



GILL Technologies Global Communications Inc.

www.gilltechnologies.ca



At A Glance:

- **Company:** GILL Technologies Global Communications Inc.
- **Location:** Peterborough, Ontario, Canada
- **Industry:** High Tech Services, Telecommunications/Wireless
- **Challenges:**
 - Manage rapid growth with a widely diverse business client base
 - Ensure quality data sharing between field and office personnel
 - Reduce strain of multiple IT systems
 - Integrate a system that fits into communications business model
- **Software switched from:** TeleHelp, ACT!, QuickBooks, custom software
- **Other software considered:** SalesLogix and MAS/90, Salesforce.com, ACCPAC
- **Results with NetSuite:**
 - Boosted efficiency, saving \$40,000 in multiple new hires
 - Reduced accounts receivable delays by over one week, or 15%, on average
 - Consolidated several applications, cutting IT management requirements
 - Perfect fit with business model



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— George Gill, president and CEO

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The Results:

Canada's GILL Technologies implemented NetSuite to manage its fast-growing telecommunications services firm and saw rapid benefits in business process improvements as well as cost savings. “Had NetSuite not been implemented, we were looking at having to hire another two people to manage our business, and for a workforce of our size, that's a ten percent increase, and huge dollars,” says George Gill, president and CEO.

The company also relieved its overworked IT professionals who were juggling several disparate software packages in an attempt to keep the business running smoothly. “With no workload for backup and redundancy using NetSuite, taking that off my plate was huge, and I don't have 3:00 a.m. phone calls from sales staff asking me how to use the system,” says Josh Parkin, IT manager at GILL Technologies.

During the March 2004 implementation, carried out in conjunction with NetSuite Professional Services, “We revamped how we did everything from the top down, from sales right into accounting,” says Gill. Inventory tracking and Returned Merchandise Authorization (RMA) fulfillment has been improved, and the time necessary to bring a new employee up to speed on customer operations has been dramatically reduced since customer notes and data are logically arranged rather than stored in a single customer record field. Financial tracking and realization has benefited as well. “We improved invoicing of our vendors to ensure we get paid for hardware and services more quickly, and we have improved interactions with customers and how we tie in RMA and emergency call service.”

The Challenges:

GILL Technologies provides a wide spectrum of business telecommunication services to its customers, including communication cost savings analysis and communication management as well as equipment sales and service. Strong demand for services posed a serious problem for continued growth. “We were starting to grow exponentially, but we found that we were tripping over ourselves,” says Gill.

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The problem was that few of GILL's systems were sufficiently integrated, and productivity and accuracy suffered as a result. “TeleHelp was linked with ACT!, but for invoicing we had to re-enter the data into QuickBooks, and then re-enter it again into the sales order system,” says Parkin. “We had several mobile sales reps doing data entry, and getting the information correct was quite arduous.”

These difficulties were straining GILL's business model, and nobody wanted to wait until a customer crisis arose before taking action. “We were a time bomb waiting to go off. We had to be proactive,” Gill says. The company considered its options carefully and was close to adopting MAS/90 and SalesLogix, but they were not the best fit for a company trying to keep its IT burden lean. “We already felt that we were focusing far too much of our time on systems management, and satisfying customers was falling through the cracks.”

The Solution:

Gill decided that the best proactive solution was NetSuite.

“With NetSuite, we are able to see a client's entire picture, from the cost of servicing that client to the products that have been chosen by the client, and their payment history and sales notes,” says Gill. “And because NetSuite can be run by the outside sales force as well as the inside support team, we don't have to go flipping through multiple systems to find the information. Having a central repository of all our customer information eliminates any problem of customers being neglected.”

NetSuite not only delivered key business functions, but cut systems maintenance considerably. “We almost made a different deal, but with NetSuite, we didn't have to manage it, and the updates were automatic—those were big for us,” says Gill.

Since many of GILL's customers engage the company for telecommunication cost analysis and management, the company now uses NetSuite's marketing campaign module to send regular requests for updates, a marked improvement over the old process which required support personnel to manually look up customer records and notice they needed a refresh. Overall, NetSuite has provided room for growth and significant savings while bolstering GILL's customer outlook.

“We have better contact with clients now—more consistent contact—and we have improved communication internally, knowing where and when our clients have been talked to,” says Gill. “It's changed for the better our outside knowledge of what's going on.”

“Being a communications efficiency company, with a focus on using a complete spectrum of communications, a web-based system such as NetSuite not only improved our own business, but also, allowed us to speak with our clients about using Web-based systems to improve their businesses as well.”

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