



## i-nexus

www.i-nexus.com



### At A Glance:

• **Company:**

A provider of web-based enterprise software and related services for enabling improved performance in Fortune 500 leaders worldwide. Customers include Pfizer, Royal Bank of Scotland, ALSTOM, AREVA, Staples, Vodafone, Carl Zeiss, CIBA Vision and Toshiba.

• **Location:** UK, USA, Switzerland

• **Industry:** Software

• **Company Size:** 50-100 employees

• **Challenges:**

- Duplicated and inconsistent data
- Non-shareable systems
- Time-consuming manual reporting

• **Results with NetSuite:**

- Single system accessible by all remote users
- Greater business transparency
- Revenue growth of 800%

• **Software switched from:**

- Sage, bespoke systems

• **Other software considered:**

- SAP, Salesforce.com

*“NetSuite has helped us grow revenue by 800 percent.”*

— Rex Harrison, CFO, i-nexus

### Results

Itself a provider of software that helps other companies improve business performance, i-nexus understands only too well the value of investing in the right tools to run a business. “When we first started looking for a solution we were a relatively small and young company and couldn’t really afford to do so,” said Rex Harrison, CFO at i-nexus. “But we also couldn’t afford not to,” he added. That bold outlook was well rewarded, with NetSuite having a significant impact from the start, contributing to a jump in software sales of 300 percent within the first year.

But this was no short-lived honeymoon period. A customer for over five years now, Harrison is as sure today about the value NetSuite brings to the business. “There’s no doubt that NetSuite has continued to help us increase sales,” he said. The company uses NetSuite to track and manage its sales pipeline, using reports to see which leads look most promising and understand where they need to focus their energy. “Over the five year period NetSuite has helped us grow revenue by 250 to 300 percent,” said Harrison. “A lot of that is down to the transparency that NetSuite provides. We can see exactly what’s happening and what needs to be done.”

Over the years the company’s use of NetSuite has matured to embrace a wider range of functionality to run its business and track the company’s progress against its goals. “We now use NetSuite to execute email campaigns and track the success of these and other marketing campaigns,” said Harrison. Having easy access to business data has been a key benefit — one of the most valuable capabilities NetSuite has provided has been the ability to save searches and schedule reports automatically. “NetSuite is very powerful,” said Harrison. “It saves us hours of time chasing down information and creating reports — all the data we need is in the system.”

But in addition to simply saving time, Harrison can point to a much more profound impact: “When we first started using NetSuite we needed to raise venture capital investment. The full transparency NetSuite gave us really helped impress potential investors. Our knowledge of how the business was doing gave our investors real confidence that we were on the ball. The upshot is that we’ve been able raise £5million in investment since 2005.”



Find out more: contact NetSuite, Inc. at +44 (0) 1628-774400 or visit [www.netsuite.co.uk](http://www.netsuite.co.uk)



*“NetSuite is very powerful — it saves us hours of time every day.”*

*— Rex Harrison, CFO  
i-nexus*

## Challenges

Prior to NetSuite, i-nexus was, like many other businesses, using a number of standalone systems, many of which captured similar data. This was highly inefficient and frustrating. “We were duplicating, triplicating and in some cases even quadruplicating data entry! Worse than that, the data wasn’t always consistent,” said Harrison. Getting a good overview of how the business was doing and what needed to be done wasn’t easy. Harrison knew they needed a better way of doing things.

Initially it was the need for a financial ERP system that drove the project, but it soon became clear that the company also needed a better way to manage its sales and customer support. “We had developed our own application to handle support, but we were constantly identifying areas for improvement. This was potentially a major resource drain for a non-core application,” said Harrison. “We needed an effective mechanism for customers to serve themselves online for us to track them.”

With employees and partners located across the UK, US and Switzerland—in offices, at home and on the road—i-nexus knew from the outset that it wanted a hosted solution. The company considered a number of solutions, including Salesforce.com and SAP. But these lacked the ability to manage customer support—a key requirement for i-nexus. There was only one system that met all of the company’s requirements: NetSuite.

## Solution

The company began by migrating all its accounts, customer and supplier information onto NetSuite. Soon all its business information was in the same place. Even at this early stage the team quickly understood and appreciated the value of having a single system that people could use to share information and access wherever they were.

The following year the company started to use NetSuite for customer support. With the help of NetSuite’s professional services team, the company integrated their website with the NetSuite system, enabling customers to log in to the i-nexus web site to submit requests and view the status of support cases.

i-nexus is committed to developing its use of NetSuite as the company continues to grow in size and geographic spread. When the company first started using NetSuite in 2005 there were less than 25 employees. That number has grown to 50+ people in various locations. i-nexus has also used NetSuite to build an intranet, giving all employees access to information such as sales collateral and company policies. “Everyone at i-nexus is a NetSuite user,” said Harrison.

Going forward Harrison plans to integrate key performance indicators held within the NetSuite system with their own software product (also called i-nexus) which helps companies to better connect business strategies and objectives with supporting projects and actions. “We do this for our own clients on a regular basis—now we want to do it for ourselves. Using data captured in NetSuite about our own business performance, we’ll be able to create a feedback loop with our overall business strategy and make sure we’re setting—and reaching—measurable targets and objectives.”

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