



DOMIN-8 Enterprise Solutions

www.domin-8.com



At A Glance:

• Company:

The leading provider of integrated business solutions, both software and services, for the residential property management industry.

• Location:

Mason, OH

• Industry:

Computer Software; Real Estate

• Challenges:

- Rapid growth through 8 company acquisitions introduced multiple disconnected systems to the organization
- Difficult to consolidate sales and marketing reporting across multiple geographies and product lines
- Multiple product lines with disconnected customer support software limited productivity in support organization

• Software switched from:

Microsoft Great Plains, Salesforce.com, Microsoft CRM, multiple legacy systems

• Other software considered:

- Great Plains upgrade

• Results with NetSuite:

- Leader in residential property management software now running business on the leading ERP + CRM suite
- Eliminated \$12,000 a year on extra admin costs for multiple business channels; now all under NetSuite
- Unifying all customer support processes on single customer and product database
- Integrated sales and marketing analysis and reporting with multi-location, multi-currency support
- Avoided at least \$300,000 in annual salary cost through automation

“As an investor-backed, high-growth company with fairly complex international operations, we needed a comprehensive solution, and we are very comfortable with the depth and power NetSuite OneWorld provides.”

— Tom Thistleton, COO

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The Results:

DOMIN-8 Enterprise Solutions turned to NetSuite OneWorld to ensure stability and agility for its fast-growing operations. "With NetSuite OneWorld, we are able to operate our business as one integrated company," says Tom Thistleton, COO of DOMIN-8. "By moving to NetSuite, we have visibility across the entire sales process, with fingertip access in real-time to our sales pipeline."

Integrated reporting has made it easier for DOMIN-8's sales and marketing managers to meet corporate goals by analyzing performance on several dimensions, including market segment, product group, and salesperson. "We are particularly more effective in marketing to our customers, because we work from just one base of customer information instead of eight different record groups from each product," he says. "The benefits of having all of our customer information in one place are tremendous, and growing, because we do a lot of selling back into our existing base."

NetSuite's multi-currency support has made DOMIN-8's international operations much easier to manage as well. "We are able to close much faster being on one, integrated, multi-currency system, and can do true budget-to-actual tracking across the enterprise at various levels, which we were unable to do previously," he says. "Now, we can drill down on any line-item on our income statement, and easily report across the border."

Implementing NetSuite to consolidate the high-growth company has saved DOMIN-8 at least four full-time employees, an annual savings of at least \$300,000. "We would have needed more people to do the things NetSuite provides on both the accounting and the sales side, so NetSuite has played an important role in cost-avoidance for us," he says.

NetSuite has grown with DOMIN-8 every step of the way. "When we first started talking to NetSuite, we had just three acquisitions completed with five more planned. By the time we went live, we had completed four more," Thistleton says. "It has been easy to bring up the new aspects of our business on NetSuite every time we need new functionality."

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



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The Challenges:

DOMIN-8 is the dominant developer of software solutions for the residential property management industry. The company's size and complexity exploded in the past two years as it made eight competitive acquisitions, which brought a number of disconnected systems to the DOMIN-8 operational ecosystem.

Inefficiency and overlap resulted. "We had salespeople who needed to know how to use three or four legacy systems just to generate business," Thistleton says. "We had no visibility, no consolidated reporting, all of the problems you would expect from disparate systems."

With sales, support, and development operations distributed in several locations across the U.S. and Canada, DOMIN-8 knew that it needed a solution which could thoroughly consolidate all of its interests without sacrificing capability. "We were running on Great Plains at headquarters, but some of the acquired companies had other software, and we wanted a more robust, comprehensive solution."

The Solution:

DOMIN-8 began its NetSuite implementation in June 2007, in the midst of its slate of acquisitions. Since then, the company has integrated its complete financial, administrative, and sales processes on NetSuite. Initially the company ran multiple instances of NetSuite, but quickly consolidated them with the NetSuite OneWorld platform. "Standardizing on NetSuite OneWorld and getting all of our customer data in one place has been huge, because the visibility NetSuite brings allows us to operate effectively with people dispersed in many geographies," Thistleton says.

Consolidating the company's product support efforts on NetSuite has been a priority, as previously the support group had to use a different issue tracker and customer database for each of the product lines DOMIN-8 develops. Each new product moved to NetSuite's support module improves the efficiency and productivity of the customer support team.

With the aid of NetSuite Professional Services, DOMIN-8 integrated a new maintenance revenue module which helps the company more easily solicit and recognize that important source of income. Many of the other improvements and customizations have been handled by DOMIN-8 internally. "We were able to set up our own reporting tabs and dashboards to give us the insight we needed on revenue and market groups quite easily, and it has been an important aid to our drill-down reporting."

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