



## Aminian Business Services

www.aminian.com



### At A Glance:

- **Company:** Aminian Business Services
- **Locations:** Irvine, CA
- **Industry:** Computer Services; High-Tech Services
- **Challenges:** Software reseller needed product with high growth potential
- **Results with NetSuite:**
  - Services increase on average 55 percent every year
  - Saves \$10,000 a year in travel costs



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— Mo Aminian, President  
Aminian Business Services

### The Results: High Growth Product, Hardly Any Travel Involved

Mo Aminian, president of NetSuite Solution Provider Aminian Business Services, estimates that he has grown his services by 55 percent on average since he began reselling NetSuite in 2000. “Our clients love the features in NetSuite, such as its Dashboard and the fact that it is a completely integrated suite,” he says. “Our customers also like that it is delivered over the Internet.”

In fact, Aminian says that the firm—which also uses NetSuite internally—saves about \$10,000 a year in gasoline and related travel costs because NetSuite is online. “We don’t have to travel to a customer’s site to help them with the application like we would with a standard software product. In most cases, we can work online with the client.” For their part, he adds, clients like the efficiency that the online service provides.

### The Situation: Competing With Retail, Other Resellers

Before he began exclusively reselling NetSuite, Aminian supported clients on a competing line of accounting software products aimed at small businesses. Reselling these packages was not a profitable business for the firm, however. The smaller end of the product line could be purchased in most software or computer retail stores, he says, while the higher-end products were already well covered by other resellers in the area. “That particular vendor has a very large number of resellers,” Aminian says. “The larger, more established ones are able to offer larger discounts than we could.”

In this environment, he says, the opportunities for consulting were small.

Also, implementation of the products often proved to be cumbersome. “It could be surprisingly difficult to make sure all the modules worked together,” said Aminian. Because of these implementation issues, he says, “staying on top of the updates was not easy either, for us or for the clients for that matter.”

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



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### **The Solution: Easy To Install**

Aminian’s relationship with NetSuite began when he was asked by a potential client with a widely dispersed workforce to make a proposal. “They had consultants all over the country, and they were interviewing companies like ours to support their network,” he explains. Although not yet a partner, Aminian was familiar with NetSuite and thought the application would fit the firm’s needs. “NetSuite was perfect for them. They were looking for a number of functionalities besides accounting— basically what they wanted was an ERP suite.”

Aminian told his prospective client that the most cost effective and efficient way to service its distributed workforce was through an online solution - NetSuite’s. “It had all of the functionality the company was looking for, plus additional features that they wanted to explore down the road, such as the CRM features.”

The deciding factor for the company was NetSuite’s online accessibility. “It would have been cost prohibitive to have installed another software package—or multiple packages—at the number of locations at which they wanted to roll it out,” Aminian says.

After that first client, Aminian says he never looked back. “We have been reselling NetSuite for years now. Switching was the best decision I ever made.”