



RSM

Eliminates Middle-Market Clients' Growing Pains by Introducing NetSuite Early and Often



Ever since RSM US LLP opened its doors in Cedar Rapids, Iowa in 1926, the company has been broadening its reach and expanding its geographical horizons. Those efforts paid off. Today, RSM is the nation's fifth-largest accounting firm. Focused on middle-market clients, the company has over 12,000 professionals working in 87 offices nationwide. A member of RSM International, it's part of a global network that spans 120 countries and has over 43,000 employees.

Early on, RSM's primary focus was on tax and audit services. Those two offerings are still its "bread and butter," but the company has since added a thriving consulting practice to its portfolio. For the latter, RSM offers its clients a wide array of management and technology consulting services. As a NetSuite [solution provider](#) and [alliance partner](#), RSM's goal is to serve as the first-choice advisor to middle-market businesses by helping them "experience the power of being understood," said Jay Figgins, Finance and Accounting Outsourcing Director.

"The opportunity to leverage our existing service provider relationship made NetSuite an easy choice."

Jay Figgins, Finance and Accounting Outsourcing Director,
RSM US LLP



“RSM’s ability to develop a customized NetSuite solution based on industry-specific needs differentiates us in the marketplace. It’s hard to match our industry experience, broad service capabilities and world-class delivery teams.” Jay Figgins, Finance and Accounting Outsourcing Director, RSM US LLP

RSM is also building out its finance and accounting outsourcing (FAO) practice, focusing on nonprofit, franchise restaurant, renewable energy, professional services and life sciences organizations from start-up to greater than \$250 million in annual revenues. RSM provides accounts payable/receivable transaction processing, month-end close, financial reporting, and financial planning and analysis services. It is also using NetSuite to deliver an outsourced lease accounting solution to clients that want to leverage NetSuite’s capabilities beyond finance.

Challenge

Seeking a technology solution that would scale as its FAO practice grew, RSM went in search of an alternative cloud ERP solution that could serve as a total business management system.

Previously only offering Sage Intacct as an ERP platform solution, RSM desired an alternative solution for its manufacturing, wholesale distribution and ecommerce clients.

“We wanted to be able to offer our clients that wanted the extra bells and whistles a solution with increased functionality like customer relationship management, ecommerce, deep configuration and customization capabilities,” said Figgins.

Solution

Well past its initial growth stage, RSM’s FAO practice is gearing up for significant growth in 2020 and beyond. To make that happen, it needed a unified ERP that would not only support its own goals but also help its clients run their businesses.

“FAO is one of the fastest growing areas within our firm, especially our consulting practice,” said Figgins. “Compared to the broader consulting groups that are here, we’re one of the newer kids on the block.”

Focused on standardizing its processes, RSM’s FAO practice is also exploring its options with advanced technologies like blockchain and robotic process automation (RPA).

“At the end of the day, we’re trading time for money with our clients,” said Figgins. “As a result, we’re looking at ways to speed up processes and/or make ourselves more efficient.”

Becoming a [NetSuite BPO partner](#) has helped RSM overcome these challenges and more.

“The fact that we can partner with NetSuite through its various programs, including the NetSuite BPO program, to service any client of

any size in any industry made NetSuite an easy choice,” said Figgins. “NetSuite provides a go-to solution for our fast-growth wholesale distribution, life sciences, technology and ecommerce clients, due to the solution’s deep functionality in each of these areas and ability to easily transition them to an in-house license when the client is ready to do that.”

RSM is also leveraging the robust and unique customization capabilities NetSuite offers to build an industry solution that can be deployed quickly. This allows RSM to meet the specific needs of a given “micro-vertical” and go to market in that industry in a way that would not otherwise be possible.

“The ability to leverage the NetSuite platform to build a custom solution for an industry segment that’s growing rapidly in the next three to 10 years is really a game changer,” said Figgins.

Results

Becoming a NetSuite partner has enabled RSM to:

- Align with its existing solution provider practice to deliver an integrated approach with NetSuite.
- Offer a solution to additional industries such as life sciences, nonprofit, technology, consumer products, wholesale distribution and business and professional services.
- Address the unique needs of fast-growth clients, as well as those with more sophisticated requirements.
- Maintain integrations with its existing technology stack (e.g. Blackline, bill.com).
- Leverage the growth and market share of the NetSuite platform.

- Provide adjacent service offerings to clients already pursuing NetSuite as a software solution.
- Offer a unified, cloud ERP that doesn’t have to change as startup companies grow into full-fledged, profitable organizations.

Advantages to Partnering With NetSuite

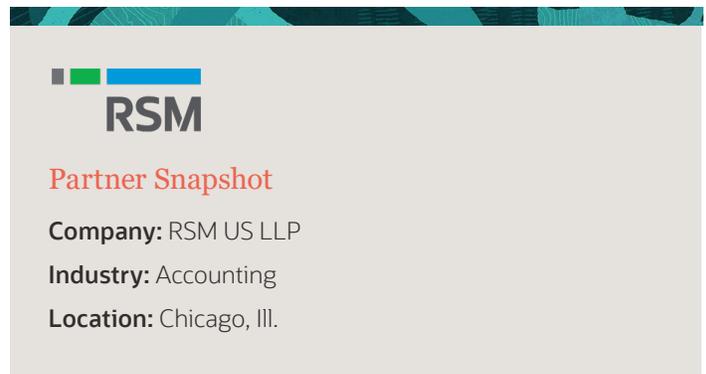
- **Helps RSM better serve its own customers.** By integrating its BPO and BPS practices, the organization cross-sells services to both existing and new clients. It can also offer short implementation times through NetSuite’s [SuiteSuccess](#) delivery approach and give clients access to industry-leading software, all without requiring them to staff the resources needed to operate and optimize the software.
- **Maximizes an existing solution provider relationship.** RSM can deliver implementation and support via an integrated client service approach. “We can offer both the software and/or services based on client need,” said Figgins. The firm has also gained economies of scale related to internal training resources, sharing of thought leadership, implementation methodology and internal technology support resources.
- **Eliminates the need for new software as client businesses grow.** With a wide functionality set that includes inventory, manufacturing and ecommerce capabilities, the NetSuite BPO platform integrates easily with other best-of-breed software packages. The platform also comes with CRM, human resources, customer support and other built-in capabilities. “Scalability of the software allows us to implement NetSuite early in the business’s lifecycle,” said Figgins, “and without the need to switch to a different enterprise-level software down the road.”



- **Allows RSM to extend the platform via SuiteBuilder.** Encompassing all of the point-and-click customization available through the NetSuite user interface, [SuiteBuilder](#) ensures that every user gets their own productivity tools (e.g. performance snapshots, trend graphs, job reminders, and report and transaction shortcuts) without any additional software coding.
- **Lets clients tap into the power of automation.** As more companies move away from [on-premises systems in favor of cloud](#) options, BPOs like RSM are getting more and more requests from clients that want to be able to “plug into” a unified, cloud ERP without having to make a big investment in software licenses and hardware. Once onboard with NetSuite, those clients quickly begin to realize the benefits of advanced automation. “With NetSuite, our clients can just plug and play, digitize their finance functions, and begin to see some pretty drastic productivity improvements,” said Figgins.
- **Helps RSM meet the needs of its future customers.** Bullish on the future, Figgins said more companies at the “higher end of the middle market” are beginning to embrace BPO as a viable solution. As an enterprise solution that

allows companies to start small if needed and expand the use of the system as they grow, NetSuite is a key enabler for these organizations. “An increasing number of our clients are requiring industry expertise in both their service providers and software solutions,” said Figgins. “RSM and NetSuite are aligned well with this expectation.”

To learn how an Oracle NetSuite partnership can benefit your organization, email us at bpo@NetSuite.com.



RSM

Partner Snapshot

Company: RSM US LLP

Industry: Accounting

Location: Chicago, Ill.