



Epiphany, Inc.

www.epiphanyinc.biz



At A Glance:

- **Company:** Epiphany, Inc.
- **Location:** Cypress, TX
- **Industry:** NetSuite Solution Provider; Computer Services; Professional Services
- **Challenges:**
 - Software reseller wanted to carve a consultancy niche customizing SMB software
- **Other software considered:** Salesforce.com
- **Results with NetSuite:**
 - Revenues are growing 100 percent per year through reselling NetSuite

“NetSuite’s tools, such as its SuiteFlex capabilities, are very customizable and very extensible. They can be configured to do just about anything a company might need. I can build a unique business process for a client and I know that NetSuite will support it.”

— Brenda Brinkley, President
Epiphany, Inc.

The Results: Doubling Revenues:

Brenda Brinkley, president of Cypress, Texas-based Epiphany, Inc., estimates that her firm’s revenues increased by 100 percent between the second and third year of reselling NetSuite. She has also added to her staff in order to handle the volumes that NetSuite generates.

She believes she will replicate this growth in the fourth year of reselling NetSuite. “If we don’t double revenues we will be very close,” she says.

The Situation: Selling to SMBs

A one time sales representative and consultant for Oracle, when Brinkley decided to go into business for herself she knew she wanted to sell software and provide consulting services to small and mid-sized businesses. SMBs, she reasoned, have a shorter sales cycle and as a start-up she wanted to start realizing revenues as soon as possible.

She also wanted to develop a consulting specialty in customization for SMBs. “When you are a Fortune 500 company you have a lot of options. SMBs don’t have all those choices available to them. We wanted to give SMBs the tools and processes to help them grow.”

Brinkley looked at several packages, including Salesforce.com. “We did resell other packages at the beginning,” she says. “But over time we got so involved with NetSuite that today it constitutes over 90 percent of our business.”

The Solution: Developing New Modules

One reason why Epiphany developed such close ties with NetSuite, she says, was the product itself. “Our customers love that it is an integrated suite and that it is online.”

Then there is NetSuite’s flexibility — a feature that Epiphany has leveraged in its consultancy.

 Find out more: contact Epiphany Inc. at 713-589-4725 or contact your NetSuite Solution Provider.



“Reselling NetSuite has contributed significantly to our consulting revenues.”

*— Brenda Brinkley
President
Epiphany, Inc.*

"NetSuite's tools, such as its SuiteFlex and Bundler capabilities, are very customizable and very extensible," Brinkley says. "They can be configured to do just about anything a company might need. By using the NetSuite tools, Epiphany is able to build add-on modules that provide additional value to our customers. An example is our HR module that allows customers to allow users to provide job postings, online applicant forms, auto-create newly hired employees, benefits tracking, workers compensation tracking, HR reporting and more."

Epiphany has also been able to focus on vertical markets for various industries and build add-on modules for those vertical markets such as:

PedigreeNet — This module allows pharmaceutical distributors to track the origin of the drugs ordered and also allows them to add their information to the pedigree when the drug is sold from their location. Tracking pedigrees is a federally mandated requirement and therefore critical for all pharmaceutical distributors.

FloorNet — Commercial floor cleaning companies need to manage things such as job costing, maintenance cleaning schedules and more. This module allows for those companies to create the schedule from the sales order and generate printed work orders for their technicians for each scheduled cleaning.

dNet — Low voltage contractors need to manage and generate proposals from complex diagrams, electronics equipment, etc. Many companies use D-Tools as a means to generate these proposals. dNet brings in the D-Tools sales order as either an estimate or a sales order, as well as validating items, vendors and customers and adding those entities as necessary. Job costing and work-in-process calculations are also included.

Another reason why Epiphany eventually moved most of its business to NetSuite was its support for partners and resellers. "Whenever we need clarification about a quote or have a question about a feature, NetSuite responds right away."

NetSuite is also very proactive in helping resellers realize even further sales. Brinkley tells of the time when the regional manager of NetSuite pointed out that a particular customer's pricing was going to change. "He went out of his way to alert me to this and said that if I approached the customer with a multi-year deal it could save significantly on pricing before the change occurred."

"We sold that deal in a week and made \$30,000," she says.



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