



NWN Corporation

www.nwnit.com



At A Glance:

- **Company:** NWN Corporation is a leading network reseller and integrator, named 2008's No. 1 fastest-growing IT reseller by CRN.
- **Headquarters:** Waltham, MA
- **Industry:** Computer/IT Solutions and Services
- **Challenges:**
 - Competitive market demands efficient operations with a lean HQ staff
 - Rapidly expanding business makes scalability a serious concern
 - New acquisitions often come with different, legacy operations software
 - Complex ordering, purchasing, and reselling scenarios demand an open, flexible, "always available" platform.
- **Results with NetSuite:**
 - NetSuite minimizes central office costs with distributed and self-service processes, eliminating the need for transferring data from one system to another and manual re-checks and data re-entry
 - NetSuite's cloud computing design allows acquired companies to be integrated quickly and easily
 - NetSuite partner Lohmueller Consulting helps ensure prompt and seamless transition from acquired software to the NetSuite solution.
- **NetSuite Partner:** Lohmueller Consulting (www.lohmueller.com)

"NetSuite gives us the triple-A effect we're looking for: Always Available Anywhere."

— Robert Jones, Corporate Director of Operations
NWN Corporation

Results

NWN Corporation has secured uninterrupted growth and an efficient administrative staff using the NetSuite solution to manage its entire operation. "NetSuite gives us what we need to run our business—from opportunities and sales orders to case management and ERP," says Robert Jones, corporate director of operations at NWN.

Almost every aspect of NWN's business uses NetSuite, from back-office operations, to the entire sales cycle, to purchasing and inventory, to support and case management. "Having an end-to-end system that starts with a single customer record and tracks all our transactions is a huge benefit," he says.

NWN field personnel can manage their own time and expenses through the NetSuite Employee Center, while local accounting teams can track payables and receivables in the integrated solution. NetSuite's tight, role-defined privilege access system ensures NWN's users have the appropriate access they need to be productive. "We've greatly reduced the manual labor we used to do before NetSuite came in: checking and rechecking, copying and pasting between spreadsheets and systems with disconnected customer data," he says.

NWN chose NetSuite in large part due its end-to-end architecture, "especially after we looked at the custom bridges we would have to build between conventional CRM and back-office applications," he says. "NetSuite closes that integration gap for us."

Challenges

NWN is a rapidly expanding technology reseller. In 2008, CRN magazine named NWN No. 1 on its Fast Growth list of IT solution providers. But with stiff competition in the enterprise IT field, NWN leverages NetSuite to bypass the need for an expansive administrative staff and avoids gaps in corporate visibility.



“We’ve definitely been able to streamline our operations because of NetSuite.”

— *Robert Jones*
Corporate Director of Operations
NWN Corporation

Through a combination of organic growth and acquisition, NWN has been exposed to several enterprise operations software platforms for both front- and back-office processes. The demands of its business quickly made it clear a uniform and tightly integrated solution was the best way to stay competitive. “With hundreds of employees spread across 8 office locations, a single system is the best way to effectively manage our business,” Jones says.

Solution

NWN first learned about NetSuite when it acquired a solution provider which was already running its operations on NetSuite. Based on NetSuite’s capabilities, NWN decided to adopt NetSuite across the organization, as well as deploy it to all new acquisitions. “We have seen several different accounting and ERP systems in place at every company we acquire, and in each cycle we evaluate the best fit for the new company,” Jones says. “Each time, NetSuite has won out as the preferred solution, and the other systems go away.”

Working with NetSuite partner Lohmueller Consulting, NWN has been able to quickly adapt acquired businesses to NetSuite, minimizing disruption and keeping local relationships strong. “Our goal is to keep NWN self-sufficient and ensure their local representatives keep their decision-making ability,” says Rufus Lohmueller, Managing Partner at Lohmueller Consulting. NWN credits Lohmueller Consulting for skillfully guiding them through the initial implementation, and multiple evolutions of the platform, always maintaining NWN’s core business needs as the driving factor.

NetSuite’s support for complex organizational structures keeps NWN’s lines of reporting clear and visible, while preserving the local autonomy the company prizes. “NetSuite’s ‘department and class’ structures map into our ‘divisions and practices,’ and the ‘locations’ feature makes it easy to support our multiple branch offices per region and understand how well our business is performing from multiple angles,” Jones says.

Through constant industry change and an ever-changing array of options, NetSuite’s on-demand approach consistently earns its keep for NWN. “NetSuite gives us the triple-A effect we’re looking for: Always Available Anywhere.”

