



## GestureTek Inc.

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



### At A Glance:

- **Company:** GestureTek is the world leader in gesture recognition systems for interactive displays, presentations, entertainment and advertising
- **Location:** Sunnyvale, CA and Toronto, Ontario, Canada
- **Industry:** Computer Software, Advertising/Media, Sports/Entertainment
- **Challenges:**
  - Multiple disconnected systems slowed the sales process and kept information siloed
  - Growth and expansion required an enterprise-grade product, but on-premise products were too expensive
  - Far-flung enterprise had difficulty staying coordinated
- **Software switched from:**
  - Excel, in-house development
- **Other software considered:**
  - SAP
- **Results with NetSuite:**
  - Total visibility of the business process from initial sales contact to shipment of product
  - All the sophistication of SAP at a fraction of the price and complexity
  - Web-based delivery allows world-wide access for all employees

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*— Gerry Sylvia, Director of Production and Logistics, GestureTek*

### Results

GestureTek obtained tighter development and sales processes, at a fraction of the price of large ERP systems such as SAP. “NetSuite gives me the same kind of power, but in a product that’s more mainstream,” says Gerry Sylvia, GestureTek Director of Production and Logistics.

NetSuite helped GestureTek dramatically streamline its sales process with proven, integrated practices and automated quote-to-cash processes. This not only boosts sales velocity, but reduces the occurrence of errors and miscommunication between the company and its customers. “Our sales staff can navigate quickly through all of the part numbers a customer needs and push a single button to get a quote,” Sylvia says. “That turns automatically into a pro forma invoice, and once approved by the customer it turns into a sales order, all consistently tracked by NetSuite.”

Although GestureTek is a small company, it has sales, marketing, and research operations in several locations worldwide. NetSuite’s Web-based model and tight process controls give business leaders greater visibility and control over day-to-day operations. Features such as Reallocate Inventory help GestureTek keep inventory levels low with just-in-time reorders, without sitting through overnight batch reports necessary with many other ERP solutions. “One of the most powerful benefits for us was the ability to share all of our information around the globe,” he says.

NetSuite delivers power and expandability at a price growing innovators can afford. “SAP is the Cadillac nameplate, but NetSuite acts like a Cadillac for a lot less money,” he says. “Pound for pound and dollar for dollar, NetSuite is probably the best piece of software I’ve ever seen to run a business.”

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— Gerry Sylvia  
Director of Production and Logistics  
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## Challenges

GestureTek, a pioneer in gesture recognition systems for interactive displays, presentations, entertainment and advertising, became a victim of its own success. As customer demand grew, the company’s startup collection of spreadsheets, off-the-shelf software and custom in-house programs became too difficult to maintain, complicating the sales cycle and slowing down fulfillment.

When Sylvia joined the company, he recognized that the company needed an integrated, enterprise-grade solution which could provide end-to-end visibility from the sales call to shipment and support, without burdening front-line personnel with complicated software or encumbering the company’s budget. “I came from a very large contract manufacturer that ran on Big Iron — SAP,” he says. “And as much as I loved the way SAP worked, I knew there was no way I could afford to bring SAP to a small business. But I knew we needed those kinds of capabilities to succeed and grow.”

## Solution

As soon as he found NetSuite, Sylvia knew he had the right solution for GestureTek. “I saw the same capabilities in NetSuite that I liked in SAP — vast amounts of information at your fingertips and the power to run a truly integrated business,” he says.

With NetSuite, GestureTek is not only getting tremendous value, but a solution that can adapt to the needs of an evolving business. “We have always felt that NetSuite would be the right choice for us not only now, but three years from now,” he says. “We grow and change, and NetSuite grows and changes right along with us, and that’s the most important criteria I had.”



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