



## AD Systems

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



### At A Glance:

- **Company:** AD Systems
- **Headquarters:** Atlanta, GA
- **Industry:** Services: computer & IT services; Low-voltage contractors; Custom electronic design and installation
- **Challenges:**
  - Using different off-the-shelf software programs that didn't integrate with each other
  - No way to track pipeline and manage projects efficiently
  - Didn't have a product catered to their specific company requirement
- **Software switched from:** Peachtree, MS Outlook, Salesforce.com
- **Results with NetSuite:**
  - Company has grown 30 percent per year since coming on board with NetSuite
  - Three-fold increase in profitability and productivity — everything from sales and forecasting to job costing
  - Epiphany's dNet vertical industry solution allowed NetSuite to be customized for their needs
- **NetSuite Partner:**
  - Epiphany Inc. (Brenda Brinkley) [www.epiphanyinc.net](http://www.epiphanyinc.net)

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— *Utz Baldwin, Chief Executive Officer*  
AD Systems

### The Results:

Whether it's the top line or the bottom line, high-end electronics contractor AD Systems of Houston credits much of its success to its use of NetSuite software and NetSuite Solution Provider Epiphany Inc. customizations.

"Our overall growth has been in excess of 30 percent per year since we made the change (to NetSuite)," says Utz Baldwin, company founder and chief executive officer. "But what's more important is our bottom line has continuously increased. We're a more profitable company and I can attribute that to our relationship with Epiphany and having tools like NetSuite that give us the information we need to correct for our weaknesses. I know that the amount of money I've spent on NetSuite I've gotten back three-fold."

"It has helped us increase productivity and profitability in every area from sales and forecasting to job costing," Baldwin says. Part of that, he explains, is the way Epiphany has customized NetSuite for their specific industry of low-voltage contractors.

### The Challenges:

Using different off-the-shelf software programs that didn't integrate with each other was stifling the growth of AD Systems, says company founder Utz Baldwin.

"Duplicate data entry, the collaborative efforts were substandard," he says. "We were using Microsoft products, Peachtree products and other design products. Our information was all over the board. We had no way to track our pipeline and manage our projects efficiently."

That can quickly lead to disaster when you are installing top-of-the-line whole-house video and audio systems, the heart of AD Systems' business. Some installations might cost the homeowner as much as \$1 million. With that kind of money comes a myriad of pieces and

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*“We immediately realized it was going to be a long-term relationship. Since then we've had countless discussions and meetings and planning sessions as it relates to where my business is going and what type of tools can be developed to help me get there. The development of dNet is a testament to that.”*

— *Utz Baldwin*  
*Chief Executive Officer*  
*AD Systems*



parts that must integrate smoothly — and perfectly — to have a satisfied customer and a solid bottom line.

"We're dealing with technology that's moving at an exponential rate," Baldwin says. "We're dealing with consumers who are getting younger, smarter, faster. They expect performance."

#### **The Solution:**

NetSuite and Epiphany together have provided the performance needed to distinguish AD Systems from its competitors.

"I'm competing for discretionary funds because we are typically dealing with pretty affluent homeowners building their dream home. What sets me apart is we do have processes in place — proven solutions. Solutions like NetSuite and d-Net and the relationship with have with Epiphany gives me the upper hand," Baldwin says.

Epiphany Inc. of Houston, headed by founder and CEO Brenda Brinkley, is a NetSuite Solution Provider and has helped customize aspects of NetSuite for Baldwin's company.

"We have specific needs that others outside our niche industry don't have," Baldwin says. "To spend the energy to customize a product just for us has been wonderful. Brenda and her Epiphany team have been great. She's taken the time. She's had staff here in our environment, scouring through our process and our methods and helping us reveal bottlenecks. Quite often we've learned there were fixes in the product, right out of the box. Any time we've ever had an issue that needed to be resolved, Epiphany has been there to do it."

"They're in a very distinctive industry," says Brinkley. "They're not a consulting firm but they need to track hours and labor and time and projects. They're not a distribution warehouse but they constantly order products and they constantly ship things out and they always need to know where those products are. We're happy that we've been able to customize NetSuite and create d-Net to meet their requirements. And now other companies with those same business requirements can take advantage of our solution as well."

"It requires a good partner to help you get it done, but the end result is that it does pay for itself," Baldwin says. "It's certainly one of the best things that I've done for my business."

Baldwin says NetSuite's ability to keep track of all the details was a key point in switching.

"NetSuite seemed to fit our strategic plan," Baldwin says. "The very first thing we saw was our ability to accurately cost jobs. So we were able to make the corrections we needed to in areas that we were not as profitable as we thought we might be. Immediately our bottom line started to improve."

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He says NetSuite allows his company to track different opportunities for clients. "The inventory control we got out of NetSuite was much better than what we were using in the past," he says. "Epiphany did a wonderful job helping us implement. Like with Santa Claus, I just said 'this is what I'd like' and then a short time later I'd log in and see a new tab or something that would give us exactly what we were looking for."

The result has been a win-win for all concerned, Baldwin says. "We're more profitable, which means we are a healthier business. We are able to execute on the projects and when the day is done, our customers are happy and we've been able to deliver what we said we would."