



Rootstock Software

www.rootstocksoftware.com



At A Glance:

• Company:

Rootstock Software is a pure-play SaaS provider of a manufacturing enterprise software suite serving small- and medium-sized enterprise (SME) discrete manufacturers.

• Location:

San Ramon, CA

• Industry:

Manufacturing software

• Advantages to Partnering with NetSuite

- NetSuite support cuts development costs and time to market by at least 50 percent.
- Development partners have access to NetSuite's large and growing direct sales and VAR distribution channels.
- NetSuite has an expanding base of dedicated customers who are seeking to extend the reach of their ERP platform.
- The NS-BOS platform simplifies application development.
- Add-on applications to the NetSuite environment are seamlessly integrated and appear to end users to be part of the native environment.

NetSuite and Rootstock: Synergy at its Best

The Challenge:

Developing and distributing a new software application is difficult in the best of times. In today's economy, the challenge might appear overwhelming. But Rootstock Software is proof positive that, with the right partner, success is attainable.

Rootstock was launched in 2008 to develop an application that would enable discrete manufacturers to cut costs, improve processes, and drive revenues. The company's approach to this problem was to add engineering change control, cost accounting, shop floor control, and manufacturing resource planning (MRP) to an enterprise resources planning (ERP) solution. In so doing, manufacturers could gain centralized, integrated, and cost-effective control over all key processes across the enterprise.

The problem Rootstock faced in meeting this goal was the high cost of development and distribution. An on-premise solution would be expensive and time-consuming to code, and even more costly to market and sell. A SaaS solution might require less overhead to develop, but establishing a distribution channel would still be problematic.

"One of my major goals was to eliminate single points of failure, both from a technical perspective and a personnel perspective," Dailey says. "Turning to NetSuite has given us the flexibility we need to modernize our business and make it flexible enough to serve all of our customers."

The Solution:

Rootstock Software discovered that the key to resolving these challenges was a development partnership with NetSuite. "By partnering with NetSuite, we were able to complete our application and bring it to market twice as fast and at half the cost than would otherwise have been possible," says Patrick Garrehy, CEO, Rootstock Software.

Before deciding to partner with NetSuite, Rootstock evaluated other SaaS vendors, but soon recognized that NetSuite stood apart for several reasons. "As the market leader in the SaaS ERP market, NetSuite has a large direct sales force, an established and expanding VAR channel, and an outstanding web site that publishes information about partner solutions," Garrehy says. "They open these distribution channels to their development partners, so we were able to launch our product with minimal sales or marketing investment."

Equally important to Rootstock was availability of NS-BOS, NetSuite's comprehensive application development environment. "NS-BOS," Garrehy says, "enabled us to leverage the existing NetSuite ERP platform, our domain expertise and the SaaS distribution model to create an application that adds significant value to the NetSuite environment for discrete manufacturers." With NS-BOS, the enhancements that Rootstock brings are available to end users transparently, through the standard NetSuite user interface, and with the same look and feel as that solution.

"In these tough economic times," Garrehy concludes, "being able to leverage NS-BOS and NetSuite's distribution channel were key enablers for Rootstock, allowing us to develop a new application and launch our company."



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