



NETSUITE SOLUTION PRACTICE PROPELS DRAMATIC BUSINESS GROWTH

Gurus Solutions helps businesses grow by improving their effectiveness and efficiency through the implementation of NetSuite solutions. Gurus Solutions also sells, implements, supports and develops customizations and add-ons for NetSuite's integrated, cloud-based business management software suite. Gurus Solutions has been a NetSuite Solution Provider and Solution Developer since 2005. It serves customers primarily in the United States and Canada, where it applies its technology and cross industry expertise to help its clients optimize their business operations and accelerate their business growth.

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Challenge

Having previously worked at Accenture and CGI, Martin McNicoll decided to launch Gurus Solutions in 2005 as an IT consulting and solutions provider firm. His intent in founding the firm was to focus on helping medium-sized businesses become more efficient and competitive in order to drive and support their growth. McNicoll’s initial assumption was that Gurus Solutions would become a multi-solution VAR to generate business and assemble a portfolio of solutions to offer clients. With that in mind, he set about identifying vendors with which he wanted to partner. As it turned out, McNicoll established his first partnership with NetSuite, as he’d had experience in delivering ERP systems.

Solution

With previous experience in delivering and supporting ERP systems for customers, and intrigued by NetSuite’s cloud-based ERP solution, NetSuite was a logical initial partnership for Gurus Solutions. What McNicoll did not anticipate was how fruitful that initial partnership would be. He assumed that he would have to enter into additional partnerships with other vendors in order to generate the volume of business necessary for Gurus Solutions to grow. “Early on,” he

explains, “I continued to look into relationships with other vendors. But the reality was that we were so busy selling NetSuite and delivering NetSuite projects we never had any time to really focus on any other products. I always assumed I’d find the time to add another product, but that time never materialized. We were just selling and delivering more and more NetSuite solutions and projects, and to this day it is our singular focus.” As for concentrating its work in Canada, that too, proved surprising. “Our first client was in Atlanta and today, the majority of our customers are located in the United States, with additional clients in Europe and Australia.”

Growth Begets Growth

Asked to explain its NetSuite-driven growth, McNicoll explains, “I would say that the common pain point among our customers is that they’ve outgrown their current system, whether it’s QuickBooks or some other internally developed system. Our customers are companies that are growing rapidly and find themselves unable to do what they want and need to do properly using their current solution. They’ve often got too many different systems and too many interfaces. They need something more comprehensive and are very interested in the fact that NetSuite,

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being cloud-based, relieves them of the burden of ongoing, internal maintenance and management. In fact, in talking with prospective customers, I often bring up the acronym ‘IT’ and I ask them which of those two letters they really care about. Virtually 100% of the time, they say it’s the ‘I,’ which immediately conveys the value of a cloud-based software suite like NetSuite.”

McNicoll adds that many companies have multiple geographic locations and find themselves challenged to connect various systems without having to overhaul their centralized, headquarters-based systems. “Typically, a customer will tell us ‘I’m outgrowing my system and I need to find a way for my distributed systems to talk to each other—to integrate with each other—in order for us to run an efficient, integrated business.’” So, over the years Gurus Solutions has been in business, it’s been the growing pains of successful businesses that have fundamentally contributed to Gurus Solutions’ impressive growth. Additionally, Gurus Solutions’ clients, which began mostly as mid-sized companies, now increasingly include large companies facing similar challenges, but on a larger scale.

[NetSuite Partner Channel is a Family](#)

Beyond the strength and value proposition of the NetSuite Solution, Gurus Solutions is very impressed with the company’s partner programs. NetSuite manages the Solution

Provider and Developer partner programs with a steadfast focus on making sure the programs deliver real business benefits to its partners. It is anything but the all too familiar “paper partnerships” offered by so many vendors. Additionally, the partners themselves have unique relationships compared to other typical partner program participants. “I think of the NetSuite Partner channel as one big family,” says McNicoll. “It’s a very collaborative environment, perhaps in part because there is so much business to go around. It’s a very tightly knit ecosystem and there is a lot of collaboration between partners. Again, this has been a very pleasant surprise and adds to the value of partnering with NetSuite.” McNicoll is also impressed with NetSuite’s Developer Partner program, which provides Gurus Solutions additional visibility and income via the NetSuite [SuiteApp.com](#) portal.

Results

Gurus Solutions’ partnership with NetSuite has been a model of a mutually beneficial relationship. The interest in and demand for NetSuite solution implementations has enabled Gurus Solutions to grow dramatically over a period of just a few years. Starting with a very small staff in 2005, the company has doubled its revenue and staff size each year. It began 2012 with a staff of 30 and ended the year with 60 staff located in multiple geographies. Gurus Solutions currently has more than 500 customers and is growing at an

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average rate of five or six new customers per month. “Our mission at Gurus Solutions,” says McNicoll, “is to help our customers grow their businesses. Our NetSuite practice is enabling us to succeed in our mission. Based on our experience, we can tell customers the system we are putting in place will increase their efficiency and support their business growth for years to come. Of course, customers love to hear that because they won’t have to change systems anytime soon and know they will always be working on the latest version.”

Advantages to Partnering with NetSuite

- **Limitless growth opportunities** – Gurus Solutions was founded with the intention that it would deliver business solutions from a number of vendors. NetSuite was the first vendor with which Gurus Solutions established a partnership. The work that grew out of that initial partnership kept Gurus Solutions staff so busy it never had time to pursue other vendor relationships. That trend has continued. Gurus Solutions now has some 500 clients and has experienced a doubling of both revenue and staff each year since its founding.
- **NetSuite partner ecosystem is unique and mutually supportive** – While many partner programs purport to deliver valuable benefits, the NetSuite Solution Provider Program and Developer Network actually do deliver significant and ongoing benefits

to program participants. As Gurus Solutions President, Martin McNicoll, explains, “NetSuite’s provider and development partners are a very tight knit community. NetSuite is genuinely interested in and supportive of its partners. It wants us to succeed. We have a very collaborative relationship with NetSuite and with other partners. There’s none of the channel conflict and fighting over customers that you hear about in other partner programs. And there’s plenty of work because NetSuite is the industry’s first and only Software-as-a-Service (SaaS) business software that supports our customers’ entire companies—from accounting/enterprise resource planning (ERP) to customer relationship management (CRM) and web capabilities—in a single, integrated and powerful business management software solution. NetSuite is the number one cloud based ERP software suite. So, there is great demand for it, which translates into work for us.”

- **NetSuite makes its partners look good** – NetSuite has and continues to pay meticulous attention to the quality and effectiveness of its solutions because it is dedicated to maintaining its position as the leading cloud-based ERP solution. The company is also dedicated to developing the industry’s best partner program and partner community. NetSuite’s partner Gurus

Solutions is enthusiastic about NetSuite because it enables them to solve its customers' problems and make them happy. Sandra Mailloux, Retail Channel Advisor for Shell Canada Limited says, "We were looking for a Web application that would be efficient and easily accessible for all internal and external parties involved in our recruitment project. NetSuite was proposed to us as the tool to deliver on quality and time lines. We were very pleased with the multiple features the application offers and the Gurus Solutions team made a difference in rapidly understanding our needs and identifying our business requirements. Their expertise helped us streamline our processes and efficiently achieved our objectives." Gurus Solutions has received many more comments just like Sandra's.

- [NetSuite encourages and supports partner innovation](#) – Through the NetSuite Developer Network, partners are encouraged to develop add-ons and extensions to the core NetSuite platform, and to make them available to other partners and NetSuite customers through the NetSuite sales portal. Gurus Solutions has taken advantage of this opportunity, which has been effective in raising its profile and showcasing its expertise among partners, customers and prospects and has generated additional income for Gurus Solutions. "Quite frankly," says McNicoll, "this was not something I expected when we first became a NetSuite partner. It's another example of how NetSuite values and supports its partners."

GURUS

Company Snapshot

Company: Gurus Solutions

Industry: IT Solution Provider

Location: Montreal, Quebec; Canada