



## Designs for Health

[www.designsforhealth.com](http://www.designsforhealth.com)



### At A Glance:

- **Company:** Designs for Health
- **Location:** East Windsor, CT
- **Industry:** Distribution/Wholesale
- **Challenges:**
  - Designs for Health needed a single, integrated application to efficiently run all aspects of the business, particularly an SFA tool that its salespeople would actually use
- **Software switched from:**
  - salesforce.com, QuickBooks, ACT!
- **Results with NetSuite:**
  - \$80,000 annual savings in employee time, overhead, and capital expenses; 135% increase in annual revenue



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— Jonathan Lizotte, Founder and CEO

*Designs for Health*

### The Results: A Beautiful Resource

Today, Designs for Health runs its business on NetSuite, a fully integrated, online business software solution that automates both front and back office operations for mid-sized enterprises. NetSuite, which includes NetERP, NetCRM, and an integrated on-line Web store, handles Designs for Health’s sales, inventory tracking, sales force automation and general accounting.

The change to the NetSuite system worked wonders. NetSuite’s pre-integrated software has freed Lizotte to do what he does best—that is, sell nutritional goods. And last year he grew sales by a whopping 135 percent, from \$1.7 million to \$4 million. “If I knew then what I know now, I would never have gone with a multiple application approach,” said Lizotte.

Lizotte also figures NetSuite saved his company about \$80,000 in time, overhead and capital expenses in the first year alone. On the salesforce automation front, salespeople can track sales and thus use the system daily. “Change management isn’t an issue with us anymore,” Lizotte said.

By choosing a vendor whose offering has breadth and depth, opportunities are limitless. Now Lizotte plans to leverage NetSuite to help him grow sales on his website. “It is a beautiful resource for us,” he said.

### The Challenge: Software Silos

Designs for Health, an East Windsor, CT-based firm that develops and distributes nutritional supplements nationwide, was running its business on a mishmash of systems: Salesforce.com, QuickBooks, ACT!, among others.

 Find out more: contact NetSuite, Inc. at 1 877 NETSUITE or visit [www.netsuite.com](http://www.netsuite.com)



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These software silos plagued Designs for Health’s operations and filled CEO Jonathon Lizotte’s days with mundane tasks. Instead of managing growth, for instance, he spent hours re-keying data into multiple systems and tweaking code, in hopes of building a makeshift path between applications. “I was doing a lot more work than I needed to be doing,” he said.

Even worse, Designs for Health’s salespeople weren’t using the salesforce.com system. Lizotte though, knew salespeople would embrace a sales force automation system if they could track their sales. Unfortunately, salesforce.com wasn’t integrated into the back-end, and thus couldn’t show sales reps their actual sales automatically.

Imagine applications that don’t tie into purchase orders, receivables and, critically, closed sales. “Salesforce.com has this glaring flaw, as far as I’m concerned,” Lizotte said. “The bottom line is about making money, and having to switch back and forth among applications to get to the bottom line just doesn’t make any sense.”

### **The Solution: The Healthy Choice**

The whole experience left Lizotte reeling with integration headaches, and so he quickly changed prescriptions. Lizotte swapped QuickBooks and salesforce.com in favor of NetSuite’s application, an integrated back-office, front-office solution that combines a robust accounting application with a hosted CRM solution designed to automate front-office customer interactions.

The goal, of course, was to simplify things with a single, integrated approach. It’s a truism that even small distractions are magnified ten-fold in a small business. Entrepreneurs like Lizotte have much on their plate, from managing growth plans to training new hires and dealing with accounting tasks, and details often slip through the cracks. That’s why many small businesses want to leverage a single provider for all their e-business needs.

To be sure, Lizotte isn’t alone in his thinking. A swath of companies are weaning themselves off of stand-alone, isolated salesforce management applications like salesforce.com and other boutique technology providers to an integrated business management suite, like NetSuite.

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