



Courtroom Connect

www.courtroomconnect.com

At A Glance:

- **Company:** Courtroom Connect
- **Location:** San Francisco, CA; New York, NY
- **Industry:** Computer/Internet
- **Year Founded:** 2001
- **Situation:** Courtroom Connect needed a feature rich CRM system tightly integrated into a Web-based accounting system
- **Software that wouldn't work:** Salesforce.com, QuickBooks
- **Software that works:** NetSuite
- **Results:** Company saving several thousand dollars per year while at the same time slashing more than 250 man-hours annually



"We're getting NetSuite's CRM plus accounting at the same price we were paying for Salesforce.com alone."

— *Louis Goldberg, President*

Courtroom Connect

Results:

Courtroom Connect is saving several thousand dollars per year while at the same time slashing more than 250 man-hours annually by using NetSuite's Web-based integrated solution for Customer Relationship Management (CRM) and accounting instead of QuickBooks and Salesforce.com.

"Now that we have NetSuite we don't have to upgrade QuickBooks every year, and because it's an integrated solution we don't have to enter information into a separate accounting and CRM solution," says Louis Goldberg, president of Courtroom Connect. "That saves us five hours per week and several thousands of dollars per year."

Situation:

Before it began using NetSuite, Courtroom Connect—which provides Internet connectivity to courthouses nationwide—was using QuickBooks for its accounting and Salesforce.com for managing its customer contact information.

However, each solution came with its own drawbacks. QuickBooks, being a desktop solution, did not give Goldberg the ability to access company financial operations from remote locations. While moving to NetSuite afforded the company a Web-based accounting solution to ease remote access while allowing it to skirt the \$500 per year to upgrade QuickBooks, Goldberg now was facing the disconcerting notion of maintaining separate databases for accounting data and customer information, then housed with Salesforce.com. This would mean a hefty investment in reentering customer information into the accounting system, he adds.

Instead of moving forward with the separate systems, Goldberg opted to gauge the results of the transition to NetSuite's accounting system before making a decision on the CRM front. He liked what he saw.

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



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— Louis Goldberg, President

Courtroom Connect

Results:

With NetSuite's accounting software, Goldberg found he had simple access to company financial data from remote locations as well as rich accounting functionality.

"It had all the features we needed," he says. "Whenever we try to figure out where our money is going or where it is coming from, we can slice it and dice it however we want. We start with a template and customize it how we want. Customization is very straightforward, and we don't have any problems getting what we need."

In addition, NetSuite brought the company an advanced CRM solution tightly integrated with accounting.

"We weren't giving up anything by switching from Salesforce.com," he says. "We found we could have the same benefits of Salesforce.com, but we didn't have to maintain separate databases and enter information twice. In addition, because of the tight integration to the accounting, we can also bill them from NetSuite. It completes the whole transaction. As we grow, those capabilities will be more important. As we expand, there will be some things we wouldn't be able to do without NetSuite in terms of marketing. We wanted a package that was committed to keeping its functionality up to date. We wouldn't want to invest in a system that wasn't going to have all the features we will need as we get bigger."