



Lohmueller and Associates, Inc.

www.lohmueller.com



At A Glance:

- **Company:** Lohmueller and Associates, Inc.
- **Location:** Raleigh, NC
- **Industry:** Computer Services
- **Challenges:**
 - Integrator needed a more cost-effective technology for target SMBs
- **Results with NetSuite:**
 - Integrator has substantially increased the number of deals and has improved winning ratio to 80 percent



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The Results: A Winning Record

Solution provider Lohmueller and Associates centralized its technology offerings around NetSuite and quickly increased the number of deals it won. In the first six months alone, the company picked up more than \$100,000 worth of NetSuite-related business. “NetSuite is a much, much better fit for probably 80 percent of our clients,” says Rufus Lohmueller, founder and president, adding, “Our winning percentage is way up, more than 80 percent.”

Even better, the simplicity and ease of Web-based NetSuite has enabled Lohmueller to transform his company. “We can concentrate on our value-adds, in the form of business process re-engineering and streamlining workflow,” he says. “In the past, our clients were becoming frustrated by increasing maintenance plans and rising costs associated with upgrades with little benefit or return.”

The Challenge: What’s Your Business?

Lohmueller and Associates mostly serves small to mid-sized businesses (SMBs) in North Carolina. The company had been working with client-server technology from multiple vendors. But serving up multiple offerings is an expensive proposition for a solution provider, which has to train and certify consultants in each area of expertise.

Even worse, client-server offerings drive up costs in a solution provider’s proposal — a death knell in the SMB space. A typically client-server offering costs an SMB at least \$50,000 to deploy, whereas NetSuite delivers the same functionality at only \$6,000.

Lohmueller was already getting requests for affordable Web-based solutions from customers. He decided to make NetSuite his company’s core technology platform. “Web-based solutions are the future,” Lohmueller says. “It’s a no-brainer.”

NetSuite, along with its inherently lower price point, resonated with SMBs. As a result, Lohmueller and Associates enjoyed a fast start as a NetSuite Solution Provider. He’s also

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helping clients leverage modules beyond the core accounting software. “We’re starting new sales cycles and getting into more departments, such as customer service and marketing” Lohmueller says. “With NetSuite, we’ve got the most activity in our pipeline in our history.”

NetCRM, in particular, has proven to be a top seller. In the past, Lohmueller pitched client-server CRM with little success. The deal breaker was that customers had to shell out an average \$30,000 for new CRM software, upgrades and related integration services and infrastructure. “NetCRM, on the other hand, is so simple,” Lohmueller says. “We get people up-and-running in half a day, and at little cost.”

The Solution: The Big Deal

Lohmueller relates a case whereby having a full suite paid off. A company with offices across the United States had budgeted a few thousand dollars for an accounting system to replace QuickBooks. Separately, the company was close to buying additional licenses for their current CRM system. The two systems would have had to tap into multiple databases and homegrown applications and be managed by an internal IT staff.

Lohmueller and Associates though, had something else in mind: NetSuite could run the entire operation — and save the client boatloads of money. Lohmueller told executives at various offices that they could have access to real-time business metrics via NetSuite’s Executive Dashboard. They could also cut operational costs by eliminating IT staff, hardware and software.

The executives saw the benefits of a single, integrated, Web-based suite and quickly signed a deal with Lohmueller and Associates. In turn, the consultancy advised the company on best practices for using the system. “We turned a potential few thousand dollar job into a three-year, \$30,000 contract,” says Lohmueller. “Now they are probably going to utilize us to do more.”

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