



High Wire Networks

www.highwirenetworks.com



At A Glance:

- **Company:** High Wire Networks
- **Location:** Eden Prairie, MN
- **Industry:** Telecommunications;
Consulting/Professional Services
- **Challenges:**
 - Wanted an enterprise suite application flexible enough to support extensive customization
- **Software switched from:** QuickBooks, Microsoft Project Management, Tigerpaw (service management)
- **Other software considered:** Great Plains, Microsoft Suite, Epicor
- **Results with NetSuite:**
 - Saved \$100,000 in IT staff salaries
 - Saved \$20,000 in hardware, servers
 - Saved \$10,000 in data disaster recovery planning



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High Wire Networks

The Results: NetSuite vs. Microsoft Project

When High Wire Networks COO Mark Porter compared the costs of NetSuite to a bundled offering of Microsoft Project and Great Plains, he saw that not only did NetSuite offer better functionality, but it was at a much lower price point and much faster ROI.

“Basically two years worth of seat licenses of NetSuite cost roughly the same as the initial start-up costs for the other products that we evaluated,” he says.

These savings included the \$20,000 worth of hardware and additional servers High Wire would have had to purchase if it hadn’t opted for NetSuite as well as the accommodations High Wire would have had to make for its remote users across North America. If the company had opted for a different system, Porter explains, it would have had to beef up its VPN (virtual private network) capabilities in order for users to access the system.

The company also saved two IT salaries—at \$50,000 per head—by choosing NetSuite. “The suite is so easy to maintain, and it eliminates so much of the duplicate data entry that we had in our old system that we were able to redeploy two full-time people to other projects,” he says.

Finally, the company saved the costs of developing a contingency plan for server outage. “We investigated the way NetSuite is hosted and we determined that it was so secure that we didn’t need to develop a disaster recovery plan for our operating software.” That saved the company another \$10,000, Porter says.

The Challenge: High-Wired Growth

A provider of services to major telecommunications firms around the world, High Wire Networks has been on an aggressive acquisition path for several years; among other benefits this strategy has allowed the firm to introduce a new offering on average every six months. This dual corporate growth and product rollout has paid off handsomely, Porter says, enabling High Wire to thrive in a challenging global telecom environment.

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



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The company’s support systems, however, were not scaling as fast as the company’s expansion. “We do installation, service and maintenance work for the largest telecom and equipment manufacturers in the world,” Porter says.

“To manage our operations we were using a number of different systems, including a project management platform by Microsoft Project, a service call management platform by Tigerpaw, and QuickBooks to manage our financials.”

Separately, each of the applications had flaws that hindered back-office operations, Porter says. For example, QuickBooks was not sophisticated enough to manage High Wire’s expanding customer base; some clients, for example, wanted to be billed using specific invoice numbers, which QuickBooks could not do. Ultimately, though, it was the lack of interoperability among the systems that drove High Wire to look for a new solution.

At one point, High Wire considered—but eventually rejected—a proposal to migrate its entire platform to Microsoft, using Great Plains for its financial application. “Not only would it have been outrageous cost-wise, but the customer service was terrible and we still wouldn’t have all of the functionality we wanted.”

However, the Microsoft proposal was the closest High Wire could come to its vision, Porter remembers. “We wanted one platform to power our business. We knew first hand the headaches that transcription errors can cause when data moves from one system to another. Not to mention the headaches of maintaining and integrating multiple disparate systems.”

Then Porter happened across NetSuite. “We had found our solution. Not only was it a single platform that offered accounting and financials and customer service, but it was highly customizable to fit our needs as a project management application.”

The Solution: Customizing NetSuite

Most of High Wire’s business processes are tailored to meet the needs of its clients and the telecom industry, Porter explains. Because NetSuite is highly configurable, the company was able to transition its operations with little hitch. Indeed, in many cases, NetSuite has exceeded the functionality of the previous applications, he says.

“We are able to better manage our contracts, for example, by using the custom fields to track customer maintenance or warranties.” Porter says High Wire has customized features around its resource calendaring, forecasting, subcontractor work force scheduling, work orders, trouble tickets and time and billing activities for field workers.

Indeed, Porter says, customizing the billing system to issue customers specific invoice numbers has proven to be a huge competitive differentiator.

“The ability to bill clients—especially publicly traded firms—in the way they would like is not something many other firms can offer.”

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Porter says that clients—multi-million dollar telecom firms that service millions of customers every day—simply cannot believe the flexibility and transparency that NetSuite delivers.

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