FAST GROWING TECHNOLOGY RESELLER

DEPLOYS NETSUITE FOR AN END-TO-END SOLUTION

NWN was established in 2000 to help businesses implement advanced IT infrastructure solutions. They are a leading network reseller and integrator named 2008's No. 1 fastest-growing IT reseller by CRN.

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Challenge

NWN is a rapidly expanding technology reseller. In 2008, CRN magazine named NWN No. 1 on its Fast Growth list of IT solution providers. But with stiff competition in the enterprise IT field, NWN leverages NetSuite to bypass the need for an expansive administrative staff and avoids gaps in corporate visibility.

Through a combination of organic growth and acquisition, NWN has been exposed to several enterprise operations software platforms for both front- and back-office processes. The demands of its business quickly made it clear; a uniform and tightly integrated solution was the best way to stay competitive. "With hundreds of employees spread across eight office locations, a single system is the best way to effectively manage our business," says Robert Jones, Corporate Director of Operations at NWN.

Solution

NWN first learned about NetSuite when it acquired a solution provider which was already running its operations on NetSuite. Based on NetSuite's capabilities, NWN decided to adopt NetSuite across the organization, as well as deploy it to all new acquisitions. "We have seen several different accounting and ERP systems in place at every company we acquire, and in each cycle we evaluate the best fit for the new company," Jones says. "Each time, NetSuite has won out as the preferred solution, and the other systems go away."

Working with NetSuite partner 360 Cloud Solutions, NWN has been able to quickly adapt acquired businesses to NetSuite, minimizing disruption and keeping local relationships strong. "Our goal is to keep NWN self-sufficient and ensure their local representatives keep their decision-making ability," says Rufus Lohmueller, CEO at 360 Cloud Solutions. NWN credits 360 Cloud Solutions for skillfully guiding them through the initial implementation and multiple evolutions of the platform, always maintaining NWN's core business needs as the driving factor.

NetSuite's support for complex organizational structures keeps NWN's lines of reporting clear and visible, while preserving the local autonomy the company prizes. "NetSuite's 'department and class' structures map into our 'divisions and practices,' and the 'locations' feature makes it easy to support our multiple branch offices per region and understand how well our business is performing from multiple angles," Jones says.

Through constant industry change and an ever-changing array of options, NetSuite's on-demand approach consistently earns its keep for NWN. "NetSuite gives us the triple-A effect we're looking for: Always Available Anywhere," says Jones.

Result

NWN Corporation has secured uninterrupted growth and an efficient administrative staff using the NetSuite solution to manage its entire operation. "NetSuite gives us what we need to run our business—from opportunities and sales orders to case management and ERP," says Jones.

Almost every aspect of NWN's business uses NetSuite, from back-office operations, to the entire sales cycle, to purchasing and inventory, to support and case management. "Having an end-to-end system that starts with a single customer record and tracks all our transactions is a huge benefit," he says.

NWN field personnel can manage their own time and expenses through the NetSuite Employee Center, while local accounting teams can track payables and receivables in the integrated solution. NetSuite's tight, role-defined privilege access system ensures NWN's users have the appropriate access they need to be productive. "We've greatly reduced the manual labor we used to do before NetSuite came in: checking and rechecking, copying and pasting between spreadsheets and systems with disconnected customer data," he says.

NWN chose NetSuite in large part due to its end-to-end architecture, "Especially after we looked at the custom bridges we would have to build between conventional CRM and back-office applications," he says. "NetSuite closes that integration gap for us."

Company Snapshot

Company: NWN Corporation

Location: Waltham, Mass.

Partner Name: 360 Cloud Solutions

Location: Scottsdale, Ariz.