



Cobra Electronics Corporation

Consumer Electronics
U.S. (Chicago), Hong Kong, and Dublin

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– Steve Short, director, outsourcing, itelligence

Total Service

An SAP customer since 2004, Cobra was first introduced to itelligence through the Support Advantage group's on-site support to reconfigure and streamline processes after Cobra's initial SAP go-live in January 2005. This initial work led to a partnership to deliver functional support and, in May 2007, a contract for hosting services.

According to Dean Marino, director of IT for Cobra, itelligence earned his team's respect from the very beginning of the relationship. "itelligence's Support Advantage team immediately jumped on the phone with us and walked through every step of the reconfiguration before arriving on-site to assist with the project. They hustled to do everything necessary to keep our system performance in line with our expectations," says Marino.

Cobra's decision to choose itelligence for SAP hosting was primarily based on three critical factors—the ability to provide a flexible yet low-cost solution, a high level of customer service and overall company synergies. "We don't have a large IT department," says Marino. "We wanted to grow our capabilities without growing our IT staff, and itelligence offered the perfect solution."

Steve Short, director, outsourcing for itelligence, believes the emphasis itelligence places on responsiveness was a key factor early in the relationship and continues to play a critical role in the companies' effective collaboration. "We pride ourselves on quickly flattening learning curves through our consultants' specialized industry knowledge and diverse project experience," says Short. "Because we strived to demonstrate immediate operational excellence to Cobra, we believe we quickly established the value of our hard working, dedicated consultants and our confident recommendations customized to meet Cobra's priority business projects."



Cobra Electronics Corporation, Consumer Electronics, Chicago, Illinois

Cobra Electronics Corporation, based in Chicago, is a leading designer of mobile communications products sold in the U.S., Canada, Europe, and around the world. After 50 years of innovation, the company continues to grow boldly by entering into new product growth categories. Today, Cobra products are available in nearly 40,000 storefronts in North America and in a growing number of retailers throughout the world. Some of the company's products include mobile navigation devices, two-way radios, radar/laser detectors, citizens band radios, marine electronics and power inverters.

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- Dean Marino, director of IT, Cobra Electronics Corporation



Industry:
Consumer Electronics

Locations:
Chicago
Dublin
Hong Kong

Employees:
112 U.S. (2008)

Revenue:
\$125 million (2008)

Web Site:
www.cobra.com

Solution:
Outsourcing Services and
Managed Hosting

Comprehensive Business Functionality

While managed hosting is not new to Cobra, itelligence has provided refreshing value. The working relationship and trust between Cobra and itelligence over the past four years have created both anticipated and unexpected business benefits. "itelligence has the flexibility to support major projects that require functional support, but they also help with smaller projects on a month-to-month basis," says Marino. "Whether a business needs SAP expertise for two days or two months, itelligence provides the same level of expertise and excellence throughout the entire length of the project. You get exactly what you need, when and where you need it."

In 2007, Cobra began utilizing itelligence hosting. "The results were a rather seamless migration supported by itelligence consultants who were on call, giving us real peace of mind from start to finish, based on their extensive experience with similar projects," says Marino.

Continued Support

Marino continues to recommend itelligence in part because of the ability of the Support Advantage team to easily call in additional resources whenever and wherever help is needed. Marino explains, "Because of the seamless relationship between the Support Advantage and hosting groups, the project teams are 100 percent aware of what the other group is doing through ongoing communication, making sure everything gets done in a professional and timely manner."



**itelligence -
Solutions for the Midmarket**

itelligence Support Advantage provides a full complement of services for Cobra. In this role, itelligence's SAP experts provide the following:

- State-of-the-art, highly redundant hardware environment
- Reliable, SAS 70 certified data center
- System monitoring and administration
- Real-time access to expert assistance
- Application Support, Enhancement and Optimization
- A single point of contact for all SAP needs

By entrusting these responsibilities to itelligence, Cobra can focus on their core business, while itelligence concentrates on all functional and technical SAP aspects.