



BankServ

www.bankserv.com



At A Glance:

- **Company:** BankServ
- **Location:** San Francisco, CA
- **Industry:** Financial Services, Computer Software
- **Challenges:**
 - To better track—and bill—technical support help provided to customers
- **Software switch from:** Great Plains, Salesforce.com, proprietary tracking software
- **Other software considered:** QuickBooks
- **Results with NetSuite:**
 - 25 percent jump in professional services revenue
 - Saved \$30,000 in software upgrades and network improvements that a non-NetSuite system would have required



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The Results

By enabling BankServ to put its technical support team and its billing department on the same platform, NetSuite has ensured that billable work doesn't get lost in paperwork, but gets charged. The result: a 25 percent boost in BankServ's professional services revenues, “at least a couple hundred thousand dollars,” according to Don Suva, BankServ's chief financial officer.

IT costs have also been minimized, thanks to NetSuite's Web-based ASP architecture. Indeed, by opting for NetSuite instead of upgrading the Great Plains package it had been previously using, BankServ saved approximately \$30,000—plus a drain on its internal IT resources. More money was saved when BankServ opened a London office and was able to get it quickly on the NetSuite platform. And the ASP model means that security issues—a big concern when the bulk of your customers are banks—are taken care of by NetSuite, not BankServ. “It's one less thing we need to worry about,” says Suva.

The Challenges

No company wants to leave money on the table, but when you're in the financial services industry, it's doubly painful to see your own finances not quite what they could be. Yet that's exactly what was happening at BankServ, a San Francisco company that provides banks and other businesses with payment and electronic funds transfer solutions. Customers would call for technical support, and because of the inefficient way BankServ was tracking these calls, a lot of work wound up falling through the cracks.

“We didn't have good control of the process and weren't billing as much as we should have,” says Suva. “In the end, we were helping a lot of people for free.” BankServ used proprietary software to track problem resolution, but that system required the company's support team to submit paperwork to accounting. “Things got missed,” says Suva.

Suva knew what was needed: a system that put problem resolution and billing on the same platform. Already, BankServ had worked with both Salesforce.com and Great Plains, but neither would fit the

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bill. Salesforce.com proved difficult to use, and “more overhead was involved in using it than the benefit we received,” says Suva. Beefing up Great Plains would require costly software and network upgrades, about \$30,000 plus a lot of time blocked out for BankServ’s internal IT team. “That was exactly what we were trying to avoid,” says Suva.

NetSuite’s integrated platform could help BankServ better track its support activity—and ensure that billable work was, in fact, billed. But NetSuite’s ASP model was just as enticing. “Because a lot of our customers are banks, there’s a high amount of scrutiny on our security,” says Suva. “Having a remote-access package means one less worry when we have a security audit. Using NetSuite means we can have someone else take responsibility for compliance issues. That makes the ASP model very attractive for a financial services company.”

The Solution

Now when customers call with support issues, the entire process is noted, tracked, and billed through NetSuite. “The problem is logged in NetSuite, where a supervisor can analyze the data and make a decision on the spot whether it should be billed,” says Suva. Revenues are no longer left on the table, and BankServ has the control over the process that it previously lacked.

While BankServ initially sought an ASP model to allay security concerns, NetSuite’s Web-based architecture proved invaluable when BankServ opened a satellite office in London in early 2004. Not only was the new office able to get online and ready for business with a minimum of effort and expense, but NetSuite enabled the far-flung office to function as if it were physically part of the San Francisco headquarters—instead of thousands of miles away. “When they perform activities in London, like inputting data and posting bills, they’re entering it live into NetSuite and we can see it, and if need be approve it, immediately,” says Suva.

Other NetSuite features—like marketing campaigns and lead tracking—are currently being rolled out. Suva expects these tools to bring big dividends to BankServ, as well, but NetSuite, he says, has already paid for itself just by solving the unbilled technical support problem: “It’s difficult to envision another package that would offer the kind of help that NetSuite has given us.”

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