



Engineering.com

www.engineering.com



At A Glance:

- **Company:** Engineering.com
- **Location:** Mississauga, Ontario, Canada
- **Industry:** Computer Software, Electronic Commerce, High Tech Services, Manufacturing
- **Challenge:**
 - Accounting system a poor fit for subscription-based model
 - Facing poor ROI on software customization
 - Multiple system support straining the resources of a small staff
- **Software switched from:** SDC (financials), UpShot/Siebel
- **Other software considered:** ACCPAC, QuickBooks
- **Results with NetSuite:**
 - Consolidated several software systems into one managed service
 - Eliminated \$20,000+ in software support and maintenance costs



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— Jonathan Semkiw, Director of Operations
Engineering.com

The Results:

Engineering.com implemented NetSuite to support all its major customer-facing operations, leaving behind an uncomfortable patchwork of aging packaged software and on-demand point solutions in favor of an integrated system. All 17 Engineering.com employees now use NetSuite, from the complete sales lifecycle to accounting, order management, and support ticketing and fulfillment.

By replacing its accounting system with NetSuite, Engineering.com now has a back-office solution that correctly records all of its revenue-generating activity, both contracted development work and recurring revenue from on-demand services — and avoided making a large investment in software that itself cost \$20,000 per year just to maintain.

Engineering.com also cut its training and change management burden by consolidating its major front- and back-end processes in a single interface. Even though the company was not originally looking to replace so many of its systems with NetSuite modules, the payoff was well worthwhile. "UpShot was doing an okay job for CRM, but what struck us about NetSuite was the integrated aspect. We only needed one application to do everything," says Engineering.com director of operations Jonathan Semkiw. "So even though the original quest was for an accounting package, we found NetSuite and realized that integrated CRM and time tracking were all in there, and we made the switch."

The Challenges:

Engineering.com, a growing Ontario-based developer of customized and on-demand software solutions for manufacturing departments and engineering firms, found itself stuck with a serious mismatch between its business model and its operations software. "We had spun out of a larger company and inherited an accounting package that was not flexible enough for our business," Semkiw says.

 Find out more: contact NetSuite, Inc. at 1 877 NETSUITE or visit www.netsuite.com



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In addition to providing an informational portal and specialized software services on a contract basis, Engineering.com provides an on-demand, subscription-based software service called Collaboration Suite to manufacturing customers. Recognizing the subscription revenue through the company's incumbent accounting system proved unworkable. "It required a lot of customization to meet the needs of our business, and since it was such an old system, we were not going to be investing in that. Based on where our business was going and how our sales force was working, we knew we needed a stronger accounting package."

The Solution:

Engineering.com made a successful transition of its various customer-facing processes to NetSuite over a 90-day migration period, including a transfer of 40,000 records and nearly 100,000 database contacts. "It's an evolving process, it's never 'done', but we have seen continuous productivity gains with just a little investment of time and money," Semkiw says.

For custom development projects, Engineering.com developers now use NetSuite's Time and Billing module to directly record their billable hours into the NetSuite system for client reporting and invoicing. "It also gives executives a better idea of how we're doing," Semkiw says.

Despite its up-and-coming size, Engineering.com is a publicly traded firm, and Semkiw says that company has had no trouble whatsoever meeting stringent audit and reporting requirements using NetSuite's financial management capabilities. "We just had our first full-year audit with NetSuite, and it was fine."

Introducing new features to users, such as full-fledged marketing campaigns for the sales group using NetSuite's CRM capabilities to manage their accounts, has been easy due to the common on-screen interface. "One great advantage is that when we turn on new features, it's consistent. Everybody has a good handle on how to use NetSuite."

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