



## GHA Technologies

[www.gha-associates.com](http://www.gha-associates.com)



### At A Glance:

- **Company:** A nationally expanding network, computer reseller and systems integrator.
- **Location:** Phoenix, AZ
- **Industry:** Consulting/professional services; software reseller
- **Challenges:**
  - Managing sales that exceeded the capacity of the existing software package, leading to delays, lost data, and redundant effort
  - Managing over \$1 million in open accounts receivable at any given time
  - Maintaining rapid growth with a distributed sales force
- **Software switched from:** Peachtree
- **Results with NetSuite:**
  - Maintained bookkeeping staff headcount as annual sales almost tripled \$75 million
  - Eliminated need for constant, productivity-sapping backups
  - Dramatically improved productivity at executive, sales and accounting levels

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— George Hertzberg, President and Founder

GHA Technologies

### The Results:

GHA Technologies turned to NetSuite when the company needed its staff of 100 salespeople and 20 bookkeepers to focus on growing the company, rather than worrying about tripping over their financial software. "GHA adds approximately 50 to 100 new customers a month, and had we not found NetSuite, there's no way we could have grown from a \$29 million company to a \$75 million company," says George Hertzberg, President and Founder. "We would have had to stop hiring."

NetSuite's integrated, Software-as-a-Service (SaaS) architecture made the hourly backups and lengthy reporting delays that once hamstrung the business a thing of the past. Deploying NetSuite also eliminated the frequent queries from customers and salespeople to the accounting department. Clients can now look at their own orders directly, cutting down on accounting time spent in account management. The greater visibility allows GHA to enforce a "strict net-30" policy, with proactive steps taken as invoices age to day 25, and remedial action, including commission adjustments and freezing new shipments, as accounts push past 35- and 45-day milestones.

The improved productivity and visibility have not only helped fan the flames of growth, but have easily paid for themselves. "The cost of NetSuite is more than justified," says Hertzberg. "If we don't hire five new bookkeepers, there's your cost justification right there, because each is worth about \$3,000 per month. Plus, the productivity of our salespeople has increased dramatically due to NetSuite."

### NETSUITE IMPACT

- **Tripled annual sales from \$29 million to \$75 million without increasing staff**
- **Eliminated need to hire additional bookkeepers, saving at least \$180,000 annually**
- **Greater visibility into accounts receivable allows enforcement of "strict net 30" policies**

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— *George Hertzberg*  
*President and Founder*  
*GHA Technologies*

### **The Challenges:**

GHA Associates, a fast-growing technology reseller and integrator, operates a decentralized, nationwide sales force responsible for over \$75 million in annual sales. "Even through the tech recession, we've been able to grow our sales," says Hertzberg.

Success breeds success, but it bred enormous headaches in the back office as well. "We had to back up our data almost hourly because we were afraid it would crash, and when it did crash, we had to rebuild that data and reconstruct four hours of accounting," he says. "It was a nightmare. It was double work, so it was a tremendous loss of wages and created massive overtime, and we risked lost transactions. That's no way to run a company."

Data analysis was just as troublesome as data entry. Reports were far from on-demand. "If somebody wanted to run a report, they had to do it over lunchtime when all of the bookkeepers were out," says Hertzberg. "There's no issue there with NetSuite."

### **The Solution:**

GHA chose NetSuite to solve the financial logjam. "We looked at Sage MAS 90, but we went with NetSuite because it was a decentralized, hosted solution that fit our business model very nicely," says Hertzberg.

NetSuite's flexible front-end made it easy to maintain continuity with an interface that Hertzberg's staff had been using for more than five years. "NetSuite is very flexible, and we were able to customize the software to make it look like our old system to minimize the learning curve."

The similarities with the old software only go skin-deep, however. "Those hourly backups we had to do, data reconstructing—all that is now history," he says. "So are the frequent calls from the field, checking on invoice aging and other matters that might hold up a customer purchase. Now, the sales force can check on orders themselves as long as they have their password, and orders can be released in real time."

GHA has further integrated NetSuite into its operations. One project replicated an Excel spreadsheet order form, while another has integrated NetSuite with a sophisticated e-marketplace that feeds pricing and availability from approximately a dozen wholesale distributors. This speeds the process of getting goods into the marketplace while eliminating the need for salespeople to spend about two hours each day merely entering their sales orders. "Doing this has been tremendous for our company, and it makes NetSuite a strategic supplier," Hertzberg says.

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