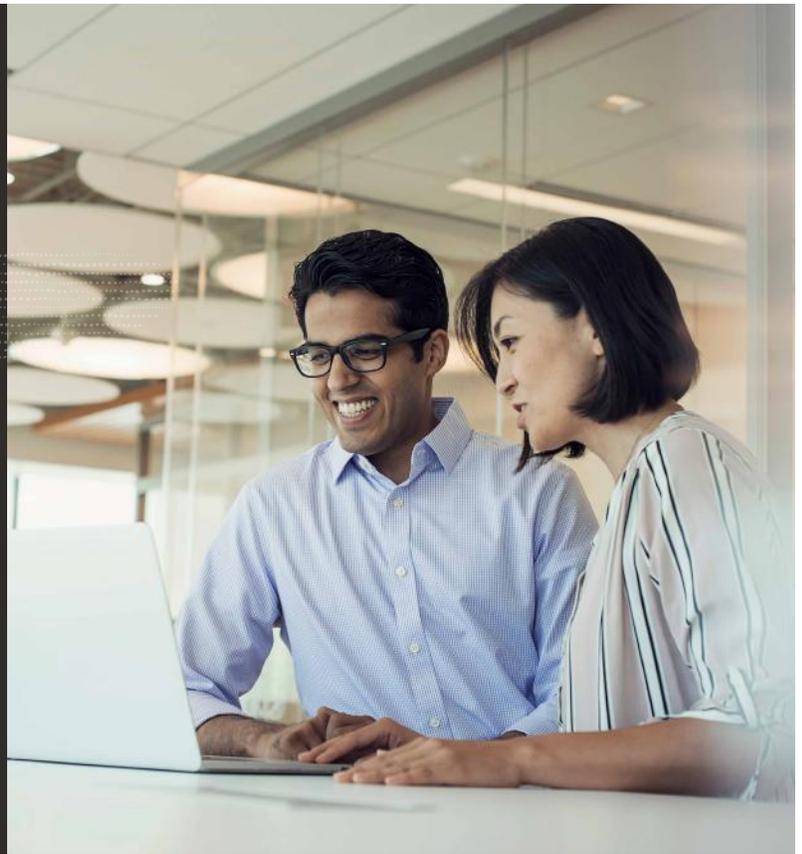




ERP Buddies

## Using Cloud ERP to Help Companies Avoid Downtime and Focus on Growth



ERP Buddies was founded in 2015 by Divyesh Soni, a NetSuite consultant, who had extensive experience and knowledge in the use and implementation of NetSuite. After leading the NetSuite consulting practices at large organizations like Deloitte and RSM, Soni determined by his passion was really working one on one with clients to ensure the system fit their needs. Realizing that custom and unique solutions come with flexibility that large organizations do not always have the means for due to the template-based implementation approach, Soni decided to strike out on his own.

“Our technical expertise is exceptional; therefore, we can facilitate things that may not always be possible with an out-of-the-box ERP setup.”

Divyesh Soni, Director, IT Consulting, ERP Buddies



“As a solution partner, we get complete 360-degree support that has helped us improve our reputation in the marketplace and target our audience more effectively.”

Divyesh Soni, Director, IT Consulting, ERP Buddies

“I felt like if I could add value at Deloitte or RSM, then I could create my own business around the services and expertise that I had to offer with greater flexibility,” said Soni.

Today, ERP Buddies has over 50 employees worldwide and a client base that ranges from small startups to large conglomerates.

Many of those clients have unique technical requirements based on their industry, which allow ERP Buddies to build out scripts, tailor functionalities and create SuiteApps to meet those specific needs. The team’s technical skills have permitted them to build custom solutions on the NetSuite platform like their custom electronic medical record (EMR) system, custom loan management system and the property management module.

### Starting Out

Well-versed in NetSuite with hands-on experience with the system, ERP Buddies initially signed on as a referral partner. A prospective client was seeking a new ERP system, and Soni took that as an opportunity to educate them on the benefits and value of NetSuite, connecting the company with the NetSuite team and receiving a referral fee.

Subsequently, ERP Buddies began receiving numerous sales leads from its client base of large recruiters and other business partners. Concurrently, Soni and his growing team were connecting with prospective clients, explaining their mission and then onboarding them as NetSuite consulting clients (based mainly on Soni’s previous experience and certifications).

### Business Takes Off

As ERP Buddies grew its reputation in the marketplace, its in-house sales team also expanded. With the addition of a vice president of sales and marketing and a social media manager, ERP Buddies began to pave their own way within the competitive ERP business landscape. Using NetSuite consulting expertise as the prime foundation, ERP Buddies’ business really began to take off.

Once the company reached a point where it was confident in its strength as a NetSuite Solution Provider, thanks to its consistent sales, solid reputation and the skilled consulting team, Soni knew it was time to push their partnership further. He made the move in late-2019 and has already sold four new NetSuite licenses (despite the

economic impacts of COVID-19). “We have a few more in the pipeline right now,” says Soni, “and all of them sound very promising.”

### An Amazing Model

Soni is happy with the transition from Referral Partner to Solution Provider, and says the change was made easier by the knowledgeable, supportive NetSuite team.

“Our NetSuite Partner Relationship Manager is amazing,” said Soni. “We’re getting continuous support from him. He posts the resources on an as-needed basis to push the opportunity for us to close sales or win the business. Overall, it’s an excellent business model for us.”

### Results

The transition from Referral Partner to NetSuite Solution Provider has helped ERP Buddies:

- Build its reputation in the marketplace.
- Significantly grow its revenue.
- Win new clients.
- Garner a higher level of trust from customers.
- Grow its business during an economic recession.
- Leverage a support team made up of knowledgeable experts.

### Advantages to Partnering With NetSuite

- **Establishing a reputation in the market.** When ERP Buddies joined the NetSuite Referral Partner program, it was new to the market and trying to find its way. “As a new business in an already established industry, we knew we had to build a strong reputation within the market,” said Soni. Fast-forward to today, ERP Buddies’ now

has a well-earned reputation in the market and working toward a 5-Star Partner status. “Being recognized as a NetSuite Solution Provider is huge,” said Soni, “and something that has helped us build trust both in our services and in the ERP Buddies brand.”

- **Gain revenue share.** There are also financial rewards that come from the transition to Solution Provider. Comparing his company’s revenues in 2020 versus 2019, Soni says a significant portion of the year-over-year growth can be credited to its move to Solution Provider status. “Even with the impacts of COVID-19, we were able to attract more clients by being able to sell them licenses and take ownership of their accounts,” Soni explains. “This, in turn, has resulted in a higher revenue share for us.”
- **Effectively targeting clients.** Working with NetSuite’s experienced marketing team, ERP Buddies has been able to dissect its market and identify the customers that need its services.
- **Establish trust.** Once customers learn of ERP Buddies’ status as a NetSuite Solution Provider, they rest easy knowing that they’re going to be taken care of. They also know that the company has access to an even wider swath of resources within the Oracle ecosystem. If a customer needs to see both an ERP and a warehouse management system (WMS) demo, for instance, Soni can reach out to his Partner Relationship Manager and get a contact to perform the demo if the in-house team is tied up. “Clients are always amazed at how quickly we can respond to those types of requests,” he adds.

- **Leverage Oracle NetSuite expertise.** ERP Buddies uses NetSuite’s team to augment its own in-house expertise whether it needs guidance in a certain area or technical assistance from a software engineer. Either way, the issue can always be solved with a quick phone call or Zoom meeting between NetSuite, ERP Buddies and the client. “Even if we don’t have that capability in-house,” said Soni, “customers always know that Oracle NetSuite is there for additional assistance.”

To learn how an Oracle NetSuite partnership can benefit your organization, email us at [SolutionProviders@NetSuite.com](mailto:SolutionProviders@NetSuite.com).



### Company Snapshot

**Company:** ERP Buddies  
**Industry:** IT Consulting and Services  
**Location:** Mississauga, Canada