



## Accordent Technologies

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### At A Glance:

- **Company:** Accordent Technologies
- **Location:** Hermosa Beach, CA
- **Industry:** Computer Software
- **Challenges:**
  - Growing software developer needed a CRM system that could scale
- **Software switched from:** ACT! and QuickBooks
- **Results with NetSuite:**
  - Avoiding \$30,000 it would have paid for large accounting package; With the Executive Dashboard the distributor now has complete insight into how the business is running and accounting and IT personnel



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— *Jereme Pitts, Vice President of Sales and Marketing*

*Accordent Technologies*

### The Results: Sales Bonanza

“With NetSuite, business opportunities are in your face every day,” says Jereme Pitts, co-founder and vice president of sales and marketing at Accordent Technologies, a high-tech maker of corporate communications and e-learning software. As a result, the company’s sales jumped 300 percent in a single year.

Most Accordent Technologies sales flow through strategic resellers. With NetSuite, Pitts and his team are able to manage these partnerships, track big deals and, critically, ward off channel conflict between resellers. Sales cycles are crunched, and the channel moves more volume.

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### The Challenge: A Troublesome ACT!

Accordent Technologies' cadre of business development experts is spread out from coast to coast, supporting partners and enabling marquee contracts with high-tech stalwarts such as Oracle, Novell and Unisys. However, Accordent Technologies was using a non-networked, staid version of ACT! to support its experts.

As business grew, ACT! became more unwieldy. “Tracking business opportunities was getting a little out of control,” recalls Pitts. “My salespeople were so busy, they’d often only sync with ACT! once a week.” Consequently, Accordent Technologies’ disparate workers would miss important pieces of internal communication. For instance, a West Coast reseller would make a play in a deal that an East Coast reseller had been working on for weeks, causing a rift among resellers.

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***“The [NetSuite] system makes everyone, including our channel partners, more efficient. Managing these relationships at our present rate of growth would have been almost impossible without NetSuite.”***

*— Jereme Pitts, Vice President of  
Sales and Marketing  
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Meanwhile, back at Accordent Technologies' Hermosa Beach headquarters, an office manager had to enter sales information into both ACT! and QuickBooks Pro, in order to process invoices. Accordent Technologies accountants were also being needlessly over-worked, especially during tax season, manually updating records. “Our business was growing and yet we were still using flower-shop technology,” says Pitts. “We realized that we needed a heavy-duty, professional-grade system.”

### **The Solution: High-Tech Opus**

After considering Salesforce.com and other vendors, Accordent Technologies switched to NetSuite, and shortly after began leveraging every feature set. Today, the suite handles payroll, accounting, CRM, among other processes. “We use the heck out of it,” Pitts says.

NetSuite Professional Services and Customer Support worked closely with Accordent Technologies to make the transition easy. Since NetSuite is Web-based, NetSuite engineers resolved complex issues quickly on their end. “The Professional Services team handled all of our questions even before we were actual customers,” says Pitts, adding, “The NetSuite sales guy who we worked with was really top-notch.”

But NetSuite's biggest benefit comes on the business development side. Accordent Technologies experts log onto the system every day. NetSuite's Executive Dashboard gives them an instant and real-time snapshot of personal quotas and the latest business opportunities. They can also enter sales orders over NetCRM, which automatically generates invoices in NetERP.

Even better, Accordent Technologies experts can check the system and know what their peers are working on. As a result, the company as a whole is able to identify and foil potential channel conflict. “My people use the system as an everyday tool and not as something they have to sync up with whenever they have some spare time,” says Pitts. “The system makes everyone, including our channel partners, more efficient and has played an integral role in helping us manage our growth.”

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