

## Lemongrass Plays Instrumental Role in Fender Musical Instruments Corporation's SAP Migration to AWS Cloud

Headquartered and founded in Southern California, Fender Musical Instruments Corporation (FMIC) has established a global standard for excellence in the creation of highest-quality instruments and digital experiences across genres. Since 2015, Fender's digital arm has introduced a new ecosystem of products and interactive experiences to accompany players at every stage of their musical journey. This includes innovative apps and learning platforms designed to complement Fender guitars, amplifiers, effects pedals, accessories and pro-audio gear, and inspire players through an immersive musical experience. FMIC is dedicated to unlocking the power of musical expression for all players, from beginners to history-making legends and employs thousands across the world who are dedicated to delivering their message, products and values to these aspiring and existing musicians.

Demand for FMIC's physical and digital products and services has been steadily growing in recent years with a massive surge the past two years as the industry welcomed nearly 16 million new players in the U.S. alone. However, the SAP systems and the hardware on which they were running required additional support to accommodate the company's growth. Some systems, including aged hardware, had limitations and required updates, making ongoing change and maintenance challenging for the business.

During this time, FMIC made the decision to upgrade their SAP systems to the latest version of SAP ERP Central Component - replatforming the application to SAP Suite on HANA with the goal of moving it to AWS. By doing this, FMIC saw the opportunity to improve their system reliability while also allowing for greater scalability, security, flexibility and innovation.

After evaluating several SAP Managed Service Providers, FMIC chose to work with Lemongrass on this project due to their extensive knowledge of SAP and successful experience in Enterprise Cloud migrations with AWS. With FMIC's existing SAP systems hosted in a physical data center, they knew that working with an SAP partner like Lemongrass meant that the complexity of a massive on-premise migration was understood and would be skillfully and securely migrated to the Cloud.



*"We chose Lemongrass due to the company's wealth of experience and proven track record of migrating and running SAP on AWS. Straight away we noticed how much faster everything runs on AWS, which is allowing our business users to get through their work more quickly and efficiently."*

*Michael Spandau  
CIO and SVP for Global IT*



Once the project got underway, it wasn't long until FMIC began to realize the benefits of working with a tenured SAP partner, like Lemongrass. FMIC immediately began to notice how much faster their systems ran on AWS which allowed their business and users to increase productivity and efficiency. Lemongrass' work with FMIC took place in two parts - allowing them to continue to operate their SAP systems while their migration to AWS took place. Scheduling multiple practice runs with FMIC helped to decrease downtime and increase opportunities for identifying areas of innovation. Lemongrass continues to work alongside FMIC as a Managed Service Provider for their SAP ecosystem, ensuring that they maintain the security and performance required to operate with the highest functionality.

### **About Lemongrass**

Lemongrass is a software-enabled services provider focused on delivering superior, highly automated Managed Services to Enterprise customers. With a portfolio of services designed to deliver the desired outcomes from an SAP transformation, Lemongrass engineers strategies and services that enable the economics, scale and agility of hyperscale computing while unlocking business innovation and controlling the risks and uncertainties. Our customers span multiple verticals and geographies across the Americas, EMEA and APAC. We partner with SAP, AWS, Microsoft, Google and other global technology leaders.

### **Contact**

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