



Innovise plc

www.innovise.com



At A Glance:

• Company:

Innovise is a fast-growing supplier of managed IT solutions who also provides their own workforce management and compliance software to facilities management, manned Guarding, NHS and other services led businesses.

• Location:

UK, US, UAE and India

• Industry:

IT services and software

• Challenges:

- Error-prone manual processes
- Lack of insight across businesses and departments
- Too much time spent on non-value-added management and administration

• Software switched from:

Salesforce.com, Maximiser, Goldmine, Sage, in-house systems

• Other software considered:

Salesforce.com, Maximiser

• Solution:

NetSuite OneWorld

• Results:

- Large increase in sales
- 33 percent time-saving for administrative tasks
- Enhanced financial data accuracy
- Increased business performance visibility
- Improved sales and account management

“NetSuite has proven to deliver an excellent return on investment — more than we expected.”

— Graeme Hughes, Head of Sales & Marketing
Innovise's software division

The Results:

As a supplier of managed IT services and workforce management software, Innovise plc had high expectations of the solution it chose to run its own business. The company selected NetSuite OneWorld to manage its entire business from marketing, sales, support, account management and finance. "NetSuite has proven to deliver an excellent return on investment — more than we expected," says Graeme Hughes, Head of Sales & Marketing for Innovise's software division. "Sales have increased significantly since we embraced NetSuite, and in light of the targets the business has set for me, if we didn't have NetSuite I wouldn't fancy my chances!"

Innovise achieved its impressive growth rate as a result of the significant improvements NetSuite helped make across the business. As the manager of a sales and marketing team, Hughes is enthusiastic about how NetSuite has benefited his own day-to-day activities. "Without a good system in place, a manager can spend most of the week managing paperwork, collating data to create reports and calling the various team members for updates, reports and alike," he says. "Now I can spend more than 80 percent of my time doing the job I should be doing — coaching my team and defining the strategy. NetSuite's automated reports and role-based dashboards help me to quickly understand what's working and what's not so we can continually find better ways of doing things."

Visibility across departments has also proven to be a key benefit, because NetSuite OneWorld provides a single view across Innovise's multiple business units. OneWorld enables account managers to view information about their clients quickly and easily, ensuring that they are aware of any relevant support, development or billing issues before they speak to clients. "NetSuite has helped us increase our customer service and ultimately customer satisfaction by ensuring our account management team have a good overview of where we are with a client, resulting in a more open and informed conversation with clients," says Hughes.

The benefits can also be seen in other parts of the business. Prior to NetSuite, the company wasted a lot of time transferring data manually between separate systems; now they have

Find out more: contact NetSuite, Inc. at +44 (0)1628 774400 or visit www.netsuite.co.uk



“Sales have significantly increased since NetSuite was introduced. We're 100 percent satisfied.”

*— Graeme Hughes
Head of Sales & Marketing
Innovise's software division*

the data in one integrated system. One of the biggest gaps was invoicing where work had to be manually entered into several disparate systems. "Using NetSuite OneWorld has immediately stopped duplication of effort and has improved our financial accuracy by eliminating the errors that are inherent with manual processing," says Hughes. "Overall, I'd say we save a third of our time just through the reduction in administration between sales and finance. Both departments can now view the information they need at a click of a button and be confident that the data is up-to-date and accurate 24/7."

NetSuite has also provided Innovise with insight into other areas of the business, like its marketing activities, campaign statistics and marketing effectiveness. The company uses NetSuite OneWorld to track and manage all incoming leads. "Now we can see whether sales enquiries came from our web site, by phone, through a direct mail campaign or through Google Adwords — we couldn't do that very easily before," says Hughes. "And we can track those leads right through the sales cycle and assess which leads result in sales for the business."

The Challenges:

Today Innovise is made up of two divisions — software and managed services. But it wasn't always like that. The company previously consisted of over half a dozen small companies, each running their own systems for CRM, helpdesk support, financial and other business systems. As these separate businesses were brought together it was clear that dramatic changes needed to be made. "The whole business was in need of a shake-up — we needed uniformity and transparency across the business," says Hughes. "But we knew that one size wouldn't necessarily fit all, so whatever we bought needed to be flexible."

With customer management and support a critical part of Innovise's business, CRM was at the forefront of their decision. Innovise was already using Maximiser and Salesforce.com in parts of the business, and used these to benchmark other solutions. The company did a thorough search of the market, considered six solutions and finally shortlisted three: incumbent software providers Maximiser and Salesforce.com, and NetSuite. Innovise recognised that whilst CRM was a strong deciding factor, they also needed a system that would support other parts of the business such as finance, and would grow as its business expanded. "NetSuite's integrated approach clearly differentiated them from the other CRM players," says Hughes. "It quickly became an easy decision!"

Innovise now has a system that supports the entire process, from sales, marketing, finance right through to on-going account management, project delivery and support. Although Hughes points to increases in productivity as a major benefit, it is what they've been able to do with the additional time created following the move to NetSuite that the benefits really begin to show.

"Sales are dramatically increased now that we've embraced the system properly," he says. "Some of that is down to better sales management, some of that is down to driving good

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processes. We have so much more transparency. That doesn't mean we're micro-managing, it simply means we have a better understanding of where we are. As a result we can be more responsive and more fluid as a business."

The Solution:

Innovise started by implementing NetSuite CRM, but has since upgraded to OneWorld. "We began by addressing our most critical concerns first and then expanded around this," explains Hughes. Using standard NetSuite tools, Innovise has customised the look and feel of their system quite heavily. Now well into the relationship between Innovise and NetSuite, Hughes is very pleased with their progress: "We're just making the final tweaks and changes we need, such as adding extras like a holiday management system. Otherwise we've got everything we need and couldn't be happier."

There are 45 users within Innovise's software division using the system today, and this will double as the system rolls out fully to the managed services division. With employees located in multiple offices across the UK, working from home offices and in California, Innovise highly appreciates the Software as a Service (SaaS) nature of NetSuite. "We don't need to use any of our own technical people to support NetSuite. Instead they can focus on delivering stable systems and excellent service to our own customers — that's a huge weight off our minds and a huge time saving. Pretty much all we really have to think about is providing our people with a laptop and internet connection," says Hughes.

Making such a significant investment is not something to be undertaken lightly, advises Hughes. But he strongly believes that Innovise has found the right partner in NetSuite. "As a software company ourselves, we understand the issues well," he says. "So does NetSuite. Their account management is very attentive. I would highly recommend NetSuite and its Software as a Service delivery model!"