



Projector Doctor

www.projectordoctor.com



At A Glance:

- **Company:** Projector Doctor
- **Location:** Poway, CA
- **Industry:** High Tech Services
- **Challenges:** Repair company needed to replace an inefficient back-end system and a website that lacked e-commerce capabilities
- **Software switched from:** Quickbooks, Excel
- **Results with NetSuite:**
 - Single, integrated system that has improved business processes
 - Web sales are expected to increase by 20 percent



“As we add to the Knowledge Base, we’ll be able to cut down on troubleshooting time and improve customer service ... NetSuite has enhanced the company in so many ways.”

— Dean Mitchell, Partner

Projector Doctor

The Results: Projecting Growth

Projector Doctor, a parts and repair company for high-tech projectors, anticipates Web sales to jump 20 percent, thanks to NetSuite. Business is growing annually at a 15 percent clip. And Projector Doctor is fully prepared to handle this growth.

“NetSuite substantially improves the infrastructure and valuation of our company,” says Dean Mitchell, partner at Projector Doctor. “Because of automation and business-process efficiencies, we’re able to handle growth without having to hire a boatload of people.”

Web-based NetSuite scales to meet the challenges of a growing business without skyrocketing client-server costs. Mitchell estimates he’s saved Projector Doctor at least \$100,000 every year simply by choosing NetSuite over a client-server solution. The latter, of course, requires hardware, software and an IT staff to support it.

The Challenge: Fixing Faults

Projector Doctor, which repairs electronic projectors from a range of manufacturers, such as Proxima and InFocus; and provides replacement lamps, cables and other spare parts; realized that it needed to replace its inefficient e-business system, too.

Projector Doctor was using Quickbooks Pro to run its back-end operations and track jobs. Everyone from sales people to accountants, repair teams to logistic groups, needed to tap into the system. “We were constantly having someone in one department sign off so that another person in a different department could get in,” recalls Mitchell.

Making matters worse, Quickbooks Pro’s inventory management tools lacked sophistication. Projector Doctor houses 3,500 SKUs in a 2,500-square foot warehouse. Efficiently finding parts within the warehouse is key to repairing projectors quickly. But Quickbook’s Pro only

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



“NetSuite substantially improves the infrastructure and valuation of our company.”

— Dean Mitchell, Partner

Projector Doctor

showed that parts were “inside our four walls,” says Mitchell. “We had to keep a parallel system, using Excel spreadsheets, to track where things were internally. And anytime you have a parallel system, you run into reconciliation issues... it’s just a waste of time.”

Much of Projector Doctor’s replacement-parts sales come through its website. Web sales constitute 25 percent of overall revenue. But the old website didn’t have e-commerce capabilities and, of course, wasn’t integrated with back-office systems. Consequently, three employees took orders over the telephone and via faxes, and then re-keyed them into the system. “The bigger problem is that people today expect to be able to do everything online,” Mitchell says. “If they can’t, they’ll shop elsewhere.”

The Solution: High-Tech Remedy

Mitchell decided to upgrade to NetSuite. The NetSuite team took Projector Doctor’s existing Quickbooks files and loaded them into NetSuite. The process took less than a day. NetSuite’s inventory management tool also eliminated redundant Excel spreadsheets. “We’re not only able to find everything but even track where components are in the repair process of a given job,” Mitchell says.

NetSuite’s Web store enables customers to search for certain parts and place orders online. The information is automatically fed into the back-end system for fulfillment, invoicing and inventory adjustment. With a more efficient system, Mitchell expects sales over the Internet to spike.

Now Projector Doctor is looking to do more with NetSuite, namely NetCRM. The tool enables Mitchell to track leads and prospects. He can also set up marketing campaigns and track related costs and results. “In the past, we would spend marketing dollars in a particular direction and really have no way to determine whether or not we got our money’s worth,” he says. “Now, as we gain new business, the system tracks those revenues so that we can compare them to our expectations.”

As a repair business, Projector Doctor also plans to leverage NetSuite as a data repository of best practices. When its technicians find new ways of repairing equipment, NetSuite will record them for future use. “As the system gains knowledge, we’ll be able to cut down on troubleshooting time and improve customer service,” Mitchell says. “NetSuite has enhanced the company in so many ways.”

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