



NETSUITE PARTNERSHIP GIVES FIRM A COMPETITIVE DIFFERENTIATION THAT POWERS ITS GROWTH

Inscio is a boutique technology consultancy founded in 2005 that helps companies leverage powerful business applications to connect people with the information and processes their organizations use to succeed. Specializing in accounting and ERP software solutions, Inscio helps companies improve their business insight and competitiveness, increase productivity, simplify collaboration, and boost profitability. The firm typically serves companies in a broad range of industries that have outgrown entry-level software such as QuickBooks or Peachtree, but that don't need or want the complexities and costs that come with solutions like SAP.

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Challenge

Brian Gallagher and Michael Wetter, the Co-founders and Principals of Inscio, have deep backgrounds in and experience with accounting and accounting software dating back to 1995. They launched Inscio in 2005 to apply their expertise to help growing companies gain insight, increase profitability and increase productivity by moving beyond entry-level software products such as QuickBooks. “There comes a point at which companies outgrow their off-the-shelf software solutions and need to increase the functionality, scalability and flexibility of the systems they use to run their businesses without also increasing complexity and infrastructure costs,” explains Gallagher. “Customers want an enterprise-grade technology solution that can be customized and deployed quickly and easily but without the complexity, IT staffing requirements and other costs that are typical in SAP deployments.” The recognition of this need led Inscio to search the marketplace for an ERP solution that would fit the bill for its customers and prospects.

Solution

As Inscio researched potential ERP solutions to add to its product and services offerings, it knew it wanted to offer a high-end ERP product and integration services but without

the high overhead and complexity of solutions. It wanted something that was more suited to Inscio’s agile culture and that of its customers and prospects. The firm was also keenly aware that its customers were very interested in moving their business management systems to the cloud. These criteria and the fact that NetSuite ERP has more than demonstrated its ability and reliability in running all key back-office operations and financial business processes—including accounting, inventory, and supply chain and order management—with a single, comprehensive ERP business management application in more than 40,000 companies worldwide convinced Inscio it was the best solution for the firm and its clients. Gallagher and Wetter also felt that NetSuite would be a partner with whom they could work very collegially and effectively.

Delivers what customers want

Inscio’s customers and prospects, which range from start-ups to companies with revenues in the \$100 million range, want a proven, effective, and always available and up-to-date business management system that provides them with the information they need to run and grow their businesses. NetSuite was developed to do all that and more. It can be tailored to meet the unique needs of businesses in virtually every industry. It

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can be quickly and easily deployed and requires minimal training for end-users to become proficient in its use. Being cloud-based, customers don't have to purchase new hardware or worry about software updates and security as NetSuite handles all of that.

Scales to support the changing needs of growing companies

When companies implement NetSuite, they don't have to worry that they will soon outgrow its capabilities, as is often the case when using entry-level solutions like QuickBooks and Peachtree. NetSuite is extremely flexible, which allows Inscio to tailor it to the industry- and company-specific needs of each customer at the time of implementation and as the customers' companies grow.

Reduces the complexity of the sales process

According to Gallagher, “NetSuite has reduced the complexity of the sales process and of the delivery of the solution. The sales cycle has been shortened and implementation is faster than premises-based solutions. NetSuite gives us the ability to go into a client situation and provide a more predictable estimate regarding the deployment process and time frame. We can also provide clients with fixed fees for certain work, such as data conversion and design services. That really differentiates NetSuite from other mid-market solutions and us from other technology consultancies.”

Increases Inscio staff productivity

“From the consulting side of the business,” says Wetter, “we need to devote twice as many man hours to a Great Plains engagement, for example, which leaves us with significantly less

capacity to add new clients. With NetSuite, our consultants are involved in the initial tailoring and provisioning of the solution. NetSuite handles ongoing NetSuite maintenance. Additionally, because NetSuite is so easy for customers to use, a lot of the time when they want dashboards, KPIs or modified reports they can do it themselves, which frees up our team to work on new customer implementations, driving Inscio's growth.”

Results

Inscio's decision to become a NetSuite Solution Provider Partner has proven to be a very smart and profitable business decision for the firm. The firm has developed very good and personal relationships with NetSuite staff and feels valued by NetSuite. “NetSuite hasn't pigeon-holed us and treated us as a small firm as other companies often do when dealing with firms of our size,” says Gallagher. “As far as the structure of our partnership with NetSuite,” he continues, “we feel like we're in a partnership in which NetSuite is dedicated to helping us build a book of business. We're very excited about this partnership and increasingly, we're leading our business charge with NetSuite. It is the fastest growing part of our business.”

In addition to marketing and implementing NetSuite, Inscio has converted its internal systems and is now running its own business on NetSuite. “Even if we weren't a NetSuite partner,” says Wetter, “we would probably stay on NetSuite because it provides all the business management capabilities we need to run the firm effectively and profitably.”

Advantages to Partnering with NetSuite

- **Accelerated business growth** – By adding NetSuite to its solution portfolio, Inscio has been able to diversify its consulting practice, and in doing so, increase its revenue. Because NetSuite is a cloud-based solution, the sales cycle for NetSuite is shorter than Inscio has experienced in selling other solutions. Delivery of NetSuite has also been faster and easier. According to Michael Wetter, “NetSuite is by far the fastest growing part of our practice and the biggest part of our pipeline.”
- **NetSuite values and supports partners** – Virtually every software vendor offers partnership programs. However, from the partner side, these programs are often very bureaucratic, transactional and inflexible. Inscio found kindred spirits and true partners in its contacts at NetSuite. NetSuite’s partner programs are designed and managed to support partners in their efforts to market NetSuite to their customers and prospects and implement NetSuite efficiently and effectively.
- **Perfect solution for growing IT consulting and solution provider firms** – “We work with mid-sized companies to implement IT solutions to help them run and grow their businesses,” says Brian Gallagher. “Our customers are not looking for complex technology that requires in-house IT staff to maintain. They want solutions that can be implemented quickly and that include a broad range of business functionality their employees can learn to use quickly in order to propel their growth. With NetSuite, we can deliver the high level accounting, ERP, CRM and ecommerce

functionality our customers want in a single, integrated business management software solution. “As a NetSuite partner and a growing business ourselves, the partnership compensation model provides us with an annuity income stream that allows our staff to focus on expanding our customer base.”

- **Helps Inscio meet customer expectations** – Inscio is bullish on NetSuite because it knows customers want to avoid the cost and complexity associated with tailoring, deploying and supporting their own premises-based ERP solution. “Customers absolutely want a solution tailored to their unique business requirements,” explains Gallagher. “There’s an expectation now on the technology side that even something as complex as an ERP solution should be easier to customize, integrate and deploy, and easier for end-users to access anytime, anywhere. NetSuite, being a true cloud-based solution—in fact the leading cloud-based ERP solution—enables us to meet customer expectations.”

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Company Snapshot

Company: Inscio

Industry: Business solutions provider and systems integrator

Location: Addison, Texas