

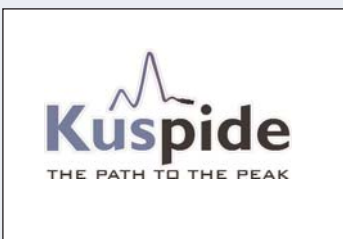


New View Windows and Doors

www.newviewwindows.com

At A Glance:

- **Company:** New View Windows and Doors
- **Location:** Santa Rosa Beach, FL
- **Industry:** Architecture/Design, Retail
- **Software switched from:** QuickBooks, Excel, Outlook
- **Other software considered:** Great Plains, Everest, Accessyourbiz, Woodware
- **Results with NetSuite:**
 - Eliminated data re-entry needs, saving 20 hours per week
 - Faster quote-to-cash process due to quote integration with NetSuite customer records
 - Thanks to verticalized solution from NetSuite partner Kuspide, New View able to rapidly improve its processes
- **NetSuite Partner:**
 - Kuspide (www.kuspide.com)



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— Robert Ekstrom, Operations Manager
New View Windows and Doors

The Results:

In October of 2005, New View Windows and Doors implemented NetSuite to manage its business in conjunction with NetSuite business partner Kuspide. New View has made rapid improvements in its order information and financial visibility processes, thanks in a large part to a greater command of the complete customer quote-to-cash process.

That visibility pivoted around New View's newfound ability to see the output of each of its manufacturer-provided quoting tools in the NetSuite-driven customer record, part of the capability offered by Kuspide's QuoteCast application.

"Due to NetSuite's open architecture," explains Kuspide's Robert Warwick, "Kuspide was able to create a seamless application by which windows and doors dealers could create industry specific quotes, in Kuspide's QuoteCast product, while tracking all of the order tracking process in NetSuite."

That integration layer is a key component of New View's process improvements realized through NetSuite, which include saving half of a full-time employee on data re-entry alone. "Everything gets into our accounting system without errors and we know that everything down to the spelling is correct now," says Robert Ekstrom, operations manager at New View. "And our response to customers is much faster because everything is electronic, side-by-side on the screen with all of their customer data."

NetSuite's Web-based managed service means that New View can conduct its business from anywhere, at any time. "Having NetSuite onboard has made a big difference to us because we are able to push quotes through our system from anywhere. We could go to a customer's house and do everything right there, if that's what we choose," Ekstrom says.

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“They [New View] were doing a lot of management by spreadsheet, but they needed to be able to view a single version of the truth, real-time, and that's where we felt that Kuspide QuoteCast and NetSuite could really enhance their operations.”

*— Robert Warwick
Account Manager
Kuspide*

The new solution has given New View much deeper insight into its operating margins on an up-to-the-moment basis. "That helps us make better decisions about the prices we can offer based on our cost while other applications weren't offering that," he says. "There's no guessing anymore — we can see how much margin we can afford to give on a deal."

The Challenges:

New View built a successful business providing custom doors and windows to building and remodeling sites. However, trying to bring order to the company as it entered a new phase in its evolution proved challenging because of the company's operating model. "We are nearly a consultant — people bring their house plans to us and we take those and bounce their requirements off of several vendors and business partners and come back to the customer with several quotes," Ekstrom says. "Everything we do is custom-order; we don't keep anything in inventory."

New View also lacked a single authoritative platform for its back-end processes. "We were using QuickBooks, Outlook, and Excel very loosely and without much coordination," Ekstrom says. The company relied on a disconnected array of specialized quote programs for each of the window vendors it bought from and the quote results were not stored in a central customer information system. "It had accurate pricing, but all of the information was being lost."

New View is also not a typical dealer-installer and so its unique operating model was not a good fit for several of the industry-specific packages the company considered. A change needed to be made if the company was to continue running smoothly.

Warwick agrees: "New View was using multiple manual processes and spreadsheets to manage their business and what they needed was a real-time, accurate view," he says. "The combination of Kuspide's QuoteCast and NetSuite has provided them with the information that they need to accurately run their business."

The Solution:

New View decided on NetSuite to provide a complete and integrated view of its operations while ensuring that no disconnected software would slow down its business. "When we decided the company needed change and needed to be restructured, one of the things we decided was that we were not going to choose accounting software that would not integrate with other vendors," Ekstrom says.

Ridding itself of islands and stovepipes of data has given New View new insight necessary to streamline its operations. "Our QuickBooks invoices were useless for historical perspective or forecasting," Ekstrom says. "NetSuite allows us to keep track of all of the customer information that now includes the integrated data from the vendor quotes."

The linkage between the third-party quote applications and the NetSuite platform was

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one of Kuspide's key contributions. "After talking to Kuspide and seeing their capabilities — that convinced us to make the switch to NetSuite. Their developers have been able to do everything I asked, even at times when we had to go back to the drawing board," Ekstrom says.

Kuspide keeps New View's integrated solution running smoothly by maintaining regular contact with the developers of the individual quoting applications provided by each window and door manufacturer. "By establishing a close relationship with providers of quoting applications, we are able to maintain an up-to-date system that is best equipped to service our customers," Warwick says. "We are always actively pursuing manufactures that do not currently have quoting tools and informing them of the benefits that these kinds of tools can provide to their companies."

Most importantly, NetSuite allows New View to focus on running its business the way it knows how. "NetSuite did not force me to keep inventory and remains flexible enough to be customized and integrated with tools from Kuspide," Ekstrom says. "All of the other software solutions out there tried to force us to run our business within their generic business model. By going with NetSuite and Kuspide we now have the flexibility us run our business our way and on our terms."