



## AmeriCare Alliance, Inc.

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

### At A Glance:

- **Company:** AmeriCare Alliance, Inc.
- **Headquarters:** Atlanta, GA
- **Industry:** Services: Non-Medical Home Care Service
- **Other software considered:** QuickBooks, ACT!
- **Results with NetSuite:**
  - Grown from 0 to 13 franchises in just over a year
  - Ability to expand quickly
  - Eliminate the need for an IT support staff
  - Ability to scale up the software as the business grows
- **NetSuite Partner:**
  - Explore Consulting ([www.exploreconsulting.com](http://www.exploreconsulting.com))



*“AmeriCare has taken on enterprise-level infrastructure as a small startup. To gain that infrastructure early-on without a huge investment and create that scalability for infinite growth is a fantastic plan.”*

— Steve Jones, Partner  
Explore Consulting

### The Results:

AmeriCare Alliance Inc., of Atlanta, which through its franchised caregivers provides non-medical in-home care "to people of all ages who need a helping hand," has grown from zero to 13 franchises in just over a year.

NetSuite has been a partner from the first.

"NetSuite plays a big part in our overall growth because NetSuite allows us to interact with them on different levels. I think NetSuite has been a great complement to us, and I think it allows the franchisees to grow into their own business. As their needs continue to grow, NetSuite will continue to fulfill those needs," says Debbie Reis, President of AmeriCare Alliance, Inc.

### The Challenges:

AmeriCare is competing in a fast-expanding industry. And while the foundation of its potential business is rapidly growing as the American population ages — about 70 million citizens will be over age 65 by the year 2030 — so is the number of competitors.

AmeriCare Alliance is franchise-based and the key to its growth is recruiting and keeping the best local entrepreneurs as franchisees. Needed from the first was a structure where the corporate office can immediately support its franchisees, whether they are in California or Florida.

As the company was developing its approach, it was quickly apparent that it needed a software package that did more than the basics and could be expanded to keep pace with business growth — and did not require an intensive IT effort.

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



*“NetSuite has been a great complement to us and allows the franchisees to grow into their own businesses. And as their needs continue to grow, NetSuite will continue to fill those needs.”*

— Debbie Reis

President

AmeriCare Alliance

"We're very hands-on and supportive with our franchisees. There's no doubt NetSuite facilitates what we try to do on the corporate level. And that's a big plus. It helps us manage more effectively," says AmeriCare Alliance President Debbie Reis.

### The Solution:

After reviewing and rejecting software such as QuickBooks and ACT!, AmeriCare Alliance decided upon NetSuite — but with a difference. They brought in Explore Consulting of Bellevue, Wash., to help with the implementation.

Some of the advantages that NetSuite has given AmeriCare Alliance include:

- No geographic restrictions since the system is Web-based.
- All-encompassing IT solution including software, hosting, administration, and support.
- Rich functionality that is continuously improved upon at no additional cost.
- User-friendly, intuitive interface giving new users the ability to hit the ground running.

"AmeriCare is a services based organization that turns billable time into revenue. Because NetSuite is very good at streamlining and simplifying this process, AmeriCare's model fit nicely within NetSuite's standard functionality" says Steve Jones, Chief Executive Officer of Explore Consulting.

"The thing I love about the AmeriCare scenario," continues Jones, "is the fact that a new franchisee is able to place an order and within days receive a fully functional set of business applications tailored to their specific needs. The painful part about setting up software is typically customizing that application to work for your business. By establishing a template account that can simply be cloned for each new franchisee, all of these headaches and costs are eliminated."

NetSuite also acts like a silent salesman in helping to attract the best prospects for franchises, the AmeriCare leaders say.

"One of the things that attracts good franchisees to our system is that they realize we have a good software program," says Vicktoria Baylor, AmeriCare's Vice President of Franchise Development. "And if they've done any sort of research in the industry itself, they realize there are some major gaps in the software part of other franchises. I think NetSuite sets us apart from other franchises and makes us more attractive in that regard."

In business since 2004, AmeriCare Alliance now has 13 franchisees. AmeriCare expects to expand rapidly over the next 12 months. "We could have grown faster, but we made a conscious effort to slow down and put focus on supporting and working one on one with our franchisees," says Reis.

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



NetSuite has helped save money for the startup in an unusual way, Reis says. It's because of the help they've had from Explore Consulting and because of the intuitive nature of NetSuite.

"On the corporate side, NetSuite saved us from staffing IT people," adds Baylor. "NetSuite runs itself. And Explore Consulting has made that happen for us."

In addition, Reis says because NetSuite is Web-based, if a franchisee is having trouble, "we can jump in and help them out."

AmeriCare's growth curve made NetSuite an obvious choice, Jones from Explore says.

"For an organization with the growth plans they have, they're really down an excellent path," says Jones. "Just eliminating the IT headaches that can come with a growing organization through NetSuite allows them to focus on running the business and making the business better versus running the business systems and dealing with some of the headaches that can come along with that."

Jones adds: "AmeriCare has taken on enterprise-level infrastructure as a small startup. To gain that infrastructure early-on without a huge investment and create that scalability for infinite growth is a fantastic plan."