



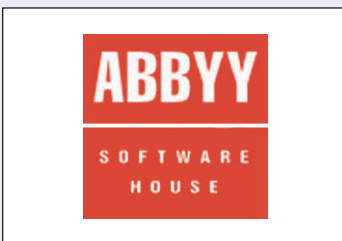
## ABBYY USA Software House, Inc.

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



### At A Glance:

- **Company:** ABBYY USA Software House, Inc.
- **Location:** Fremont, CA
- **Industry:** Computer Software
- **Challenges:**
  - ABBYY Software House was having difficulty providing a high level of customer service because data was stored in multiple applications
- **Results with NetSuite:**
  - 50% improvement in company-wide productivity, \$20,000 annual IT savings



*“Having sales, accounting, and past histories in one place for any given customer is vital to our sales and support offerings. It allows for quick reviews of accounting related data such as recent orders, sales forecasts, and AP/AR.”*

— Joe G. Budelli, Vice President of Business Development

ABBYY USA Software House

### The Results:

ABBYY saves nearly 10 minutes an order (data input to processing) using the Suite, compared to when they used SBT. They are also now able to manage tenfold the amount of prospects they once could. At a recent trade show, they were able to process over 200 qualified leads almost immediately. They have also experienced significant efficiencies through improved employee collaboration. All in all, ABBYY estimates that company productivity as a whole has improved by 50% and saved them \$20,000 in avoided IT expenditures.

### The Challenge:

ABBYY Software House is a world leader in document recognition and linguistic software products, specializing in the development of artificial intelligence, natural language processing, linguistics, semantics, and electronic lexicography technologies used for document understanding, optical character recognition and intelligent character recognition.

ABBYY was having difficulty providing a high level of customer service because data was spread among multiple applications, making it difficult to find and provide a clear picture. Response times for bids, order processing, and support were unacceptably long: duplicate data-entry and multiple, disparate sales databases were slowing the process. E-mailing customer information to one another was not working, given the variety and volume of information necessary.

They considered a variety of other software applications, such as expanded SBT functions, writing their own Access database, and a server version of ACT, “but none of these compared to the value that NetSuite Small Business gives us,” says Joe G. Budelli, Vice President of Business Development at ABBYY Software House.

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



### The Solution:

ABBYY implemented the NetSuite Small Business to handle accounting, contact management, Sales Force Automation and employee collaboration. The Web-based data sharing allowed them to centralize all prospect and customer information for immediate action: "Having sales, accounting, and past histories in one place for any given customer is vital to our sales and support offerings. It allows for quick reviews of accounting related data such as recent orders, sales forecasts, and AP/AR." It also allowed them to hire a field engineer in Canada (their office is in the San Francisco Bay Area), "primarily because we can communicate effectively with him and our customers now that we use the Suite."

Now, there is no more duplication of efforts, such as re-entering data for the same customer or trying to find a customer in each sales person's private database. In addition, the ability to create estimates, track them, and then create sales orders has proven very effective in managing their pre-sales efforts. The Suite has brought ABBYY's efficiencies to the next level: "We are a relatively small company, but with NetSuite Small Business, we now have the ability to act like a big company, while still offering the personal attention that a small company can provide."

Getting started with NetSuite Small Business was quick and easy: "It took on an average of less than a couple of hours for any given employee to be knowledgeable with the Suite and begin working with it." After one week, team leaders had created predefined searches, templates, and lists. Their internal workflow is now established to work completely with NetSuite Small Business, so they don't have to worry about working and integrating with other databases again.