



i-solutions Global Ltd.

www.i-solutionsglobal.com

At A Glance:

- **Company:** i-solutions Global Ltd.
- **Location:** Allesley, Coventry, UK
- **Industry:** Computer Software
- **Challenges:**
 - Integrate accounting, sales force automation, and customer support on one platform that can be accessed from any location
- **Software switch from:** Sage; in-house designed software
- **Other software considered:** Salesforce.com, SAP
- **Results with NetSuite:**
 - Value of active sales pipeline has increased by 100 percent
 - Automated reporting capabilities eliminated the need to hire two additional employees



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*— Rex Harrison, CFO
i-solutions Global Ltd.*

The Results

In just one year on NetSuite, i-solutions Global Ltd has seen the value of its active sales pipeline increase by 100 percent. “NetSuite lets us identify new sales leads and focus on those where we have a real opportunity,” says Rex Harrison, chief financial officer of i-solutions. “That was really difficult before we started using NetSuite.”

Software sales have jumped 300 percent—a boost that Harrison says is due in large part to NetSuite. “There’s no doubt NetSuite is contributing to the increased performance of our company,” he says. “The data it gives us, the reporting it can do, it all brings a higher level of transparency to our business, letting us see how we’re doing and what we need to do better.”

NetSuite has been able to boost productivity within i-solutions, as well. “Without NetSuite, it would be extremely time consuming to generate the kind of reports we need,” says Harrison. “We would have had to hire two additional people to manage the process,”—a significant cost for a company with less than 50 employees. Even then, the results would not be ideal, says Harrison. “NetSuite gives us a visibility into our business and an accountability that would be impossible for a company our size to get any other way.”

The Challenges

Since its founding in 2001, i-solutions has focused on giving its customers the big picture of their own businesses. It provides Internet-based enterprise software to help companies manage projects and track key performance indicators, such as sales and customer and employee satisfaction. But even as it grew, attracting big corporate clients such as Airbus and Pfizer, i-solutions lacked the ability to see its own big picture. And as business data became harder to track and analyse, Harrison knew that a fix was needed fast.

The problem was that i-solutions, like many businesses, was using a patchwork of systems that didn’t talk to each other. It was using Sage for financials, and tools that had been developed in-house for customer support. “We wound up with many different enterprise systems all gathering the same information and none connected to the others,” says Harrison. “We just weren’t getting a good overview of our business.”

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Harrison knew that he needed a system that could integrate all the various tools i-solutions required, but he also wanted a Web-based solution, something that could be accessed not only from the company's U.K. headquarters, but from its sales offices in the U.S. and China. Entering data from remote locations and keeping it all up-to-date had been a major challenge with its existing system; a Web-based package could eliminate the problem. “We develop Web-based solutions ourselves, so we were sold on the idea,” says Harrison.

While expanding and integrating i-solutions' business software, Harrison wanted sales force automation as well. In exploring his options, he looked at packages including Salesforce.com and SAP. But these, he says, lacked the ability to manage customer support—a key criteria for i-solutions. “We had developed our own application to handle support, but we were constantly identifying areas for improvement. This was potentially a major resource drain for a non-core application,” says Harrison. “We needed an effective mechanism for customers to self-serve themselves and for us to track them.”

NetSuite's draw was that it met every criterion on Harrison's list—and then some. “NetSuite had the sales force automation and integration we needed, but the big surprise was that it had the ability to manage our support, as well,” says Harrison. “Indeed there were a lot of surprises, like how it would help us manage relations with partners and vendors. There is so much in NetSuite. It's a very big tool.”

The Solution

With NetSuite, i-solutions is able to get what Harrison calls a “360-degree view” of the customer. “From lead to deployment to support issues, all of the information we need is right in NetSuite and readily available,” he says. “And if someone in a sales office updates information, everyone else sees it right away. We don't have to go hunting for data anymore. Everyone knows exactly where it is.”

NetSuite's sales force automation tools enable i-solutions to log and track opportunities with both existing clients and potential customers. But they also enable the company to better leverage its resources. “NetSuite lets us bring a better level of discipline to the sales process,” says Harrison. “With all of the reporting it is capable of, there's a much higher level of transparency to our business. We can see our sales pipeline, see which leads look most promising, and know where we need to focus.”

Also contributing to the bottom line is NetSuite's dashboard, which gives an instant view of key performance indicators. “We use it religiously,” says Harrison. “Our salespeople see open opportunities; I see sales and opportunities. For a company our size, to have this kind of visibility into the business is invaluable.” Harrison isn't the only one sold on NetSuite, either. Recently he showed off the system to a potential i-solutions investor. “The comment we got back was, ‘I want all of my portfolio companies to run this software.’”