



Corporate Floors Inc.

www.corporatefloors.com



At A Glance:

- **Company:** Corporate Floors Inc.
- **Headquarters:** Grapevine, TX
- **Industry:** Carpet and textile services, installation and maintenance
- **Challenges:**
 - Using separate software programs impeded internal communications
 - Increasingly complex customer needs were difficult to handle
 - Old software did not meet the unique needs of the company or industry
- **Software switched from:** QuickBooks, Goldmine, QuoteWerks, Excel
- **Results with NetSuite:**
 - Company has seen a 10 percent sales increase directly attributable to NetSuite
 - NetSuite's e-mail marketing campaigns allows for 4,000 tracked emails per month
 - Corporate Floors easily sees the complete sales process from quote to collection
- **NetSuite Partner:**
 - Epiphany Inc. (Brenda Brinkley) www.epiphanyinc.net

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— *Thomas Holland, President
Corporate Floors Inc.*

The Results:

Gaining clarity into his entire business process and improving internal communications were the original goals in switching to NetSuite, but switching to NetSuite has resulted in an unexpected bonus for Corporate Floors Inc. It has seen an increase in sales of 10 percent due to NetSuite, says Thomas Holland, president.

There is no increase in cost over the previous software the company used, he says. "It's not so much about saving money, but it's what we have gained in being able to do so much more than we could before. It didn't cost us any more to switch to NetSuite, but it has saved a lot of time."

NetSuite Solution Provider Epiphany Inc. of Houston has customized NetSuite to address unique aspects of his business, Holland says. And that is a big part of the success.

The Challenges:

Despite having some 300 local competitors in Dallas alone, Corporate Floors was rapidly expanding — and hitting a wall inside its own operations.

It was using a mishmash of software that was impeding growth, especially as contracts for maintenance of flooring became a larger part of its business. The ungainly collection of software programs led to mistakes and, from owner Thomas Holland's perspective, an opaque look at his business.

The Solution:

Corporate Floors switched to NetSuite in 2002 after it became plain that stand-alone software was restricting efforts to grow.

 Find out more: contact your local Solution Provider or NetSuite, Inc. at 1 877 672 7827



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*— Brenda Brinkley
Chief Executive Officer
Epiphany Inc.*



"After we added it, it really helped consolidate all of our information into one software application," says Thomas Holland, president. "The information that I get as the owner comes consolidated."

"In the past, a sales person would create an estimate using Excel. Then we switched it over to QuoteWerks. That got transferred to QuickBooks, and nobody could see any of that," Holland says. "Now everybody sees a true, complete circle of what happens with a customer all the way through invoicing and collections."

He says NetSuite has minimized communications problems between sales and operations, making for happier customers.

Holland brought in Epiphany Inc. after he had added NetSuite to further customize the software.

"We were looking for some local support, somebody that could really understand our business," Holland explains as one reason his company brought on Epiphany in 2005. "They took the time to really learn our business. They invested the time. They spent days just watching what we do. To me, that made a big impact — I had a vendor that was really willing to try to understand what I was trying to say."

Epiphany is developing a program called FloorNet that will take in unique aspects of Corporate Floors' business and industry.

"FloorNet is the verticalized solution we have created that is allowing us to continually develop processes within NetSuite that will help make Corporate Floors' business more efficient," says Brenda Brinkley, chief executive officer of Epiphany Inc.

"We're excited about FloorNet," Holland says. "It's going to close the loop on sales and operations. That's the whole goal we had in going into our relationship with Epiphany, to take the program as it was and figure out how to narrow it down to get it exactly the way we want it. Now we have an off-the-shelf, Software as a Service suite that's been customized for us. It's made a big impact. We got a nice personal touch from it."

Corporate Floors has made NetSuite an integral part of its sales effort, Holland says.

"We use the marketing feature of NetSuite extensively," he says. "We send out over 4,000 e-mail newsletters to customers and prospects every month. All of that is tracked through NetSuite, the follow-up is tracked through NetSuite, the marketing opportunities are tracked. It gives us an extremely nice detailed overview."

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