



## SmartSynch, Inc.

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



### At A Glance:

- **Company:** SmartSynch, Inc.
- **Location:** Jackson, MS
- **Industry:** Computer Software
- **Challenges:**
  - Utility software company needed to integrate its distributed sales force customer tracking activity with its back office systems; the two were resident in different applications that were incompatible with the accounting system, hindering sales activities
- **Software switched from:**
  - TightLink, Salesforce.com
- **Results with NetSuite:**
  - SmartSynch now synchronizes the efforts of sales representatives with customer contacts throughout the long sales cycle; sales expected to reach \$10 million in revenue in 2003



*“We had a view of customers and of orders online. We had the ability to combine the sales piece with the sales force automation piece and customer support.”*

— Nola Nicholas, Director of Marketing  
SmartSynch, Inc.

### The Results:

SmartSynch switched from its TightLink customer relationship management and Salesforce.com sales force automation system to NetSuite. It now manages the efforts of widely dispersed sales representatives, tracks customer interactions and keeps the accounting system up to date with one system.

Better managed sales reps and tighter customer tracking allows for more efficient operations and a shorter sales cycle, says Director of Marketing Nola Nicholas. Under such circumstances, revenues may increase at a greater rate than expected.

### The Challenge: Integration shortfall

SmartSynch is a software company that sells the SmartMeter System to utilities. The system helps utilities manage their largest commercial and industrial electricity customers by putting wireless electricity meters at customer sites and collecting information. By monitoring the data, utilities can set consumption thresholds with large customers, which lowers their rates, says Nola Nicholas, director of marketing at SmartSynch.

But selling such a system is a long process. Utility prospects need to be shown how the SmartMeter saves labor in meter reading and drives down peak demand. Utilities have to explore signing up their largest customers through lengthy pilot projects.

“The goal is to show the utility how they can help their commercial or industrial customers control costs,” says Nicholas.

SmartSynch was trying to track customer prospects and manage sales activity through its TightLink and Salesforce.com systems. But these systems were not integrated with each other.

 Find out more: contact NetSuite, Inc. at 1 877 NETSUITE or visit [www.netsuite.com](http://www.netsuite.com)



***“Salesforce.com and TightLink were just bigger packages than we needed. We had the problem of moving data from them into accounting.” In addition Salesforce.com was expensive. “That’s a red flag.”***

*— Nola Nicholas, Director of  
Marketing  
SmartSynch, Inc.*

“Salesforce.com and TightLink were just bigger packages than we needed. We had the problem of moving data from them into accounting.” In addition Salesforce.com was expensive. “That’s a red flag,” Nicholas notes.

### **The Solution: Already in hand**

SmartSynch was already a user of NetSuite — for accounting. The company controller convinced Nicholas that NetSuite had all the capabilities SmartSynch needed to manage its sales force. Both its sales force automation and customer relationship management modules were already integrated with the accounting system.

“We had a view of customers and of orders online. We had the ability to combine the sales piece with the sales force automation piece and customer support,” says Nicholas.

With SmartSynch’s sales representatives spread out over large territories, “monitoring sales activity and keeping up with developments in the sales cycle is critical to our company. We have a very limited sales force and a very long sales cycle,” Nicholas says. “Having it all online and in one system was the obvious way to go.”

Whether it is enhancements to the SmartMeter System, finalizing a sale or providing customer support, “every issue is a sales issue,” says Nicholas. Handling the details is made easier throughout the company through the integrated use of NetSuite, she says.