed, technical and functional application managed services on your cloud of choice. Our unique differentiation future-proofs your investments in Oracle technologies and applications – from effective license position assessments to cloud-independent migration services, to 24x7 technical operational managed services and functional adaptation of your E-Business Suite – to optimally power your business.

> ❝ The challenge was to meet a tight turnaround, while eliminating downtime during a critical, high-growth stage. Two major initiatives – upgrading and migrating core business systems to the cloud simultaneously – were executed flawlessly through a partnership built on trust and experience. We are very proud to be a part of Incentive Concepts' successful cloud journey. ❞
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