



## Sideris Courseware Corporation

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

### At A Glance:

- **Company:** Sideris Courseware Corporation
- **Location:** Boston, MA
- **Industry:** Education, Electronic Commerce, High Tech Services
- **Challenge:**
  - Multiple operational systems were poorly integrated, requiring excessive manual labor
  - Costs to maintain heterogeneous solutions were draining resources from new product development
- **Software switched from:** GoldMine, Excel, Outlook
- **Other software considered:** Custom development with WebSphere and Miva Merchant
- **Results with NetSuite:**
  - Boosted sales volumes nearly threefold
  - Reduced operating costs by 30% corporate clients
  - Achieved complete implementation within 4 months



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— Daniel Sideris, President  
Sideris Courseware Corporation

### The Results:

Sideris Courseware Corporation adopted NetSuite to replace islands of business functionality which had choked growth and threatened to send costs soaring. Since introducing its new integrated business processes, sales have increased markedly as the company can support much broader offerings, and costs have not only been contained, but reduced. "The difference is in the number of products we can offer. Overall, Overall, we have been able to triple our sales volume and reduce operating overhead by 30 percent since we started NetSuite," says Daniel Sideris, president.

NetSuite's customer center capabilities have measurably improved and streamlined Sideris's interactions with customers. "Customers can look at their histories and re-order, manage their own shipping addresses and locations, and use the robust Knowledge Base for FAQs and things of that sort."

The start-to-finish customer processing gives Sideris a key advantage in turning business around quickly and accurately. "Every piece of NetSuite has helped our fulfillment time — from ordering to clearing credit card transactions and receiving the funds, everything is so much faster," Sideris says. "And we have had no issues — once we have implemented a feature, we have never had to roll back on it."

### The Challenges:

Sideris Courseware Corporation develops and markets educational material for office and technical professionals. In a fast-growing and competitive space, the company's ability to build its business further was severely hampered by its own internal inefficiencies. "We were a typical NetSuite candidate — the business was started a few years ago, and then it grew. We had all these manual procedures and partially automated procedures based on code we had developed in-house, with Outlook, GoldMine, and Excel," Sideris explains. "We continued to add features from new tools that somebody had to support and then

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we got to the point where our growth was completely constricted by the complicated procedures we had created.”

The challenges were so severe that the company was actually siphoning resources from new product development to place into operations — an untenable situation for a firm whose success and relevance depend on being able to stay relevant and timely. Rather than sell out or pack up, Sideris decided to get smarter about back-office integration and return its focus to developing courseware, not middleware.

### **The Solution:**

“We had a sense that there was a larger upside potential to the products and services we were offering, but we were absolutely at capacity to fulfill what we had been doing with the resources we had. We were spending disproportionate resources to get small amounts of incremental business,” Sideris says. NetSuite proved an ideal answer to the problem, freeing up internal time and energy with an integrated suite of business functionality that let Sideris’s experts focus on customers and products, not operations.

Once the company decided to commit, little stood in the way of a rapid implementation. “We picked our slowest time of the year, set sixty days as the deadline for functionality, and went as quickly as we could. Within four months, we were completely up and running.”

Having “been there, done that” with a gaggle of disconnected operations, Sideris is enjoying the benefits of a holistic enterprise suite. “We appreciate the fact that all of the functions we need are in NetSuite’s enterprise package and not eight or nine isolated components built with eight or nine different tools,” Sideris says. “It’s the integration that’s key to us.”

“Now it gives us an end-to-end approach to running our business — the Web presence gives us a strong international presentation for a small company, purchase orders are instantly filed in response to new customer orders, and everything flows through our financials,” Sideris says. “Then NetSuite helps manage our marketing initiatives and customer management that stimulate new business, starting the whole process again.”

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