



FMT GROWS NETSUITE PRACTICE

in Salesforce.com Accounts

With some 150,000 customers, Salesforce.com has nearly 20 percent of the CRM market, according to [data from IDC](#). But increasingly, the salespeople who use Salesforce.com everyday find they need more than the customer data it serves up. In fact, according to [Salesforce's own data](#), some 73 percent of sales teams say that collaborating across departments is absolutely crucial to their overall sales process.

Longtime NetSuite partner [FMT Consultants](#) saw that trend early on—and uncovered another crucial, complementary fact. Its NetSuite accounts were also very likely to be using Salesforce.com, but they weren't consistently using the two SaaS products together.

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“The sales team really wants more complete information,” said Martin Jahn, NetSuite Practice Director for FMT Consultants. “They want financial information, inventory status, billing detail, project status information and more.”

FMT has been a NetSuite partner since 2014, with a strong focus on the manufacturing and distribution industries. Along with its Salesforce.com practice, it supports its joint NetSuite Salesforce.com customer base by integrating and supporting the two platforms. It also sees a vast opportunity to sell NetSuite into the many midmarket Salesforce.com customers that would be looking to move off legacy, or entry-level, business software.

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Addressing the expanding and evolving needs of midmarket customers has resulted in an increase in business for the Carlsbad, Calif. consultancy. It has seen a bump of 30 percent in leads from Salesforce.com accounts

interested in implementing NetSuite, and/or integrating the two.

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Benefits of Salesforce.com and NetSuite Integration

With the ability to sell, implement and integrate NetSuite and Salesforce.com, FMT Consultants offers an incredible value proposition to those hundreds of thousands of Salesforce.com customers—a way to enhance and transform their CRM system of choice with timely, accurate and immediately useful business information without disruption.

“We can bring a world-class ERP solution online for you and you can keep Salesforce in place without having to mess with it,” Stordahl said. “It makes both our financial and line-of-business customers very happy.”

NetSuite integration allows the sales team to see quotes, orders, fulfillment and billing information within the context of their familiar Salesforce.com dashboard, all updated in real-time on the NetSuite back-end. They have real-time information on product and pricing to reliably promise, and can create quotes

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and sales orders in NetSuite directly from a Salesforce.com dashboard they use daily. This streamlines the lead-to-cash process and accelerates cash flow, ensures accuracy and paves the way for better forecasting to optimize inventory planning that is based on real-time sales and customer data.

Benefits of an FMT-driven Salesforce and NetSuite Integration

FMT Consultants has earned its rich reputation for its unique ability to align with its clients. The team works hard to understand customer needs. FMT Consultants has earned several national honors as a NetSuite partner, including being named VAR of the Month in Accounting Today, and is well-known as a thought leader in the NetSuite ecosystem, regularly holding training seminars and educational sessions at national NetSuite conferences.

Deeply steeped in the NetSuite experience, FMT can deliver the NetSuite and Salesforce.com integration in as little as six weeks. The team understands the strength of both platforms, and how complementary technologies can enhance the NetSuite core.

“Everyone likes to think their technology is the lifeblood. If Salesforce is the lifeblood, NetSuite is the heart,” Stordahl said. “It’s our number one growth platform.”

Lean more about [becoming a NetSuite partner](#).

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Company Snapshot

Company: FMT Consultants

Industry: IT Consulting

Location: Carlsbad, Calif.