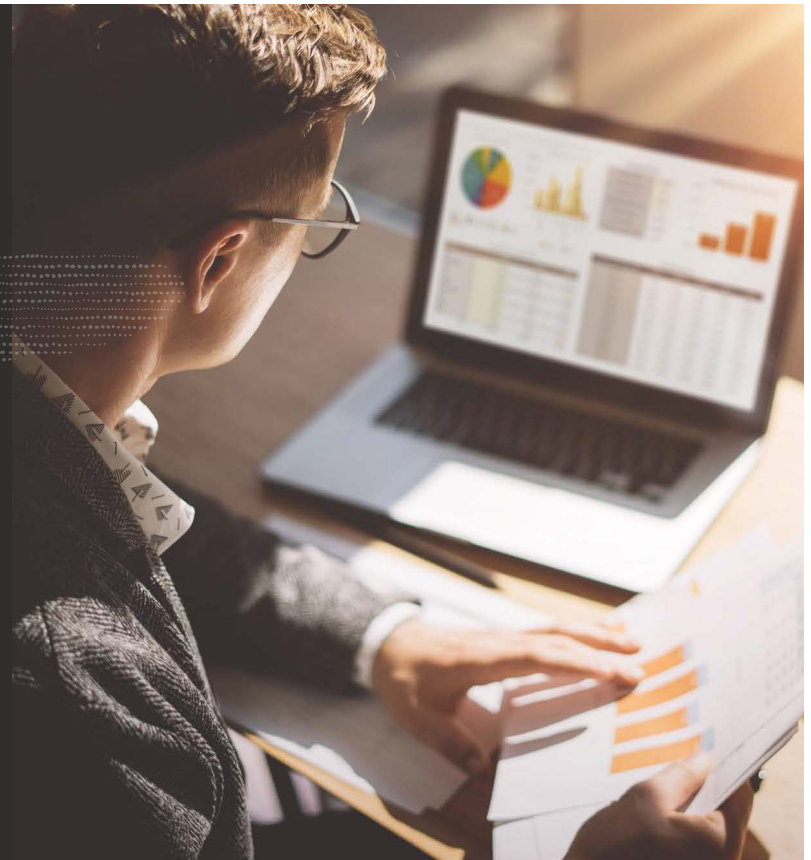




For Cloud ERP Firm the Sky's the Limit



Netsoft is a Mexico City-based IT services firm exclusively focused on the sale, implementation and ongoing support of cloud-based ERP systems—specifically NetSuite ERP. The firm was founded in 2006 with the explicit intention of offering clients the next generation of business management software solutions that it astutely believed would be based in the emerging cloud. At the time of its launch, its two founders had 20 years of experience in the sale, implementation and ongoing maintenance of traditional, premises-based ERP systems. However, they were beginning to receive feedback from customers who were frustrated by the cost of those systems, the length of implementation time and the lag time from initial system purchase to full production.

“By focusing our firm exclusively on selling and supporting NetSuite, we’re able to help our clients achieve their business goals more efficiently and cost-effectively, while growing our business as well.

Hector Garcia, CEO, Netsoft



“As a NetSuite partner, we are becoming one of the best and largest cloud ERP solution vendors in Mexico and Latin America. And with many companies being global businesses, we are seeing growth worldwide as well.” **Hector Garcia, CEO, Netsoft**

Hector Garcia, Netsoft President recalled, “we decided there had to be a better way to help our clients get the results they wanted at less cost. It was at that time we began looking for a 100% pure internet ERP solution. That search led us to NetSuite and to the decision to focus our company exclusively on the sale and support of NetSuite ERP. We also made the decision to run our company on NetSuite.”

Challenge

Having spent 20 years in the IT business focused on the sale, implementation and support of ERP systems, Netsoft’s founders understood customer frustrations about the high total cost of ownership inherent in traditional, premises-based solutions. They also realized the lengthy time to realizing the full value of those solutions. “Customers often told me that it just takes too long to get from purchase to results,” Garcia said. “They were also frustrated with the ongoing maintenance required to keep their solutions updated and running smoothly. We knew there had to be a better way to help them achieve their business objectives by moving from premises-based offerings to an internet- or cloud-based ERP solution. With that idea in mind, we began to research the marketplace for the best cloud-based ERP solution.”

Solution

After exploring a number of potential vendors including Sage Software, PeopleSoft, Intacct and others, Netsoft found NetSuite. Its evaluation of the various solutions revealed that only NetSuite was a true cloud-based ERP solution. The others, according to Garcia, were really premises-based solutions “with an internet component,’ or they did not work in Mexico. For that reason and others, Netsoft decided it would focus its business exclusively on NetSuite and decided to become a NetSuite Solution Provider Partner.

Built from the ground up for the cloud

NetSuite is the world’s leading cloud business management software suite. It was built from scratch as a cloud-based solution that would enable organizations in all major industry sectors to run their entire businesses in the cloud with one unified software system connecting financial, customer and product data. As a true cloud solution, it allows organizations to focus on their core businesses rather than on maintaining IT systems and managing IT staff.

“Our partnership with NetSuite is an unqualified success. It has exceeded our expectations.” Hector Garcia, CEO, Netsoft

Provides real-time visibility and streamlines business activities

NetSuite’s comprehensive and fully integrated business management capabilities provide users with anytime, anywhere visibility into business operations, enabling them to make the right decisions at the right time. A key benefit of being cloud-based is that customers are assured they are always running the latest version. They don’t have to focus on anything other than running and developing their businesses.

Supports global business operations

Among the numerous reasons Netsoft chose NetSuite was that it is a truly global solution. In particular, NetSuite provides native language support (Spanish, for example, in Netsoft’s case), as well as a broad range of tax and compliance management capabilities that enable businesses to function efficiently and expand worldwide.

Increases cost-effectiveness

“For a customer to implement a traditional, premises-based business management solution, there is a large, up-front licensing and services cost,” Garcia explained. “With NetSuite, the model is very different. Customers don’t have to make large outlays for new hardware and to hire IT staff. NetSuite is a subscription-based solution that allows customers to buy only what they need at a given point in time. As companies scale, they can add the NetSuite services they require.

We’ve found that this subscription-based model typically costs customers about a quarter of what traditional, premises-based models cost. That’s a very powerful value proposition.”

Results

Netsoft bets its business on NetSuite and its bet is paying off in an impressive way. With movement to the cloud picking up steam in Mexico and Latin America, Netsoft expects that by 2022, its staff will increase to 150 and its customer base will expand to 500. It is also seeing development among its existing customers. “As our customers renew their subscriptions each year, we’re seeing average NetSuite license growth of about 50%,” Garcia said. “Of course, that means they’re very happy with the solution and are using more of its capabilities. Additionally, because of the quality of the NetSuite solution and its very attractive subscription-based model, we’re finding that almost 50% of our new customers come to us as referrals from existing customers. Our partnership with NetSuite is an unqualified success. It has exceeded our expectations.”

Advantages to Partnering With NetSuite

- **Pure cloud-based, fully integrated solution.** While other ERP vendors portrayed their offerings as internet- or cloud-based, only NetSuite ERP was built from the ground up as a cloud-based ERP solution. Additionally, unlike other allegedly similar solutions, NetSuite


was designed as a fully integrated business management suite comprising financials/ERP, CRM and ecommerce functionality in a single package. No additional plug-ins are required, as is the case with other offerings.

- **Superior business model for both Netsoft and its clients.** Because NetSuite is a pure cloud solution, implementation is faster than traditional, premises-based solutions, the cost is less as no special hardware or onsite IT staff are required and clients begin seeing results almost immediately. In addition, as a NetSuite Solution Provider Partner, Netsoft can rely on NetSuite to keep the software suite up-to-date and always running. This frees up Netsoft to focus on its practice. NetSuite's subscription sales model provides Netsoft with a recurring, annuity revenue stream as customers renew their subscriptions each year. This allows the firm to focus more of its efforts on new sales, enabling Netsoft to scale rapidly and exponentially.
- **Comprehensive partner support.** As a NetSuite partner, Netsoft benefits from a broad range of support services ranging from initial and ongoing product training, marketing and pre-sales support (including marketing collateral and other sales support materials), lead generation and referrals, active NetSuite participation in the sales process to help close deals, and ongoing technical and other post-sale support to solidify client satisfaction and loyalty. Of course, most important is the fact that NetSuite continuously

improves its solution and transparently implements upgrades, ensuring that clients are always up and running on the most current version of the solution.

- **Powers significant scalability.** Started as a two-person IT firm with one client, Netsoft has increased to 90 employees and more than 150 implementations in a short period of time. The move to cloud-based computing is gaining momentum in Mexico and Latin America, which bodes well for even more impressive and profitable development for Netsoft. "We are quickly becoming one of the best and largest cloud ERP solution vendors in Mexico and Latin America," Garcia said. "And with many companies being global businesses, we are beginning to see our firm not only expanding in Mexico and Latin America, but worldwide as well."

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



Partner Snapshot

Company: Netsoft
Industry: IT Services
Location: Mexico City, Mexico, Colombia, Panamá