



ViewSonic

www.viewsonic.com



At A Glance:

- **Company:** ViewSonic
- **Location:** Walnut, CA
- **Industry:** Wholesale/Distribution;
Computer Hardware
- **Challenge:**
 - Previous partner management solution limited size of reseller roster
 - Lack of integration between partner and customer management solution caused inflexibility
- **Software switched from:**
Major enterprise software
- **Results with NetSuite:**
 - 50 percent gain in total resellers since implementation
 - Ability to forecast has improved 70 percent
 - Channel partners now able to self-serve for many relationship tasks
 - Better communication between ViewSonic and resellers

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— Steve Woo, VP Americas Sales Operations

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The Results:

ViewSonic turned to NetSuite to provide leading partner relationship management (PRM) capabilities in 2005, and has been able to substantially grow its reseller channel as a result. "We needed to make a transition away from an alternative package and create a new front-end for resellers into our CRM package," says Steve Woo, VP of Americas Sales Operations for ViewSonic.

Implementing NetSuite means ViewSonic's resellers and channel partners now have constant access to the company's extensive database of customer and product information through a partnership program called Access. The new capabilities ensure that resellers not only have greater visibility, but also can receive marketing funds more quickly. "Access helps us service roughly 12,000 different resellers and allow them to look at all of their information and transactions with us on a 24/7 basis."

Switching to NetSuite for PRM has given ViewSonic a happier, more productive, and larger group of market advocates and partners. "Because of our move to NetSuite and the enhancements we have been able to make to our Access program, we have increased our reseller participation by 50%."

The Challenges:

Before using NetSuite PRM, ViewSonic faced significant difficulties managing its extensive partner accounts. ViewSonic sells entirely through the channel, but without leading-edge capabilities, the company was bogged down in a host of manual processes, including e-mail and printed letters, in order to maintain good housekeeping with channel partners on development funds and product launches.

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



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Trying to tailor the incumbent solution to meet the demands of a growing business proved futile. "Our previous package was broken up into different modules that didn't really interact with each other, and they were limited in their total capacity to manage the quantity of accounts we wanted to manage," Woo says. "And it was very inflexible to customize."

The Solution:

In essence, ViewSonic's former PRM solution was placing a hard limit on the number of partner relationships the company could manage—exactly what a good PRM solution shouldn't do. "So we looked for alternate vendors that could provide a seamless, all-in-one package that would be customizable, and that's how we came up with NetSuite."

NetSuite's PRM capabilities are integrated with ViewSonic's customer resources and its Oracle-based back-end financials. Resellers use the interface to aid in viewing and managing their account development funds and rebates, and to keep up to date on ViewSonic product changes and on-demand training opportunities. "We provide a unique look and feel for each partner's microsite, and NetSuite has the capability to handle the volume we deal with," Woo says.

Partners and ViewSonic sales and marketing specialists alike have seen significant improvements in the way they do business. "NetSuite has given everyone great ease of access. It provides us with more accurate forecasting, so we can budget for our channel expenses and investments better," he says. "And we can do more—before, we couldn't provide some of our programs, like a growth incentive rebate, because there was no way for us to easily communicate to our broad community, and no way to get easy reporting."

Thanks to a better understanding of partner activities, ViewSonic has a better handle on its business requirements.

"Our ability to forecast has improved at least 70 percent, and on the supply side we are less out of stock and less overstocked than before," Woo says. "NetSuite has been a very flexible organization to work with, and very responsive."



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