



AD systems

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At A Glance:

- **Company:** AD systems
- **Location:** Houston, TX
- **Industry:** High Tech Services
- **Challenges:**
 - Residential Electronic Systems Contractor needed to streamline workflow and respond to customers' needs faster
- **Software switched from:** One Write Plus from Peachtree
- **Results with NetSuite:**
 - Company provides responsive customer service and increased its annual execution capacity by 30 percent, without additional staff investment for IT support



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— Chad Modad, Principal

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The Results: Financial Floor Plan

With NetSuite, AD systems streamlined workflow, cut sales cycles in half and increased the number of projects the company can handle per year by more than 30 percent—all without having to hire additional staff. “NetSuite helps us manage ourselves better, giving us more execution capacity,” says Principal Chad Modad.

And the bottom line has improved, too. “Last year, we missed out on \$75,000 because we forgot to bill for something,” Modad says. “Now, with a single suite that has built-in checks and balances, there’s no more worries.”

The Challenge: House of Horrors

Modad is a principal at AD systems, a service provider of household electronic systems, including cutting-edge home theatres, telephone systems and automated lighting, climate and security controls. A typical home system costs \$80,000. All tallied, AD systems resells up to 7,000 items from many manufacturers.

AD systems was using four applications to manage its business—Peachtree, D-Tools, Microsoft Outlook/Exchange and Salesforce.com—which resulted in data silos, inefficiencies and, ultimately, lost sales. That’s because customers had to be managed in Salesforce.com, systems design and specialty products in another application, and core products and field equipment in Peachtree.

These systems all played a role in generating an estimate. Consequently, changes to an original proposal needed to be re-entered into each system and then re-calculated in order to generate a new estimate. “We were spending up to three weeks just generating a proposal,” says Modad. “It took a long time to get back the customer.”

Often, deals would be lost in this time-consuming sales cycle.

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



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Inefficiencies stemming from multiple systems also showed up in ongoing projects. AD systems would receive packing slips, invoices and products that weren’t labeled with the respective job. This meant that customers would sometimes be over-billed or under-billed or would not receive the right products in a timely manner.

The Solution: A Sweet Suite

Modad turned to NetSuite to gain workflow efficiencies inherent in a single suite. Using NetSuite’s product-management features, for instance, he packaged products into kits and thus made it easier and quicker to generate proposals. No longer is AD systems a customer’s bottleneck but a leader in responsiveness and service.

Today, products, equipment, services and billing are all designated to a particular case. Project missteps have virtually been eliminated. “From sales to accounting to project management, we’re all working off the same case-management page,” says Modad. “End to end, NetSuite solves the entire process.”

With a little house cleaning, Modad has realized how much productivity was wasted on redundant work and fixing errors. He’s found time to use NetSuite’s Web tools to sell near-obsolete products from his warehouse at discount prices online. And he recently hired a salesperson to bring in more work. “I used to feel like we were so busy,” Modad says. “With NetSuite, we’re doing more work with the same amount of people and still have time to do other things.”