



## Engius LLC

[www.engius.com](http://www.engius.com)



### At A Glance:

- **Company:** Engius LLC
- **Location:** Stillwater, OK
- **Industry:** Electronic Commerce; Wholesale/Distribution
- **Challenges:**
  - New company needed an integrated accounting and CRM application that would scale with its rapid growth
- **Software switched from:** Salesforce.com, QuickBooks
- **Results with NetSuite:**
  - Saved \$50,000 in an integration project it planned to start, before it discovered NetSuite



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— Michael Fox, COO,  
Engius LLC

### The Results: Connecting Disconnected Systems

Michael Fox, Engius COO and VP of Technology, says the largest quantifiable benefit the company realized by deploying NetSuite has more to do with what it didn't spend. Engius was on the brink of launching an integration project that would have cost approximately \$50,000 in order to connect its CRM and accounting applications.

“We were using Salesforce.com and QuickBooks,” he says. “The problem was we could not get the accounting data and the sales and customer service data that resided in the separate databases to flow back and forth. In short, we were having an information management problem and decided the only recourse was to build a custom coded application that would allow the two systems to talk to each other.”

### The Challenges: Disparate Systems

For the first seven months of its inception, Engius LLC—formerly a division of Nomadics and recently spun-off in order to concentrate on marketing its temperature readers for the construction industry—concentrated solely on its growth. “It was and still is such a dynamic time for us that we didn't realize at first the magnitude of the problems we would have with our systems,” remembers Fox.

The accounting and CRM functionality in Engius' respective systems, QuickBooks and Salesforce.com, were adequate applications in their own right, he adds. However because the two systems did not integrate with one another, Engius found itself duplicating efforts in its sales and order management and accounting activities, maintaining multiple—at least five—databases as a result. “That one missing loop was costing us valuable internal resources,” he says.

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Also, that ‘missing loop’ was affecting Engius’ management and sales operations because most of these business processes entailed tapping data or functionality from both the accounting and customer service applications.

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Eventually, he says, the problems reached a point where the company’s growth was about to be hampered and sales possibly lost. “Within the space of seven months our sales force had quadrupled, which was spurring sales even faster than we had initially expected. More than ever we needed a seamless IT operation.” It was then, Fox says, that the company began to investigate the costs of integrating the two systems and their respective databases.

### **The Solution: One Solution To Run Multiple Functions**

Fortunately, he says, that particular project never took final shape. “We found NetSuite and immediately realized it was the perfect solution for our needs. Because even if we had built an integration loop between Salesforce.com and QuickBooks, the linkage and information flows would not have been as seamless as what NetSuite provides.”

Fox credits this ‘seamless flow’ with NetSuite’s construction: that is, it is built entirely around the order management pipeline. “Every other function flows from that essential piece of data—the order,” he explains.

Engius began realizing benefits right away, he continues.

“From the start, we were able to generate quotes using the accounting data and purchase history of a customer. We couldn’t do that before, not without a lot of manual back and forth.” The result, Fox says, was a wealth of new insight into the company’s sales pipeline. “Every quote that goes out, we can see it immediately and its status in real-time. We have all this information in one place but still we are able to slice and dice it for further analysis.”

Engius has deployed all of NetSuite’s accounting package and most of its CRM features. Fox intends to implement the rest of its functions in a phased approach, he says, because “NetSuite is a very comprehensive package and we think the best way to fully realize its benefits is implement its modules one at a time.”

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