



Clean-Mark Group

www.cleanmark.com



At A Glance:

- **Company:** Clean-Mark Group
- **Location:** Toronto, Canada
- **Industry:** Professional Services; Electronic Commerce
- **Challenges:**
 - Help operating partners and business development partners do their job more efficiently, while expanding into an online sales channel that had long been too costly to pursue
 - Streamline administration; gain control over sales opportunities and open quotations
- **Software switched from:** QuickBooks
- **Other software considered:** Salesforce.com
- **Results with NetSuite:**
 - \$85,000 (CAD) projected savings in annual administrative costs
 - New sales channel expected to boost revenue from existing customers 10 to 15 percent



“With NetSuite, we’re saving 300 hours of labor each month in administrative tasks. That translates to about \$85,000 (CAD).”

— John Vavitsas, President

Clean-Mark Group

The Results:

Although its NetSuite implementation is just a few months old, Clean-Mark Group is already reaping dividends. NetSuite’s integrated system simplifies—and speeds up—communications, invoicing, and data sharing between Clean-Mark and its 15 operating partners, which means lower operating expenses. “We’re saving 300 hours of labor each month just in administrative tasks,” says John Vavitsas, president of Clean-Mark Group. “That translates to about \$85,000 (CAD).” As customer and sales data is now entered only once—and not at both the operating partners and Clean-Mark’s central office—errors have been reduced, as well.

NetSuite’s integrated CRM capabilities have also enhanced Clean-Mark’s ability to create sales proposals. “Before NetSuite, it used to take up to a week to put together a proposal,” says Vavitsas. “Now we can do it in a day.”

Clean-Mark also expects to profit from NetSuite’s ecommerce capabilities, which will allow the company to enter a market that, until now, has not been sufficiently cost effective: selling cleaning supplies. “We plan to increase our sales between 10 and 15 percent, just by selling supplies to customers that already use our cleaning services,” says Vavitsas. “These are customers who would have bought from us, but didn’t because we didn’t have the infrastructure.”

The Challenges:

Clean-Mark helps other companies keep their premises tidy, but its own infrastructure was a bit of a mess. The Toronto-based company, which provides cleaning services to some of Canada’s best known businesses, including Best Buy and Staples, depends on its operating partners to manage accounts and its business development partners to land new customers. But the technology Clean-Mark used to interact with them was woefully out of date. That meant partners who spent more time on paperwork than servicing clients, and development partners who weren’t closing deals.

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



“NetSuite has enabled us to create a whole new profit center. We expect to increase our sales 10 to 15 percent just by selling cleaning supplies to existing customers.”

*— John Vavitsas, President
Clean-Mark Group*

“We had a very high turnover on sales staff,” says Vavitsas. “If they didn’t sell enough, they didn’t get commissions and they’d leave. We needed to help them sell.” Clean-Mark also needed a way to help its 15 partners in Canada, Florida, and Ohio with administrative tasks like invoicing. It also needed a way to improve the accuracy of orders and other vital data. “That was a huge problem,” says Vavitsas. “Our partners would send in handwritten notes and we’d end up with inaccuracies in billing.”

By early 2004, Vavitsas was investigating CRM software, with the intent of linking it to the back-end accounting software he already had in place, QuickBooks. He had almost settled on Salesforce.com when he learned of NetSuite—and learned that he wouldn’t have to tie it into his back-end because NetSuite had its own integrated accounting features.

There was one other reason Vavitsas took a liking to NetSuite: Its ecommerce capabilities would enable Clean-Mark to launch an all-new revenue channel, selling supplies to its clients. “Our customers buy consumable products like soap and paper towels but the low margins on these products wouldn’t let us turn a profit after we factored in the costs associated with orders, billing, and delivery,” says Vavitsas. “So we stayed away from this market, and left money on the table.” NetSuite’s ecommerce features, integrated with order processing and invoicing, would make these sales cost effective. “It was a huge, huge selling point,” says Vavitsas.

The Solution:

Clean-Mark launched its NetSuite system in September 2004, and has been gradually expanding the roster of features it uses. Accounting went online in December, and later that month, the company’s partners were given access to NetSuite. Already, that has changed—and improved—the way Clean-Mark and its partners interact.

“NetSuite lets us do all the invoicing for our partners, and because data is entered only once, we no longer have the problems with errors,” says Vavitsas. “Billing is more accurate, and more timely, and we no longer need to have to send emails back and forth to do it.” The end result is that partners spend less time on administrative tasks and more time servicing accounts. Clean-Mark hopes to soon use NetSuite to handle its partners’ payables, as well. “They’ll enter their bills, transfer funds, and we’ll make the payments, so they don’t have to do it themselves using their own accounting systems,” says Vavitsas. “What we’re trying to do is make their business as simple as possible.”

The next step is to make business simpler for Clean-Mark’s sales representatives. “We’re going to get them on NetSuite, as well, which will help them sell faster,” says Vavitsas. “We’ll be able to assign them leads and monitor the number of calls they make and how close they are to closing deals.”

But Clean-Mark’s most ambitious—and potentially lucrative—NetSuite expansion is its new supplies sales channel, expected to launch in the first half of 2004. Using NetSuite’s ability to handle drop-ship orders, Clean-Mark will be able to sell to its customers without

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



maintaining any inventory of its own. Orders that come into the system will be directed to the appropriate distributor, providing Clean-Mark with a new revenue stream that requires no additional overhead—a crucial factor given the traditionally low margins of the supplies business. Vavitsas expects his company to do something it has ample experience with: clean up. “NetSuite has enabled us to create a whole new profit center.”