



## Alpha Thought Global, Inc.

[www.alphathought.com](http://www.alphathought.com)



### At A Glance:

- **Company:**  
Alpha Thought Global, Inc.
- **Location:** Chicago, IL
- **Industry:** Computer / Internet, Healthcare
- **Year Founded:** 2001
- **Employees:** 800
- **Situation:** Fast-growing global company needed an accounting solution that could scale and meet its changing needs
- **Software that wouldn't work:**  
QuickBooks, SAP
- **Software that works:** NetSuite
- **Results:** More than \$200,000 in annualized savings



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— Andrew Johnson, CFO

Alpha Thought Global

### The Results: Clean Bill of Health

Andrew Johnson, CFO of Alpha Thought Global, Inc., figures he saved his healthcare-billing services firm more than \$200,000 in annual salaries just for choosing NetSuite. How? “With Web-based NetSuite, our accountant can handle four remote sites from a single location,” he says. “Otherwise, I would need a body at every site. I also have zero need for in-house IT support and maintenance.”

That’s not all. NetSuite has improved Johnson’s financial decision-making. Rather than reacting to month-old financial reports generated from a client-server system, Johnson can monitor Alpha Thought’s cash flow in real-time with NetSuite and thus make immediate adjustments to expenses.

“I have vision and access to everything that’s going on,” Johnson says, adding, “And I can issue preliminary financial statements within five days, as opposed to more than three weeks under the old client-server system.”

### The Situation: Growth Spurt

Alpha Thought, an 800-employee firm, competes with thousands of mom-and-pop shops throughout the U.S., offering billing services to hospitals, doctors and other healthcare providers. Smaller competitors, however, are struggling to conform to new, strict regulations. As a result, market consolidation looms and growth opportunities abound for industry leaders like Alpha Thought.

“It was such a pleasure to put something in that was quick and intuitive yet powerful and scalable enough to be the backbone of our accounting and finance operations,” says Johnson, who once implemented complex ERP systems earlier in his career and knows all too well the pain of ERP’s long implementation cycles, huge upfront costs, upgrades and ongoing maintenance. “I looked at SAP, but NetSuite had all the functionality I needed at a much lower price.”

 Find out more: contact NetSuite, Inc. at 1 877 NETSUITE or visit [www.netsuite.com](http://www.netsuite.com)



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“At any given moment, we didn’t know where we stood as a single company,” Johnson recalls. “With QuickBooks, it took more than three weeks to retrieve and consolidate information from the many divisions into a spreadsheet. It was a horrible situation that would kill us in the long run.”

Alpha Thought needed an accounting solution flexible enough to support remote locations tapping into the system and invoicing customers, a central location receiving payments and issuing checks, and a CFO overseeing the entire process. That’s when Johnson turned to NetSuite.

### The Solution: Got NetSuite?

Johnson was impressed with NetSuite’s ability to scale and meet Alpha Thought’s growing needs. Even more impressive was the ease of integration. It took only 60 days to get both Alpha Thought and its newly acquired divisions up-and-running. In fact, Johnson learned the system in only a few hours and set up the chart-of-accounts in a single day.

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Now Alpha Thought plans to take advantage of NetSuite’s upcoming multi-currency transaction and reporting features and bring its India division online. “For a global company, it’s absolutely critical to have a Web-based system with centralized information,” Johnson says.

Edit	Name	Symbol	Base Currency	Exchange Rate
Edit	U.S. dollar	USD	Yes	1
Edit	British pound	GBP		1.465
Edit	Canadian dollar	CAD		.6516
Edit	Euro	EUR		.9688

NetSuite Multi-Currency Capabilities

Johnson also plans to leverage NetSuite’s sales force automation features, in order to capture market share. Alpha Thought will use these tools to track customer referrals and responses to telemarketing efforts, as well as provide even better service to existing customers. “We want to grow both organically and through acquisition,” says Johnson. “Unlike off-the-shelf software, NetSuite is a long-term solution for a fast-growing company.”

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