



Elcometer, Inc.

www.elcometer.com



At A Glance:

- **Company:** Elcometer, Inc.
- **Location:** Rochester Hills, MI
- **Industry:** Distribution/Wholesale
- **Challenges:**
 - Elcometer needed an integrated ERP and CRM solution to reduce manual re-entry of data and to respond quicker to sales opportunities
- **Software switched from:**
 - Great Plains
- **Results with NetSuite:**
 - Saved more than \$130,000 on an enterprise software upgrade



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— Joe Walker, Vice President

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The Results: Avoiding Red Ink

With NetSuite, Elcometer reduced data entry fourfold, thus speeding up the company's reaction time between sales leads and closed deals. “We win business by out-hustling our competitors,” says Joe Walker, vice president of North America at Elcometer. “I want to more than double my business over the next five years, and the only cost-effective way to do this is with NetSuite.”

Elcometer's decision to go with a hosted solution instead of a client-server approach has saved the company loads of cash. Walker estimates a client-server solution would have cost a minimum of \$50,000 for a server and \$60,000 for a full-time IT manager, not to mention software-license fees. “And I still would have had quadruple entries,” he says.

The Challenge: The 7-Day Sales Cycle

Elcometer manufactures and distributes paint- and surface-inspection instruments for large companies in industries such as military, aerospace, automobile and even furniture. The 10-person North America division, based in Detroit, MI, handles distribution and sales throughout the United States, Canada and Mexico.

The surface-coating market is mature yet moves quickly. Seventy percent of sales close within seven days. This means Elcometer's marketing, sales, accounting and shipping departments are in a race, of sorts, with competitors to deliver the goods.

Elcometer, however, was bogged down with client-server accounting software from Microsoft Great Plains. The problem was that Microsoft Great Plains wasn't integrated well with CRM and shipping systems. “With CRM, Microsoft basically bolted a knock-off of Goldmine,” says Walker.

All of this led to inefficiencies. For instance, Elcometer would gain a lead from a tradeshow and then record the information into its marketing system. If the customer called for a quote, Elcometer would have to re-key information into a Microsoft Word document, in

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order to produce a quote. Upon winning the order, an Elcometer employee would re-key the customer data and order information into the accounting system, while another Elcometer employee would re-key the information into the shipping system.

“It was frustrating and made no sense,” says Walker. “Even worse, a manual data-entry job is so unrewarding that people would leave every six months. I was constantly training new people on the command codes.”

The Solution: Color of Money

So Walker began evaluating numerous packages touting an integrated ERP and CRM solution. Many lacked a single back- and front-office architecture. Then Walker saw NetSuite’s hosted application and immediately fell in love with the technology. “It was the only product out there that had the vision to revolutionize the way small business was doing business,” he says.

NetSuite now tracks the entire lifecycle of a sale in real-time for Elcometer. There are no multiple data entries. The suite’s CRM features let Walker monitor sales lifecycles with a click of a mouse button. And he can see instantly what salespeople are doing in the critical seven-day sales window.

Moreover, a Web-based system means having virtually no technical hurdles. NetSuite maintains the application in-house. “The sad part is that my IT guy will be out of a job — and he’s a great guy,” says Walker. “Seriously, the bottom line is that NetSuite takes away many distractions and allows us to respond quicker to our customers.”