



B2B-TV

www.b2b-tv.tv



At A Glance:

- **Company:** B2B-TV installs, operates, manages and maintains centralized television distribution systems for commercial office properties from DIRECTV.
- **Industry:**
Services: Telecommunications
- **Headquarters:** Los Angeles, CA
- **Software switched from:**
QuickBooks and Excel

“NetSuite helped us reach our goal of increasing revenue lines, much faster than the cost line. And that results in greater profits.”

— Robert Kranz, Controller, B2B-TV

Challenges:

- As a start up, B2B-TV needed a flexible solution that would manage their business without the trouble of hiring additional staff and minus the apprehension of being locked down to a proprietary software
- B2B-TV needed a robust and practical solution that would allow their existing workforce to accommodate and scale all types of projects—big or small—without sacrificing the bottom line.

Results with NetSuite:

- With NetSuite, B2B-TV is able to take on major installations and manage them more easily with fewer resources
- NetSuite allows the company to stay on top of and track all current projects and inventory
- NetSuite enables B2B-TV to grow by automating sales and marketing administration— from pursuing leads to closing sales to finalizing purchase orders
- B2B-TV saved \$120,000 by choosing NetSuite and continues to save about \$40,000 annually due to the efficiencies of NetSuite compared to other software.



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