



POINTSTAR NETSUITE PARTNERSHIP MAKES GOOD BUSINESS SENSE FROM EVERY PERSPECTIVE

PointStar is one of the leading cloud computing consultancies in the Asia Pacific region. Founded in 2007, the company has helped more than 300 organizations improve their business operations and optimize their IT investments by facilitating their movement from traditional premises-based IT systems to comprehensive cloud-based business management solutions.

“Our team of experienced and certified cloud architects and engineers work with small- and mid-sized businesses, multinational corporations, educational institutions and government-linked organizations to empower them with effective, agile and cost-effective cloud-based platforms and solutions,” explains Michelle Alphonso, PointStar’s

“The NetSuite Solution Provider Partner Program is one of the very best partner programs in the industry. The commission model is sensational—both generous and self-sustaining, providing us with recurring, annuity revenue that frees us up to pursue new opportunities.”

Michelle Alphonso, Chief Operating Officer, PointStar



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Challenge

PointStar was founded in 2008 with a focus on web development and mobile application development. Subsequently, as it began building its practice portfolio, the firm became a Google Apps reseller. Soon, however, PointStar’s management saw that cloud computing represented a significant opportunity for sustained growth and profitability. The question for PointStar was, how to enter the field of cloud computing in a way that would enable it to anticipate and meet client requirements with proven, reliable, evergreen, cloud-based business management software solutions, while at the same time enabling the firm to grow its client base, revenue and profitability, even as it discontinued its web development practice.”

Solution

A serendipitous meeting at an industry event introduced PointStar to NetSuite ERP. Prior to that meeting, it had not considered an ERP offering. As it learned more about NetSuite ERP, though, PointStar became convinced that establishing a NetSuite practice could meet the firm’s business objectives for long-term growth, while simultaneously meeting its clients immediate and evolving needs to

automate their operations, streamline their business processes, improve IT performance and provide anytime, anywhere access to up-to-the-minute business information.

Increased lifetime business value

PointStar’s NetSuite ERP practice, while still young, is proving to deliver a significantly increased lifetime business value per client compared to its web development practice. While web development was essentially a “one and done” type of practice, NetSuite ERP provides PointStar with a recurring revenue stream and opportunities for ongoing consulting work as its clients implement more and more of NetSuite’s capabilities. Additionally, as clients move more of their IT systems to the cloud, they look to PointStar as the cloud computing expert to help them ensure smooth migration and integration.

An industry leading, innovative, pure cloud computing solution

Prior to deciding to enter into a partnership with NetSuite, PointStar evaluated a number of cloud-based products. The firm concluded that NetSuite was the best solution upon which to build its business for several reasons. “We found NetSuite to be the world’s leading cloud-based business management software suite—a comprehensive suite already implemented and proven by over 40,000 leading organizations worldwide,” explains Alphonso. “It is a pure cloud computing

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solution, which was important to us, and it meets international data security standards. NetSuite meets our clients’ current and emerging business needs, which creates a ‘stickiness’ that leads to long-term, very positive client relationships. Also, by offering NetSuite and being a NetSuite Solution Provider partner, we are viewed as a leading, go-to, cloud computing consultancy.”

[An exceptionally well-designed and operated partner program](#)

“We’ve found the NetSuite Solution Provider Program to be particularly well structured,” says Alphonso. “It’s designed and managed to help ensure our success. Through the NetSuite partner program we receive a high level of attention and support throughout the entire marketing, pre-sales, sales and implementation cycle. The NetSuite partner program is set up to provide us with whatever help we need to deliver the best possible solution and service to our clients. The commission scheme is very attractive, so from every perspective, our participation in this program makes very good business sense.”

Results

PointStar considers itself very lucky to have discovered NetSuite ERP. Adding NetSuite to its portfolio of solutions and services aligned extremely well with the firm’s vision and business direction, which was focused enthusiastically on helping clients move their business management systems to the cloud for greater efficiency, reliability, accessibility and cost-effectiveness. Since launching its NetSuite practice and becoming a NetSuite

Solution Provider partner, PointStar has been able to phase out its decreasingly profitable web development business. It has more than made up that revenue stream from its NetSuite practice, and NetSuite-driven revenue is projected to continue growing well into the future. As a NetSuite partner, PointStar is able to provide its clients with the cloud-based solutions and services they have requested and also to win new clients seeking to leverage the many benefits of cloud-based IT systems. In just a short period of time, PointStar has expanded its NetSuite practice to Indonesia and has grown its NetSuite team by 20%.

“In just the two years we’ve been a NetSuite partner,” comments Alphonso, “we’ve seen our business grow along with client loyalty as clients experience the benefits from implementing NetSuite. It makes their lives simpler and makes their businesses run more smoothly, which is a very powerful value proposition.”

Advantages to Partnering with NetSuite

- [NetSuite ERP meets customer cloud computing requirements](#) – By providing one complete system that includes accounting, CRM, inventory management and ecommerce, PointStar enables its clients’ employees to access these business-critical functions and up-to-date information anytime from any location. “It securely, reliably and cost-effectively meets a multitude of clients’ end-user and back-office requirements,” says Alphonso.

- **Provides recurring revenue stream** – As opposed to PointStar’s earlier web development business line, for example, which consisted primarily of one-time engagements, its NetSuite practice provides the firm a recurring revenue stream through NetSuite’s very rewarding commission scheme. Additionally, as many clients begin by using only some of NetSuite’s capabilities and implement more functionality over time, the breadth of NetSuite ERP leads to additional engagements and long-term, profitable client relationships.
- **Comprehensive and exceptional partner support** – “NetSuite’s Solution Provider partner program supports PointStar with product training, marketing and pre-sales assistance, implementation and ongoing technical support, which enables us to make clients more efficient, successful and happy,” says Alphonso. “We’ve partnered with other companies in the past and found ourselves often left to deal with issues that arose on our own. The high level of support we receive from NetSuite is critical to our ability to grow our business. Not only are the members of NetSuite’s partner support team extraordinarily helpful to us, but there is a lot of support and sharing within the NetSuite partner community.”

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



Company Snapshot

Company: PointStar

Industry: Cloud IT Solutions Consultancy

Location: Singapore

To find out more, contact NetSuite on infoapac@netsuite.com

Australia
Phone: +61 2 9464 6100
www.netsuite.com.au

Singapore
Phone: +65 6436 1000
www.netsuite.com.sg

Hong Kong
Phone: +852 3655 7400
www.netsuite.com.hk

Japan
Phone: +0120 155 096
www.netsuite.co.jp

Philippines
Phone: +632 856 3888

Malaysia
Phone: +60 3 2299 3600

Thailand
Phone: +66 2 696 8000

