



NAFFA International, Inc.

www.naffainc.com



At A Glance:

- **Company:** NAFFA International, Inc.
- **Location:** Fresno, CA
- **Industry:** Nonprofit
- **Challenges:**
 - After 19 years in the business, Imad Naffa wanted the best integrated, Web-based accounting and business tracking program available to start his new company, NAFFA
- **Results with NetSuite:**
 - \$60,000+ annual savings due to increased productivity 45 percent this year, thanks in part to professional services outsourcing and front-office up-selling opportunities



“What I wanted to do with my new progressive company — the reporting I needed, the flexibility of the Web, and the continuous upgrading I desired — could only be met with NetSuite Small Business.”

— Imad Naffa, Founder, President, and Senior Engineer

NAFFA International

The Results:

The Suite saves NAFFA a tremendous amount in employee time alone. “By using the Suite, I am able to do the work of at least three people I would have hired to do the work, which is saving my company at least \$60,000 a year.” The time savings on administrative work has allowed him to do much more important things: “Since I have the ability to track and run my company so efficiently using the Suite, I am able to free myself to go after new work and enhance the services my company offers.”

The Challenge:

NAFFA International is a technology-driven consulting engineering firm specializing in fire and life safety plan review, training, software development, and support services. They provide building code consulting services to cities and counties throughout the Western U.S and nationally. They also develop building code software, CodeBuddy, and Internet solutions for the design/build and code enforcement communities nationwide.

Imad Naffa, Founder, President, and Senior Engineer of NAFFA International, wanted the best integrated, Web-based accounting and tracking program available to start his business. “Having all of my financial and company tracking data in one place and having it accessible 24/7 — no matter where I am—is crucial. I also wanted continuous upgrades, assuring me that I had the very latest of what the technology had to offer,” says Imad. Naffa did not want to use the accounting software he had experienced at his previous company: “I recall the headache I had to go through to get even the simplest accounting reports.”

Imad also considered QuickBooks while he was evaluating the Suite, but found it lacking. “There was no comparison. What I wanted to do with my new company — the reporting I

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



needed, the flexibility of the Web, and the continuous upgrading I desired — could only be met with NetSuite Small Business.”

The Solution:

NAFFA implemented NetSuite Small Business to start managing his business from scratch. “My company is enjoying the benefits of the Suite in a big way. It runs my entire accounting, tracking, and customer CRM. I rely on it for my billing, invoicing, paying all my bills and accounting reports. It literally runs my entire company.” Imad has found the Suite’s reporting capabilities to be particularly impressive: “every report imaginable is at my fingertips in seconds. I feel there is no one out there who knows more about their company’s financial status at any one point than I do. The more I know the Suite and manipulate the data and reports, the more power I feel and competitive edge I have.”

The Suite’s accessibility has greatly improved productivity. “The fact that I can access my entire company’s financial information from anywhere in the world is a must for me. Working with my CPA has been fantastic—no more disk-swapping and traveling between offices.” Because he can access it anywhere, anytime, he does all the accounting and tracking himself, allowing him to “do the work of at least three people.” The easy-to-use interface, forecasting, and the ability to see all customer and vendor information instantly also contribute to NAFFA’s improved productivity.