



California Software

www.californiasoftware.com



At A Glance:

- **Company:** California Software
- **Location:** San Clemente, CA
- **Industry:** Computer Software
- **Challenges:**
 - Integrate Web site with sales and order systems in order to boost marketing capabilities
 - Provide a way to access real-time information on sales and customers
- **Software switched from:**
 - AS/400-based accounting system;
 - Homegrown support; Telemagic
- **Other software considered:**
 - SAP and Siebel
- **Results with NetSuite:**
 - Improved customer support and billing now that information is available, and integrated, in real-time. No longer supporting customers who aren't paying their bills
 - Integration of Web site with sales systems has enabled product recommendations—and increased sales—to prospects and customers visiting the site



“Before NetSuite, we used to spend a lot of time and money keeping our Web site integrated with our sales and order systems—and we still didn’t have deep visitor-level information or the ability to make product recommendations. Now we have the integration—and market intelligence—we need.”

— Bruce Acacio, CEO,
California Software

The Results:

By providing sales and customer data that’s integrated across the enterprise, NetSuite has enabled California Software not only to grow its business, but also to improve its billing, customer support, and marketing capabilities. “We’re growing quickly, with 50 to 55 percent growth in 2004, and similar numbers seen for 2005,” says Bruce Acacio, the CEO of California Software. “NetSuite is helping us grow.”

The key, Acacio says, has been the real-time information NetSuite makes available throughout California Software. Employees spread among 11 offices worldwide have immediate access to the same data—eliminating the need to track information via email, which is time-consuming and prone to errors. Integrating that same data throughout the enterprise means that billing and customer support departments can work more efficiently. “Before NetSuite, we were supporting customers even though they weren’t paying their bills,” says Acacio. “Now we can track their support usage and charge them accordingly, saving us time and money.”

NetSuite’s tools have also boosted marketing efforts, making it easier, for example, to recommend products to customers. “NetCommerce Analytics has helped us grow in leaps and bounds,” says Acacio. “It’s an established fact that it’s easier to sell more to your existing customers than to go out and try to acquire new ones.”

The Challenges:

As a global provider of software and services, California Software’s mission is to help companies around the world manage and grow their business. But three years ago, it found itself with an equally important mission right at home: How to better manage and grow its own business.

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



“The real-time information is key, and it doesn’t matter where we are, we have it. NetSuite is a big part of the reason why we’ve been able to grow so quickly.”

— Bruce Acacio, CEO,

California Software

“We used to spend a lot of time and money keeping our Web site integrated with our sales and order systems—and we still didn’t have deep visitor-level information or the ability to make product recommendations to our prospects,” says Acacio.

California Software also suffered from a lack of real-time information on its customers and orders. Information was tracked manually via email between three offices—a grossly inefficient way to do business. Customer support and billing weren’t integrated, which led to some bizarre results, such as customers getting support even when they were no longer entitled to it.

A new, integrated system was clearly needed if California Software was not only to operate more efficiently, but expand. Initially, the company considered integrating SAP and Siebel. “But we couldn’t get it integrated in a way that worked,” says Acacio. NetSuite’s advantage, he says, was that “everything is in one place, and we didn’t have to host it ourselves.” New users could be added simply by calling NetSuite. “We didn’t need new hardware, or additional resources,” says Acacio.

The Solution:

California Software initially used NetSuite for accounting, but gradually the company has expanded into the package’s other features, including customer support and sales force automation. Indeed, NetSuite’s support tools have provided the biggest benefit for California Software, which now has 31 of its 150 employees using NetSuite. “We’ve discovered that having support, financials, and billing all integrated into one product is the very best way to manage the business,” says Acacio.

The company has also linked NetSuite to its Web site, enabling it to improve its marketing efforts. When prospects and customers visit the site, California Software can leverage information about the visitor to recommend products on the fly. “Now we have the integration—and market intelligence—we need to grow our business while keeping our infrastructure costs at a minimum,” says Acacio.

NetSuite has also provided the advantages of a Web-based solution—a particularly crucial benefit, given that California Software has grown from the 3 offices it had when NetSuite was first implemented three years ago, to 11 offices on 4 continents today. “The real-time information is key, and it doesn’t matter where we are, we have it” says Acacio. “NetSuite is a big part of the reason why we’ve been able to grow so quickly.”

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