



KIBAN Corporation

www.kiban.com



At A Glance:

- **Company:** KIBAN Corp.
- **Location:** Pittsburgh, PA
- **Industry:** Computer Services
- **Challenges:**
 - Consultancy needed a cost-effective, full-featured suite to anchor its market strategy
- **Results with NetSuite:**
 - NetSuite helps the solution provider win 90 percent of its deals



KIBAN

“With NetSuite, I saw the opportunity to bring enterprise-class capabilities to SMBs at an affordable price.”

— Robert Rudzki, President and Founder

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The Results: Fast Start

Thanks to NetSuite anchoring its services, solution provider KIBAN Corporation wins more than 90 percent of the deals it pursues. This win-ratio helped the company book substantial revenue in its first year.

“With NetSuite, I saw the ability to bring enterprise-class capabilities to SMBs at an affordable price,” says Robert Rudzki, president and founder of KIBAN. “We built our business completely around NetSuite and have enjoyed tremendous success.”

The front-office, back-office suite has positioned KIBAN as a total solution provider — not merely a boutique reseller. This means cross-sell and up-sell opportunities abound. “Our customers want a relationship rather than a point solution,” says Rudzki. “We provide a foundation for intelligent business.”

The Challenge: Channel Superstar

Headquartered in Pittsburgh, PA, KIBAN specializes in helping companies in verticals such as distribution, professional services, retail, light manufacturing and non-profits manage operations with technology. Prior to opening its doors in 2002 though, KIBAN needed to choose a suite to be its high-tech solution backbone.

NetSuite had all the trimmings: a full-featured, Web-based offering like NetSuite backed by a company with a solid track record. And then there was NetSuite’s channel expertise. For instance, NetSuite had joint marketing and promotional programs geared for solution providers, documented codes of conduct and rules of engagement, regional managers to act as channel liaisons, and technical support crews ready to handle channel-related queries.

“NetSuite was the only channel organization that knew how to support us,” says Rudzki. “It was very effective for NetSuite to leverage professionals who have inroads into key cities, regions and markets.”

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



“NetSuite’s ASP technology helps KIBAN become a strategic business partner for a customer, not simply a software reseller.”

*— Robert Rudzki, President
and Founder*

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Best of all, NetSuite gave KIBAN a huge edge over competitors in the request-for-quote (RFQ) process. One customer, for instance, received numerous proposals from service providers whose quotes ranged from \$150,000 to \$200,000, largely due to client-server related costs. KIBAN came in at \$70,000, which included premium consulting services.

“Companies are almost dumbfounded when they realize the cost savings and all the capabilities delivered over the internet,” says Rudzki. “All of this makes selling the product interesting and fun.”

The Solution: In the Pole Position

KIBAN often gains a new customer by promoting NetSuite’s key features such as fully integrated front-office and back-office capabilities and anywhere/anytime access and by providing experienced consultants to assure a successful implementation.

Implementations typically begin with the flagship ERP modules such as accounts payable, accounts receivable, inventory management and general ledger. After establishing itself as the customer’s primary technology provider, KIBAN then may expand its role into other back-office services such as payroll, as well as integrated front-office services such as sales force automation, e-marketing, Web-based customer service and Web Store.

Simply put, the upside to being a NetSuite Solution Provider is limitless. “Our clients need more services as they grow,” says Rudzki. “Meanwhile, several of our clients keep us on retainer in a support capacity, which provides an additional revenue stream.”

“Kiban means foundation or infrastructure in Japanese,” he says. “NetSuite helps KIBAN provide an intelligent foundation for our customer’s business.”

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