



NETSUITE SOLUTION PROVIDER PARTNERSHIP A STRATEGIC FIT FOR EIDE BAILLY

Eide Bailly is the nation's 19th largest accounting firm with 29 offices across 13 states. It provides 59,000 clients across the country with core audit, tax and accounting services as well as expanded offerings like cost segregation, forensics and valuation, risk advisory services, and technology consulting expertise.

While Eide Bailly has operated in the technology sector for over 35 years, the firm's leadership team made the strategic decision to expand the practice roughly five years ago.

Recognizing traditional accountancy firms were growing more consultative, the firm chose to refocus its efforts in the technology practice to drive value to clients and differentiate its offerings.

“With 30,000 installs, a community of satisfied customers and channel partners, high marks from trusted analysts like Gartner, and impressive momentum in the marketplace, NetSuite was a clear choice for Eide Bailly.”

Stuart Tholen, Partner and Practice Leader for Accounting Services/ERP Technology Solutions Practice, Eide Bailly



“There aren’t many CPA firms that have grown such a sizable technology consulting practice in such a short period of time. Our NetSuite practice is the fastest-growing specialty service that Eide Bailly offers.” **Scott Kost**, Principal and Director of Technology Consulting Services, Eide Bailly

Eide Bailly looked to Scott Kost, the head of its technology consulting practice, to form a team tasked with reinvigorating the operation. Offering new and existing clients an array of innovative services and solutions, from infrastructure assessments to ERP and CRM implementations, his team of consultants created a practice that could help leaders of all industries manage their businesses more effectively from end-to-end.

“Looking at the future of our business,” Kost explained, “it became clear that Eide Bailly needed to transform our technology practice. We responded by building an organization with world-class consultants, offering market-leading solutions. Our business is about making our clients’ businesses better, and whether that’s reducing waste and increasing sales, improving operations, or making better, faster decisions backed by real-time data, we have the knowledge, skills and experience to help get them there.”

Searching for a Winning Partner

At the time, the firm’s technology practice was primarily focused on reselling and implementing several Sage products. To assess new market opportunities, Kost pioneered an internal committee to identify and evaluate emerging technology solutions with broad functionality and a product

roadmap that would align with Eide Bailly’s future vision and the needs of its clients.

The committee began by creating a list of criteria to guide its search and recommendations. They determined that in order for a solution to be considered for partnership by Eide Bailly, it would need to be:

- Cloud-based
- A market leader with a strong presence in its solution category
- Highly regarded and recommended by industry analysts
- Proven effective in thousands of implementations

Equally important, Eide Bailly wanted to partner with a vendor that had a well-established, enthusiastically supported and staffed partner program, as well as a generous and recurring revenue model built on initial license sales, renewals, and professional services opportunities.

“It was essential to us that any vendor we chose be partner-friendly and dedicated to working closely with us to ensure our success with its business solution,” said Eide Bailly partner and ERP practice lead, Stuart Tholen.

NetSuite: “The Clear Choice for Eide Bailly”

After an extensive search, the committee recommended NetSuite as a future partnership opportunity for Eide Bailly’s expanding technology consulting practice.

“As the world’s leading provider of cloud-based business management software with 40,000 installs, a community of satisfied customers and channel partners, high marks from trusted analysts like Gartner, and impressive momentum in the marketplace, NetSuite was a clear choice for Eide Bailly,” Tholen said.

In meetings it became clear that a NetSuite Solution Provider Partnership fit with Eide Bailly’s future goals.

“We wanted to create a world-class technology consulting and services organization, aligned with only the best of the best technology vendors and solutions,” recalled Tholen. “NetSuite made it clear that it was excited about working with us, and described the extensive training, marketing, support and other resources it would devote to our partnership to help Eide Bailly become a dominant player in cloud-based business management. As a result, we became a NetSuite Solution Provider Partner and assigned some of our very best technology consultants to launch and grow our NetSuite practice.”

NetSuite Practice Growing at an Exceptional Rate

Fast forward four years and Eide Bailly’s NetSuite practice has grown into a \$5 million practice with more than 100 NetSuite customers implemented to date.

“There aren’t many CPA firms that have grown such a sizable technology consulting practice

in such a short period of time,” Kost said. “Our NetSuite practice is the fastest-growing specialty service that Eide Bailly offers.”

In fact, Eide Bailly was recently awarded the NetSuite 5-Star Award for the second year in a row. Presented annually at NetSuite’s SuiteWorld user conference, this is the highest level of recognition for a NetSuite partner. The achievement and newly awarded Partner Club status underscores Eide Bailly’s continued success and accomplishments in the mid-market cloud ERP field.

“Most recently our team was named Solution Provider of the Month in recognition of our 50 percent year-over-year growth,” Kost said. “That alone tells you a lot about the strength of our NetSuite partnership. Strategically aligning ourselves with the best technologies available in the marketplace has enabled our organization to achieve the objectives we laid out four years ago—to grow and expand our technology consulting organization, attract new clients and provide additional value to existing clients.”



Partner Snapshot

Company: Eide Bailly

Location: Fargo, N.D.

Industry: Tax, audit and consulting

Employees: 1,600