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At A Glance:

- **Company:** ESET
- **Location:** San Diego, CA
- **Industry:** Computer Software; Anti-Virus; Electronic Commerce
- **Challenge:**
 - Fast-moving business software company suffering the pressures of a growing business
 - No unified view of customer records, and no support front-end, leading to mis-handled customer inquiries
 - Unable to justify large capital investment for conventional enterprise software
- **Software switched from:** QuickBooks, Outlook/Exchange, third-party Web store
- **Other software considered:** SAP, Oracle, Salesforce.com, SugarCRM
- **Results with NetSuite:**
 - 300% growth in dollar volume on the Web store; nearly fourfold increase in the quantity of orders year-over-year
 - Achieving complete, single-system view of the customer
 - Clear view of all customer and partner activities, and clear royalty reporting to R&D parent company
 - Single "Customer Care" group now focused on tracking all requests from customers inside NetSuite's case management system.

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— John Tannone, Business Systems Manager

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The Results:

Computer anti-virus developer ESET implemented NetSuite in its US headquarters in order to keep up with rapid growth and deliver prompt and effective service to its customers.

Over the past two years the company's staff has multiplied sevenfold, and NetSuite's on-demand nature has made it easy to keep pace. "We were a very basic, very small company initially, with less than 12 employees until our growth took off in 2005. Now we have 60+ licensed users," says John Tannone, business systems manager at ESET.

Using NetSuite's support case management system, ESET Customer Care specialists can quickly categorize and analyze product inquiries, order problems and potential bug issues, packaging them into actionable reports for the company's R&D parent in Slovakia. With real-time analysis, ESET has even been able to identify how marketing and Web store language can affect customer inquiry reports and make quick changes to the NetSuite-hosted Ecommerce front end.

By using NetSuite for all customer activities, ESET no longer has to manually re-key customers from a sales database into marketing and service records. "Once somebody makes a purchase, we automatically get that customer information in NetSuite," he says. Partners, which account for 50% of ESET's revenue, also manage their licenses and purchases through NetSuite's customer center, giving ESET a clear view of all of its valuable partners' activities. "Online marketing forms allow us to have lead-capture or lead-entry forms on our website (using i-frames) with those leads instantly placed in NetSuite for Sales staff to act upon."

The Challenges:

When ESET was still a small operation, it ran on QuickBooks and a Microsoft Exchange-based SFA tool, with an off-the-shelf shopping cart for ecommerce. But as the company,

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which is responsible for all of ESET's sales and marketing outside Slovakia and Poland, began a campaign of aggressive growth, the bare-bones approach to managing the back-office was no longer up to the job. "Our old approach didn't scale with the sheer volume of orders we were taking," Tannone says.

Even more challenging was the customer support system, which had no coherent front-end. "We had a technical support LDAP mailbox that multiple people logged into, and that caused numerous headaches," he says. "Sometimes cases would be moved, or an agent would take action and not get a note so a customer would get two responses, and we had very little in the way of support metrics. You name it, there was a problem with it." ESET also lacked sophisticated reporting from its old shopping cart, so the company had no way to track issues such as abandonment.

The Solution:

"It was our inclination to get a system that didn't require a lot of handholding, or a full staff of IT people to maintain," Tannone says. "We didn't want to have a lot of infrastructure in the form of server rooms and complex power supply. And we wanted a small initial capital investment." That made NetSuite a natural choice for ESET.

In addition to bringing all of its customer data together in a single, on-demand application — including a single "Customer Care" group now focused on tracking all requests from customers inside NetSuite's case management system — ESET has also been able to improve the clarity and turn-around time for its licensing and royalty payments to the global headquarters by integrating its customer license-generating code with the NetSuite store.

The flexibility afforded by NetSuite has allowed ESET to devote more time to its sales and marketing efforts, with a clear payoff. "Since April 2006, we have had a 300% growth in dollar volume on the Web store and a nearly fourfold increase in the quantity of orders," he says. "And that just would not have scaled on the old system(s) to that level."



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