



## LandBankers International

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



### At A Glance:

- **Company:** LandBankers International  
25-year-old developer of coastal properties around the world, including prime locations near Puerto Vallarta
- **Location:** Puerto Vallarta, Mexico
- **Industry:** Services: Real Estate
- **Challenges:**
  - Getting custom-built SFA up and running wasted years of time and never kept up with the growing company of 45 people and 1300 clients
  - Had no systematic way of keeping track of contracts, orders, customer payments and inventory
  - Government-mandated accounting system wasn't integrated
- **Results with NetSuite:**
  - With 30+ users of NetSuite, now have one single system for accounting, sales force automation, and inventory.
  - NetSuite prints all contracts and keeps track of orders, customer payments, and inventory
  - NetSuite's built-in reports integrate with LandBanker's government accounting system
  - Customer Center allows customers to view their information in real-time
  - Multi-language and multi-currency keeps up with all global needs

*“By allowing our customers to view their information via our NetSuite Customer Center, we have dramatically reduced the need for customer support representatives and have been able to shift their efforts to other departments.”*

— Gray Capo, IT Consultant  
LandBankers International

### The Results:

Since LandBankers International began using NetSuite as its one system for all accounting, sales force automation, customer support and inventory management, the company has dramatically reduced the amount of time and money spent on extra processes that tied up the company's valuable resources.

### The Challenges:

For LandBankers International, who for 25 years has been developing coastal properties around the world, including prime locations near Puerto Vallarta, its internal system woes were — in a sense — washing the company out to sea.

For example, the company had built a custom sales force automation (SFA) system, but it took too much manpower to get up and running. It could not keep up with a company growing exponentially — with 45 people and 1300 clients.

Also, LandBankers had no uniform method to keep track of all its contracts, orders, customer payments and inventory. It was required to use a government-mandated accounting system, but that didn't integrate with the rest of the company's information systems.

### The Solution:

The tide began to turn when LandBankers discovered NetSuite — including its integrated accounting, sales force automation, customer support, Customer Center, and inventory management all in one Web-based system.

Now NetSuite prints all the company's contracts and keeps track of orders, customer payments, and inventory. While still mandated to use a government accounting system,

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*— Gray Capo  
IT Consultant  
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LandBankers can simply enter the values that are automatically generated using one of NetSuite's built-in reports. And with the NetSuite Customer Center, customers are able to view their accounts, change contact information, billing information, and see purchases and the status of those purchases in real-time.

"By allowing our customers to view their information via our NetSuite Customer Center, we have dramatically reduced the need for customer support representatives and have been able to shift their efforts to other departments," says Gray Capo, IT Consultant for LandBankers International.

Another feature LandBankers has found extremely useful is the ability to track all of its employees' activities with respect to customer contacts, sales orders, and client support. "NetSuite's ability to log all activity has kept our sales staff honest and accountable," says Capo. "Not even system administrators are able to remove system logs, ensuring an accurate paperwork trail."

As well, NetSuite supports multiple languages and currencies allowing for smooth international transactions with LandBankers' overseas customers and vendors. "For Mexican businesses, this is an extremely important feature as a great deal of purchases are not in Mexican pesos but in US and Canadian dollars," he says. LandBankers staff and clients can view the system in Spanish, English, French — "and many other languages," adds Capo — providing an instant and automated translation.

Now LandBankers is planning an IPO on the Mexican stock exchange ("La Bolsa") and the future is looking, well, like a beach.



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