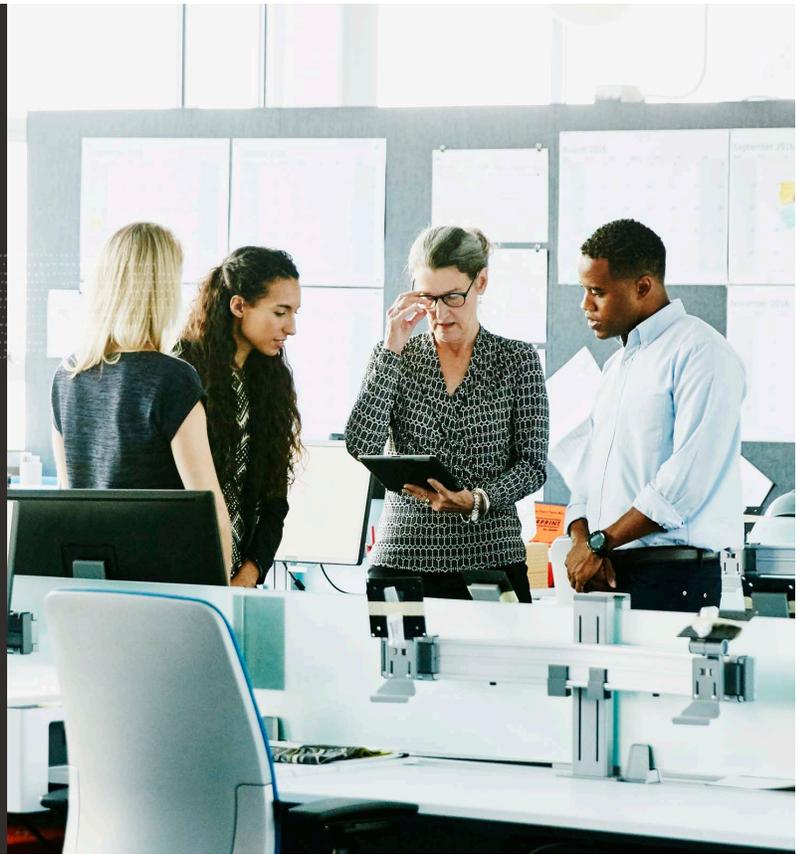# Why Microsoft Partners Are Choosing NetSuite

Addison, Texas-based Inscio Inc., a former Microsoft Gold partner, decided in 2012 that instead of leading with Microsoft, NetSuite was a smarter approach for their business and for their customers. Now a NetSuite 5-Star Solution Provider, Brian Gallagher, Principal and Co-Founder explained to us the reasons for that switch.

"With NetSuite, we've been able to increase our focus on service. Now we have deeper wider customer relationships. Our customer relationships span a greater portion of the business and we have more continuous customer engagement."

Brian Gallagher, Principal and Co-Founder, Inscio, Inc.

ORACLE NETSUITE | inscio

"We started with NetSuite in 2012. It didn't take long to realize it was a way better product than Dynamics." Brian Gallagher, Principal and Co-Founder, Inscio, Inc.

NetSuite: A Single Integrated Platform

NetSuite is built on a single platform. Customer and business data can be accessed by all functionality within that platform, giving businesses a 360-degree view of their customers and operations. And, because it was built for the cloud, users can get that data at any time, anywhere on any device. In addition, the single platform simplifies the support that both our customers and we require, making the customer happy and freeing up our resources to focus on solving more strategic issues.

Although Microsoft collects similar functionality under the Dynamics product line, it is not a single unified platform. Instead, Dynamics is a collection of separate applications each needing to be integrated together. Dynamics 365 CRM is not part of Dynamics 365 ERP for example. It may be under one license but it is two systems. You can also integrate it with Office, but what is the benefit to taking information outside the system to see it in Excel or generate a statement in Word? That just introduces more complexity. With NetSuite, you can do everything you need to within one system.

Overall, the Dynamics environment is much more complicated, requires a much higher level of IT integration, ongoing support and infrastructure. With Microsoft, we were spending more time on maintenance and had less time to solve business issues.

Everyone is Running the Latest Version of NetSuite

Because it is a single cloud-based platform, when a customer is running NetSuite, upgrades are simple and automatic. Every NetSuite customer is on the same version of software all the time. Customers benefit from having the latest functionality, and more importantly, their solution is in sync with the lastest government regulations.

When we need to add new functionality or update revenue recognition rules, our staff can instantly see how those changes affect the data in real-time. We don't need to update multiple applications and integrations since everything (or mostly everything) the customer uses is contained within NetSuite.

With Microsoft, many times the standard connectors between applications do not pass enough information, we needed to implement custom connectors. Also, the ability to integrate new information into an application may not be possible. Therefore, it has to be done outside the system in a data warehouse with a separate reporting tool to build reports. This requires more customization and integration work. Then when it is time to upgrade one application, it can set off a chain of upgrades to every application in Dynamics environment and the need to rework all of the custom integrations.

This cycle of perpetual upgrades limits our customer's ability to grow, which limits our ability to grow.

Functionality You Can Count On

When NetSuite identifies the need for new functionality, they build it into the platform. It is enhanced and upgraded over time. Simple.

Microsoft has frequently discontinued applications within Dynamics and replaced them with another application or not replaced them at all. This presents issues for customers who have standardized on the discontinued application and, as a partner, we have in the past, wasted time and money training staff on an application that no longer exists.

Deeper, Wider Customer Relationships

With NetSuite, we were also able to increase our focus on service. The result is that customer relationships go beyond one department and span their entire business. We maintain continuous customer engagement to help solve business issues.

Getting a customer up and running on NetSuite is much faster with fewer issues than Dynamics. The result is that we can address our customers' unstructured business needs. If a customer has a function they need that is not part of the core functionality of NetSuite, we can build it for them inside of NetSuite. By doing everything inside NetSuite, it keeps all functionality residing within the same platform, accessing and writing to the same database, and synchronized across all departments. With NetSuite, we have shifted from reactive support to proactive business value.

Customers are finding out two things with Dynamics 365. First, that it is not compatibile with the version of Dynamics they are currently running. It is like implementing a whole new system. Second, any unique applications partners have built for them on top of Dynamics won't work and need to be recreated in Dynamics 365. So, if upgrading Dynamics is like upgrading to a totally new system, why not look at what else is out there, like NetSuite.

We are More Profitable and Our Customers are More Profitable

With Microsoft, we were application-, support- and department-centric. Today we're platform-, optimization- and organization-centric. We're solving customer business issues not just IT issues. When we add more people, we can take on more customers, which is better for the business.

Customers are more profitable as well. They need less back-office and IT staff to support NetSuite. Also, less time is wasted on upgrades and system issues. With NetSuite, customers have improved functionality and greater access to information, allowing them to make better decisions and focus on growing their business.

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Partner Snapshot

Company: Inscio, Inc.

Location: Addison, Texas

Industry: Solution provider for software/internet companies, dealer services, energy, wholesale distribution, life sciences, professional services and manufacturing