



# NETSUITE PARTNERSHIP EXPANDING ITS HORIZONS AND FULFILLING CLIENT NEEDS

A consulting firm with roots dating back 30 years, Velosio has deep expertise in ERP, CRM and other business applications. Headquartered in Columbus, Ohio, Velosio's 350-employee team members provide selection, implementation, consulting and support for cloud and on-premise software solutions.

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**Jeff Andrews**, NetSuite Practice Director, Velosio

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## Challenge

In 2013, the business was already thinking about how to expand its technology offering to include more cloud-based solutions and fulfill its long-term strategy to deliver increased client value.

“The market was asking for the cloud,” said Hersch Patel, Managing Director, who led the initiative, “and we thought the time was right to evaluate solutions that would help broaden out our offering.” After evaluating NetSuite, Acumatica, Intacct and a few other options, the team decided that NetSuite had the most to offer.

“We shortlisted NetSuite, conducted a few site visits, talked to clients and participated in a number of due diligence meetings,” said Patel, who also attended SuiteWorld that year and visited the software provider’s campus in San Mateo. “That’s how we ultimately landed on NetSuite.”

## Solution

For Velosio, being able to offer a “born in the cloud” ERP system that provides scalability and mobile access has been a major win. The team also liked the application’s modern user interface (UI). “When you look at NetSuite end to end—all the way from CRM to financial management to operational automation—it’s a single, unified business application with so much power,” said Jeff Andrews, Velosio’s NetSuite Practice Director. “That is one of NetSuite’s major strengths.”

Velosio has also built out capabilities with NetSuite that meet the unique needs of clients in the distribution sector, especially restaurant

equipment distribution. For example, Velosio’s solution called “RED ONE powered by NetSuite” is an integrated solution connecting AutoQuotes’ ability to configure, design and price sales orders/projects with NetSuite’s accounting, marketing, sales, ecommerce, rebate management, point of sale and warehouse management capabilities.

A third-party configurator tool for restaurant equipment suppliers, AutoQuotes allows distributors to easily configure, price and quote exactly what a restaurant buyer needs including manufacturer descriptions, dimensions and weight configurations. A Velosio client can pull up all the specifications and quotes to ensure that the equipment will indeed fit in a restaurant’s facilities.

“A large majority of restaurant equipment distributors leverage AutoQuotes,” said Andrews, “so we built the integration that allows configuration, quoting and then the passing of those quotes right into NetSuite, where vendors can also use the platform for purchase order tracking, invoicing and so forth. It even synchronizes the manufacturers and products they stock and sell right into NetSuite.”

## Results

For Velosio, becoming a NetSuite partner provided a wide range of benefits. Some of the key “wins” include:

[An expanded solutions portfolio.](#) This is a significant advantage for Velosio, who wanted to broaden its scope while also adding a cloud ERP system to its portfolio. “We want clients to know that while we have strong preferences in

the ERP space based on a long track record of experience and success, we offer the very best platforms to ensure they get what's right for their unique needs," said Andrews.

**Ability to reach more clients.** By becoming a NetSuite Solution Provider, Velosio is able to assist a much wider range of client wants and needs. "When you look at each prospect and what their needs are, where the gaps are and where it wants to be within the next five to ten years," Patel said, "we're able to propose the best solution to meet these needs."

**Serving the middle market.** Positioned somewhere between small companies and industry giants, the middle market needs special attention and flexible solutions. NetSuite covers these bases extremely well, according to Andrews. That's because it's an end-to-end solution that's both broad and deep in scope. It can integrate easily with other systems when needed, and it comes with an ecosystem of embedded and pre-integrated apps.

**A flexible, adaptable solution.** Patel, a CPA who has led numerous successful NetSuite implementations over the last 22 years, sees this adaptability as one of the platform's biggest strengths. Velosio's RED ONE solution, for instance, allows distributors to handle specific processes that typically requires extensive customization or development. "Our clients leverage NetSuite to help drive business optimization through platform tools, mobile capability, dashboards, client portals and so many more rich areas," he said. "Being able to do that within NetSuite—versus a disconnected set of systems—really enhances the offering that we bring to the client."

### Easy integration of third-party applications.

Nearly all of Velosio's clients have one or more third-party applications that need to be integrated into their ERP systems. Right now, the company is working with a distributor of parts sold through Amazon, homedepot.com and other large retail outlets. "NetSuite gives us the ability to have a functional consultant to build, maintain and manage many of these integrations," said Andrews. "This helps minimize customizations and coding, which gets expensive and challenging to maintain."

### New strategic partnering opportunities.

When Velosio was called upon to assist in the selection and lead the implementation for one of the nation's largest DNA testing companies, it worked closely with representatives from NetSuite throughout the selection process. "That was a good example of the strength of our partnering relationship with NetSuite," said Andrews, "and it speaks right to our own mission statement surrounding the value of strategic partnering."

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#### Partner Snapshot

**Company:** Velosio

**Industry:** Modern business solutions for companies of all sizes

**Location:** Columbus, Ohio

