



Filice Insurance

At A Glance:

- **Company:** Filice Insurance
- **Location:** San Jose, CA
- **Industry:** Insurance, Professional Services
- **Challenges:**
 - Company needed an integrated system to better coordinate sales teams' outreach to prospective clients
- **Software switched from:**
 - Upshot/Siebel, ACT!, Outlook
- **Results with NetSuite:**
 - Saved \$200,000 a year through commission module and better reporting features. Saved a one-time expenditure of \$250,000 in implementation costs and an additional \$25,000 to \$50,000 in annual maintenance and training. Expect to realise some \$500,000 in revenues next year specifically through NetSuite's sales force efficiencies

“ NetSuite’s commissions module was a major selling point for us. We couldn’t find any other system that offered such functionality. Better yet, this particular module alone saves us a lot of money — at least \$100,000 a year — because the way we calculate commissions is very sophisticated and it can take a long time for the accounting staff to run the numbers correctly.”

— Patrick Arnold, Vice President of Sales

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The Results: Nearing \$1 Million

Filice Insurance saves at least \$200,000 a year by automating many of the sales and reporting and back end processing. “A broker’s time is very valuable — both in opportunity costs of potential sales and in the actual salaries,” says Patrick Arnold, vice president of sales. “Because NetSuite was able to take over many of the functions our brokers had to do manually, we realised immediate savings.”

For example, to generate one report a broker would typically spend five hours collecting and aggregating key data to see how many of his clients have open enrollment in December. Using NetSuite, that same report takes 25 seconds to generate. “Now multiply that figure by ten, because that is how many reports we use each month,” Arnold says. “The time saved frees up the broker to look for new business or cross sell to existing clients.” He estimates the savings to be \$100,000 a year.

By automating the commission module — and perhaps more importantly, making transparent to the brokers exactly which products would bring in the most commissions — the company saved another \$100,000 a year.

Not surprisingly these time and productivity savings lead to increased revenues. Arnold says that Filice Insurance expects sales to increase by \$2 million in the coming year. “Of that \$2 million, I would say 25 percent of it is directly attributable to NetSuite’s efficiencies.”

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“It used to take a broker five hours to aggregate the data needed for a particular report - and we use at least ten key reports each month for our business. With NetSuite we went from a five-hour process to 25 seconds. Just the report generator alone saves us at least \$100,000 a year in employee productivity.”

*— Patrick Arnold,
Vice President of Sales
Filice Insurance*

The Challenge: It's A Small World

A rapidly growing firm, Filice Insurance was working overtime to reach out to new customers. Unfortunately, the sales team found itself contacting the same prospective client more than once in their quest to sign up new business. “We were tripping over each other as we expanded into new territory,” Arnold says. “It was becoming a serious perception issue.”

The main problem was that there was no overarching customer relationship management and sales force automation system to guide the team. Some of the employees were using ACT!'s contact management applications, while others were relying on home grown or even paper-based systems. None, obviously, were able to provide the necessary corporate-wide coordination.

A new system was clearly due, but as it went through the selection due diligence process, Filice Insurance realised it had other application requirements as well. The system needed to be very intuitive, because the users were primarily sales and telemarketers. “They were not particularly interested in learning a new, complex system,” Arnold says.

The company also did not want to invest a great deal in implementation or customisation. However, given the business' industry-specific, or vertical needs, it appeared unlikely that Filice Insurance would be able to avoid such an ordeal.

The Solution: Implementation and Customisation for a Song

Filice Insurance evaluated a number of offerings including Salesforce.com and UpShot/Siebel. NetSuite's unique commissions module and high-end reporting features were what originally attracted executives. The very low total cost of ownership that NetSuite delivered was what clinched the deal.

“We needed extensive customisation - a job that would have cost us at least \$250,000 if we had gone with a client server application,” Arnold says. “NetSuite's Professional Service team did an exceptional job in working with us to customise the application to meet our business model. I have not had to call tech support once since we've gone online.”

Also, Filice Insurance did not need to spend any significant money on training because the user interface and application was so intuitive. Arnold estimates that the company saves another \$25,000 to \$50,000 a year on training and ongoing maintenance costs.

“Our users are relatively unsophisticated when it comes to IT. Having such an easy-to-use application saves us a lot of money in training and maintenance. And unlike previous applications, we don't have to force our people to use it. Instead, they want to use it.”

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