



## BizActions LLC

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



### At A Glance:

- **Company:** BizActions LLC
- **Location:** Potomac, MD
- **Industry:** Computer Services
- **Challenges:**
  - BizActions needed a Web-based solution that integrated accounting, campaign management, sales force management and partner relationship management
- **Software switched from:** QuickBooks
- **Results with NetSuite:**
  - BizActions has streamlined CRM through campaign management and customer support and boosted its appeal to partners via a single database; saved two full-time employees to handle accounting and campaign management



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— Barry Friedman, CEO

*BizActions*

### The Results:

For BizActions, campaign management—often one of the most complex and taxing aspects of customer relationship management—has become a simple, streamlined process.

Via NetSuite, the Potomac, Md.-based company that helps its accounting clients leverage technology to communicate more effectively with customers and generate leads now can easily construct and manage multiple marketing campaigns tailored to fit specific customer groups, says Barry Friedman, BizActions CEO.

“NetSuite gives you the ability to set up marketing campaigns for selected groups of prospects or clients and then to schedule them on a regular basis and just walk away from it,” he says. “It is one of the best designed systems I have seen in terms of its ease of use and its logic. We’re going to have 20 or 30 campaigns built and managed in the system.”

In addition to boosting its marketing efforts, BizActions also is leveraging NetSuite to offer online forms to allow its partners—key to driving business to BizActions—easy online access to track accounting.

“NetSuite gives us the ability to show our partners what kind of system we have so they are comfortable doing business with a smaller company because they know they are getting a fair shake,” Friedman says. “It gives our company credibility to show them why they should do business with us.”

NetSuite’s multi-currency support has been core to BizActions growth.

“Without NetSuite, we would not have opened up business in Canada,” he says. “I can really set up our business in anyplace in the world and do invoices.”

In addition, without NetSuite Friedman estimates he would need two full-time employees to handle accounting and campaign management.

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



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### **The Challenge:**

Before deploying NetSuite, Friedman's partner—who is not an accountant - was using QuickBooks for accounting, while the company was using separate systems for sales management, direct mail campaigns and marketing. As the company grew, however, it exceeded the abilities of QuickBooks, and Friedman began researching various options.

“I wanted something more than just an accounting system, but typical systems don't have any of the other functionality. Here we were try to manage three or four different databases, which is the bane of the small business person.”

In addition to finding an integrated system, Friedman was searching for a solution that could be easily accessed by the company's mostly distributed workforce, he added.

“With NetSuite, I don't have to make an investment in hardware or software, and I don't have to have an IT person.”

### **The Solution:**

NetSuite has allowed BizActions to streamline accounting, partner relationship management, sales force management and campaign management via the integrated NetSuite while allowing the company to customize each application to fit its needs.

“I was able to build a sales force management system using custom records and custom fields, and it gave the same look and feel of our legacy system,” Friedman says. “It reduced our training time dramatically.”

In addition, BizActions recently added the knowledge base features that will allow service representatives to handle more accounts.

Because BizActions views customer support as paramount to its company, Friedman also values NetSuite's responsiveness to any question he may have regarding NetSuite.

“NetSuite has a sincere interest in the quality of product, and they put forth a message that they really care about our company. I know how hard it is to do customer support, and they do a very good job at it.”

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