



NETSUITE PARTNERSHIP VITALIZES INTROV “TIME TO VALUE” CLOUD CONSULTANCY

Although it is still a relatively young company, founded in the early years of the cloud computing era, Introv Limited is, nonetheless, known as one of the most experienced cloud computing consulting firms in Hong Kong and one of the leading cloud computing consultancies in the Asia-Pacific region.

“After generations of technology evolution,” explains Introv Director, Jackie Wong, “cloud computing has emerged as a truly business-driven versus IT-driven enterprise computing model. It not only changes how we do our technical design and system deployment, but also how employees use systems and how companies finance them. Moving business systems to the cloud essentially creates a whole new IT ecology. But while it is becoming increasingly common, many

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companies require help as they plan and implement their cloud strategies and deployments. That’s where Introv comes in—we help companies migrate their systems to the cloud and make those systems work to optimize business efficiency and results.”

Challenge

As a young IT consultancy focused exclusively on cloud computing, Introv did a great deal of research into technologies that were in sync with its vision of cloud computing as the most effective, cost-effective, scalable and most easily maintainable platform for growing businesses. The firm strongly believed that the cloud represented the best platform for delivering on its core brand proposition: “time to value.” Introv saw the growing acceptance of cloud-based IT systems and an acceleration in the number of businesses moving to or preparing to move to the cloud. It understood what that meant in terms of business opportunity for a pure cloud-based IT consultancy. The challenge it faced was finding key vendors with whom it could partner.

Solution

In NetSuite, Introv found a partner and kindred spirit that shared the same vision of IT enterprises and the same cultural characteristics and values. In addition to a comprehensive, purely cloud-based business management solution, Introv found NetSuite to be a vendor and collaborator that was genuinely focused on helping its partners succeed. To be sure, its

partnership with NetSuite has not just been a “paper partnership.”

Cloud computing innovation and leadership

“In order to realize the full power and capabilities of cloud-based computing, we knew we needed to rethink traditional approaches to business management software design and implementation,” says Wong. “Particularly when you’re talking about something as business-critical as ERP, it’s important to have a clear understanding of the cloud platform and clients’ expectations as they make the move away from premises-based IT. As a solution built from day one as a pure cloud-based ERP business management suite, NetSuite obviously put a lot of thought and effort into getting it right. Its leadership position, as the number one cloud ERP software suite, is a testament to that thought and effort and is very much in sync with our own view of the evolving IT enterprise and our mission to help organizations seize the power, flexibility and scalability of the cloud to achieve or exceed their business objectives.”

Provides the agility, scalability and cost savings required for success in today’s business environment

Start-up companies, growing companies and companies that are changing or expanding their business focus all share similar needs for agility, flexibility, scalability, rapid deployment, and ease of use and maintenance. “NetSuite ERP is the world’s most flexible and comprehensive solution for companies at all

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stages of their development and evolution to use to run their businesses,” says Wong. “NetSuite has been deployed and proven effective in a variety of industry sectors. It enables our firm to deliver the time to value our clients expect and provides the flexibility they need to serve their customers anywhere, anytime, and anticipate and react to changes in the marketplace—all while delivering savings on IT costs and maintenance.”

[Unique dedication to making partnership successful](#)

NetSuite, Wong explains enthusiastically, is unique in its dedication to its partners’ success. NetSuite’s channel managers work closely with partners to ensure they have the technical training, marketing and pre-sales support, implementation assistance as required, and ongoing support necessary to help partners like Introv win more business and build enduring, profitable relationships with clients. “Everybody in the technology industry knows that ERP implementations can be the most complex and risky projects in the IT field and the most difficult sales to close,” says Wong. “But working with NetSuite, from our partnership manager to the technical consultants all the way up to senior management, we’ve been able in a very short time to close a lot of deals and implement them successfully. Without this kind of whole-hearted support from NetSuite, we would probably not have had this kind of rapid success. Our clients are very happy with NetSuite and so are we.”

Results

Since becoming a NetSuite Solution Provider Partner, Introv has signed deals for NetSuite ERP implementation. And with each passing month, Introv is winning new NetSuite ERP implementation business. This is significant because from Introv’s founding in 2008, the firm’s business plan has specified a goal of doubling revenue each year. For several years it was able to do that, but then, as Jackie Wong explains, “we hit a plateau and realized that to continue growing at this pace, we needed to expand our cloud computing solutions portfolio. With the addition of NetSuite ERP and thanks to our partnership relationship with NetSuite, we’ve been able to continue to achieve this revenue goal. Our NetSuite partnership is working very well for us and for our clients, and our expectation is that our NetSuite business will continue to grow over the years.”

Advantages to Partnering with NetSuite

- [Drives business growth by enabling Introv to meet client demands for more cloud-based functionality](#) – Early in its existence, Introv entered into a relationship with Salesforce.com to offer clients and prospects cloud-based CRM and sales solutions. Before too long, however, clients began asking Introv for more extensive cloud-based capabilities to help them run their businesses more efficiently and effectively. In particular, clients began asking Introv to provide consulting and implementation services and support for

cloud-based ERP. Introv recognized this client demand as an opportunity to expand its business focus and drive growth by expanding its cloud solutions portfolio with NetSuite ERP.

- **The most mature, proven and pure cloud-based ERP solution** – Introv researched the usual suspects in the accounting/ERP software market including SAP and Microsoft Dynamics and found NetSuite ERP to be the only solution that met its criteria for a pure cloud-based ERP solution—a solution that would enable its clients and prospects to achieve their business objectives and to easily integrate the ERP functionality into their existing IT architectures.
- **Unifies ecommerce with core business systems** – “Not only is NetSuite the world’s leading cloud ERP software suite,” says Wong, “but we were delighted to learn that in addition to providing accounting, CRM and inventory functionality, its SuiteCommerce [Commerce-as-a-Service] component is included as a core capability that enables clients to unify their ecommerce software with principal operational business systems. This allows Introv to meet customer expectations for a consistent experience across all touch points. NetSuite is truly a single, integrated business management software solution.”
- **NetSuite aligns well with Introv’s business model and implementation methodology** – Both Introv and NetSuite are true cloud companies. They both understand the benefits of cloud-based computing systems including the ease of implementation and maintenance, the agility they confer upon users, the importance of rapid time

to market, scalability, and more. “One of the reasons we decided to partner with NetSuite,” explains Wong, “was that we have our own unique cloud-based implementation methodology called IPSP [Introv Professional Service Practice] in which we deliberately chop client projects into very small pieces to enable clients to quickly see the benefits of moving to the cloud. We focus on delivering usable business functions tomorrow, next week and next month, employing an iterative approach. This allows us to positively impact their businesses right away rather than many months down the road. We call this iterative process “Perfect for Now,” and find that clients appreciate the immediate benefits they see and the flexibility our process gives them as they face the challenges of the ever-changing competitive business environment. NetSuite’s design and the structure of its partnership program are well suited to our “SAW” approach, i.e. Start Small, Act Quick, Win Big.”

To find out how a NetSuite partnership can benefit your organization, email SolutionProviders@netsuite.com.

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Partner Snapshot

Company: Introv Limited

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