

RSM/NetSuite at Cambridge Sound Management

Cambridge Sound Management (CSM) Harmonizes Its Business with NetSuite and RSM



Company Name:

Cambridge Sound Management

Industry:

CSM is the developer of Qt Quiet Technology sound masking systems, deployed in hundreds of millions of square feet of space throughout the world.

URL:

www.csmqt.com

Headquarters:

Waltham, Mass



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—Meghann Ellis
Controller, CSM

Challenge:

As its business grew, CSM struggled with inefficient manual processes and lack of visibility with its disparate on-premise QuickBooks and CRM systems.

Solution:

RSM was engaged for an objective evaluation of leading ERP solutions that would meet CSM's needs, as well as an accelerated six-week implementation of the cloud platform selected, NetSuite.

Results:

RSM expertise and NetSuite's functional depth and customizability has given CSM a cloud solution tailored to its unique needs, generating dramatic gains in business efficiency and visibility.

Developer of sound masking technology taps RSM expertise and NetSuite functionality for breakthrough efficiency and visibility

CSM is in the sound masking business. Its patented Qt Quiet Technology delivers an unobtrusive background noise, similar to airflow, to reduce the intelligibility of human speech and reduce distractions. Sound masking is deployed in call centers and busy offices, libraries, lobbies, healthcare settings and private offices in which speech privacy is desired. Researchers have found that sound masking is remarkably effective in improving employee productivity, morale and short-term memory.

Yet CSM suffered a noise problem of its own—the disharmony of disparate data and discordant business processes across its order to cash cycles, financials and inventory, CRM and other areas. Besides the efficiency lost in a fragmented environment of QuickBooks, Sage ACT! CRM and Excel, the Waltham, Mass.-based company was poorly positioned for growth.

“We knew QuickBooks wouldn't be able to scale as our business grew and it did not work for our remote employees,” said Meghann Ellis, CSM Controller. “We wanted one solution—not different solutions linked together.”

So one solution—but which one? In an IT marketplace that can be confusing and cacophonous with hype, CSM turned to RSM, the leading U.S. provider of assurance, tax and consulting services focused on the middle market, for objective guidance on the ERP system that would best meet its needs.

That highly valuable IT consulting exercise led to CSM engaging a separate RSM team to design and deploy the new ERP platform it had selected. In a remarkably fast six weeks, the company went live in December 2012 on a cloud solution that would give it breakthrough efficiency and visibility for growth—NetSuite.

Aligning Business Needs with Technology

RSM's systematic ERP evaluation process was highly valuable, according to Ellis. The RSM team conducted a thorough assessment of CSM's needs through in-person sessions with management, matching needs to a selection of vendors including NetSuite, SAP, Sage and Infor. From there, vendors replied to a 220-question document, with three invited in for all-day demos of their solutions.

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 To find out more, contact NetSuite Inc. at 1-877 NETSUITE or visit www.netsuite.com.

With NetSuite chosen for its superior scope and depth of functionality, customizability to business needs and proven cloud architecture, RSM's implementation team got to work on an accelerated six-week deployment, more than twice as fast as is customary. Such a rapid deployment, with data migration from QuickBooks, was not without its challenges, but in the end the solution went live on time.

A Phase 2 implementation replaced Sage ACT! with NetSuite CRM, linking to financials and gave CSM a unified record of interactions with its customers, about 500 audio-visual dealers and distributors in the U.S. and 30 other countries, including Australia, Brazil, Finland, the U.K., Taiwan, South Korea, Brazil and Malaysia, as well as end-user organizations.

"Overall RSM has done a great job for us," Ellis said.

New Efficiencies Through Automation

Among the key benefits CSM is deriving with NetSuite is greater efficiency with workflow automation, approval processes, routings and saved searches. Workflows have eliminated time-consuming, error-prone manual work and streamlined such processes as accounts payable, credit approvals, large customer orders over a specified dollar threshold, creation of prospect/customer profiles based on online form submissions and more.

In addition, CSM has dramatically reduced its volume of traditional mail by utilizing NetSuite capabilities for electronic monthly statements emailed to customers, while gaining visibility and control over mission-critical data that it could only dream of with QuickBooks. NetSuite CRM is also used by CSM for lead-to-order to cash processes and by support staff to improve service levels.

"The workflows and routings in NetSuite are really beneficial for us, the customizations you can do are awesome and I love NetSuite being in the cloud," Ellis said. "We're capturing a lot of data we didn't have before, and we can slice our data every which way with NetSuite. We're a lot more efficient and can target our audience better."

Meanwhile, CSM has improved its inventory management and demand planning with NetSuite, tracking both in-house stock and products moved by a third-party logistics provider. A SuiteApp from NetSuite SuiteCloud Development Network (SDN) partner Box.net has enriched the environment with document management capabilities.

RSM: NetSuite Partner of the Year

A NetSuite Solution Provider partner since May 2011, RSM's Technology Consulting practice offers the full spectrum of NetSuite cloud solutions through its 75 U.S. offices. Its NetSuite practice grew significantly in October 2012 with the acquisition of top NetSuite reseller Forward Hindsight, named NetSuite's Americas Solution Provider of the Year in 2011.

In June 2013, RSM was named by NetSuite both Worldwide Partner of the Year and Americas Solution Provider of the Year. Christopher Goguen, Director, Technology Consulting at RSM, said Cambridge Sound is a good example of the tremendous business process improvements that a mid-market company can achieve by upgrading from disparate on-premise software and servers to cloud business management.

"CSM left QuickBooks and now has a single financial, CRM and inventory solution with 10x the capabilities it once had," said Goguen. "The control and efficiency CSM gained and its ability to get to data at any point is just immeasurable."

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