



TraceSecurity

www.tracesecurity.com



At A Glance:

- **Company:** TraceSecurity is a leading provider of cloud-based IT security compliance and risk management software solutions
- **Location:** Baton Rouge, LA
- **Industry:** Computer Software
- **Challenges:**
 - Lack of visibility between sales, delivery, and back-office personnel
 - Off-the-shelf software proved limiting and restrictive for a growing company
 - Basic sales automation not up to the requirements of a nationwide sales force
- **Software switched from:**
 - QuickBooks, ACT, Excel
- **Other software considered:**
 - Salesforce.com, Great Plains
- **Results with NetSuite:**
 - Full-spectrum customer views across the company contributing to a 95 percent customer retention rate
 - Barriers to growth removed
 - Company able to grow while reducing its back office staff by 25 percent
 - Easy deployment and upgrades to all employees through NetSuite's browser-based application.

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— Peter Stewart, President and CEO, TraceSecurity

Results

TraceSecurity turned to NetSuite for sales, marketing, and accounting operations, and gained a more connected and customer-focused organization in return. “Our sales team, delivery team, and accounting team now all look at the same customer information—everything that has happened since we worked to obtain that client,” says Peter Stewart, president and CEO of TraceSecurity. Because everyone in the TraceSecurity organization now has a complete view of all customer relationships, they are better prepared to provide top-notch service and address customer concerns quickly. Stewart attributes much of the company’s rise to a 95% customer retention rate to the increased visibility and communication between departments.

NetSuite’s accounting capabilities are so efficient that TraceSecurity has been able to grow while reducing its back office staff by 25 percent. “Our revenue has grown over 5 times since we have implemented NetSuite in 2005,” says Stewart, “yet we operate with a smaller finance department.”

Revenue recognition of TraceSecurity’s subscription-model products is now easily calculated through the NetSuite solution, eliminating the need for complex spreadsheets. “NetSuite’s financials proved to be modular and easy to set up,” he says. “We are a much larger company now than when we first adopted NetSuite, yet we can operate with a smaller finance department.”

Part of those efficiencies come from NetSuite’s advanced and easy-to-use analytics and dashboards, which deliver detailed operational data to executives and managers when and where they need it. “We have salespeople all over the country, so from a sales management perspective that visibility has been important, and the ability to customize dashboards to roles was very important to us,” he says.

NetSuite has played an important role helping TraceSecurity optimize its marketing spending as corporate IT investment begins to recover. “In September 2008, as the world was changing, we gutted our marketing because we just weren’t comfortable with the economic environment. As we have slowly re-implemented our marketing campaigns, we focus now on what NetSuite can help us track and follow,” he says. “NetSuite’s marketing analytics have helped us close a black hole of spending. We know how our SEO and keyword campaigns are performing and can instantly adjust campaigns based on the calculated ROI.”

Most importantly to TraceSecurity, it has found a consistent and reliable partner for the long term. “As big as TraceSecurity can grow, NetSuite can support us,” he says. “We know we’re not going to have to replace this solution in another five years.”

 Find out more: contact NetSuite Inc. at 1 877 NETSUITE or visit www.netsuite.com



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Challenges

With over 1,000 mid-market customers just five years after opening its doors, TraceSecurity is a fast-growing provider of enterprise risk management and IT security software. Like many start-ups, TraceSecurity launched with familiar, entry-level business software that quickly showed its limitations. “QuickBooks was a great place to start, but within nine months we were creating 14-page spreadsheets and having difficulty with revenue recognition and day-to-day visibility,” he says.

The company also realized early on that it needed a more powerful and expandable CRM solution. With a far-flung sales force, TraceSecurity wanted a solution that would be easy to roll out to a wide audience, without worrying about complex data synchronization or running its own enterprise servers. “Deployment by browser is the right way to roll out software,” he says. “Being a SaaS company ourselves, finding a vendor that understood our needs was important.”

Solution

NetSuite’s comprehensive enterprise platform quickly became the clear choice for TraceSecurity. “We looked at Salesforce.com when we first made the decision to switch away from ACT, but we knew that our new system would become the central repository for a lot of information very critical to growing our business,” he says. “We wanted something with features that could handle our entire business, and NetSuite was the right choice.”

TraceSecurity took a staged approach to implementing NetSuite, first applying it to the company’s glaring CRM deficit by replacing ACT, then later retiring QuickBooks in favor of NetSuite’s robust accounting capabilities. In the near future, TraceSecurity plans to migrate its customer care and delivery team to NetSuite by adapting functionality currently found in a custom internal application. “We want to focus on developing code for our customers, not developing code for our internal operations,” he says. “When the time is right, we know that we will be able to count on NetSuite for our internal operations management as well.”

With its sales, delivery, and field staff all in sync with the same view of customer relationships, TraceSecurity can better evaluate its customers’ needs. “Now, our delivery engineers on-site can log in immediately and see that a customer may benefit from a different solution, or have a concern that our sales team was not originally aware of,” he says. “It allows us to stay connected and in-touch, without having to call the office and ask someone to look up a customer history.”

NetSuite’s extensive experience with mid-sized companies as well as divisions of large enterprises gives TraceSecurity confidence that its needs will be met today as well as tomorrow. “Knowing that NetSuite would support a growing company our size, and wasn’t just focused on getting business from the Global 1000 size companies, was very important to us,” he says. “A company that understands you and can support you is critical, and once we saw the support we got with our NetSuite CRM deployment, we felt comfortable trusting more of our business to NetSuite.”



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