

## BCG Systems, Inc.

*Helping clients achieve their goals by providing trusted advice and the industry's best Cloud business management solution*

**Company Name:**  
BCG Systems, Inc.

**Industry:**  
Business IT solutions provider

**URL:**  
[www.bcgsystems.com](http://www.bcgsystems.com)

**Headquarters:**  
Akron, Ohio



BCG Systems, Inc. is a full service information technology company with offices in Akron, OH; Nashville, TN and Atlanta, GA. The company helps small- and medium-sized businesses succeed by providing trusted advice and cost-effective ERP, CRM and networking solutions to support its clients' organizational objectives, and drive a lasting, competitive advantage. Whether a client's situation calls for proven application software, business solutions consulting, cloud or infrastructure design, BCG Systems has a demonstrated track record of delivering comprehensive business IT solutions and first-rate service that produce positive business results.

### Advantages to Partnering with NetSuite

- The best and most complete cloud ERP software suite** – “We knew we wanted a cloud-based ERP solution to be one of our core offerings because we understood more and more companies wanted to move to the cloud,” explains Mark Goodson, BCG Systems President. “We evaluated every viable cloud-based ERP vendor and solution and put them all through the wringer. NetSuite emerged as the clear choice. The product was far ahead of all other vendors in the marketplace in terms of functionality, platform maturity, and customization flexibility.”
- Outstanding revenue driver** – As cloud momentum continues to increase, BCG Systems' NetSuite Solution Provider Partnership has made a significant contribution to BCG Systems' revenue. In just its first year as a NetSuite Solution Provider Partner, BCG Systems substantially exceeded its NetSuite-based revenue goal. The company expects it will grow its NetSuite business by about another 60% in the current year. “We've won deals that we would not have won without NetSuite in our solution portfolio,” says Goodson, commenting on the continuing value of the partnership.
- A dependable and valuable partner for the long-term** – BCG Systems didn't just evaluate product offerings. It was equally interested in the character, business focus and practices of the vendors it considered. BCG Systems wanted a partner that would be viable over the long-term, that was focused on the ongoing development of its product and that understood and was in sync with BCG Systems' expectations of a partner in terms of support, channel management, margin structure, and flexibility to help BCG Systems close deals. NetSuite met these expectations and more. Beyond enabling BCG Systems to configure NetSuite to tailor it to each client's needs, NetSuite helps BCG Systems by: being flexible, when necessary, in terms of contracts and pricing to ensure that deals are closed, by continuously improving its ERP software suite, and by providing partner training and service that employees at BCG Systems say is “superior to program support they have received anywhere else.”

### Business Challenge

As a provider of infrastructure, development and business IT solutions for small- to medium-sized businesses, BCG Systems watched closely over the past few years as interest in deploying cloud-based solutions increased among these clients and prospects. Looking at its solution portfolio, BCG Systems determined the time was right to add a cloud-based ERP solution suite to its select group of product offerings. “Our mission statement is to help our clients achieve their goals through trusted advice and technology,” explains BCG Systems President Mark Goodson. “Trusted advice is the key thing we offer so it's important to us as we evaluate their businesses and requirements that we can make a technology recommendation that is right for them. We'd been keeping our eyes on the Cloud and at a

certain point in time we concluded that we needed to have a cloud-based ERP solution to offer our clients. Otherwise, we'd be doing them a disservice. The only question was which solution would be best for our clients and for our business."

### **Solution**

Once BCG Systems decided to add a cloud-based ERP solution to its portfolio, it embarked on a comprehensive research and evaluation project to identify potential options and thoroughly evaluate them against BCG Systems' company and clients' business requirements. BCG Systems considered products including SAP By Design, Acumatica, Intacct, Financial Force and NetSuite. It evaluated these and other solutions against a number of criteria including product functionality, effectiveness and maturity; vendor long-term viability and partnership program quality; the ability to customize and configure each vendor's solution to tailor it to specific client needs across various industry sectors; vendors' continuous investment in their solutions to ensure they would serve client needs over the long-term; client affordability and the compensation structure for BCG Systems. After an exhaustive six-month process, BCG Systems determined NetSuite was the best fit for the firm and its clients.

### ***A complete and scalable online business management suite***

BCG Systems found the NetSuite platform to be a complete and scalable online business management suite that supports clients' entire businesses. From CRM, to accounting, to supply chain and eCommerce, NetSuite provides a complete management solution for professional services, wholesale distribution and a variety of other businesses and industries. BCG Systems also determined that as a scalable, cloud-based solution, the NetSuite platform could provide clients greater reliability while eliminating the IT costs associated with software upgrades and hardware maintenance. "In addition," comments BCG Systems President Mark Goodson, "unlike other ERP programs, NetSuite's all-inclusive capabilities mean that you do not need to invest in or maintain additional solutions and integrations."

### **Platform flexibility**

Targeting companies in the \$20 million to \$500 million revenue range, BCG Systems initially thought that there was no such thing as one-size-fits-all. However, the firm came to discover that the NetSuite platform provided extraordinary breadth, encompassing accounting to CRM, to supply chain and eCommerce capabilities, all linked to a single data source. BCG Systems was very impressed by NetSuite's flexibility – the ability to configure and customize it and to enable BCG Systems' developers to develop the platform even further to meet client requirements.

### **Business Margin**

"Of course," says Goodson, "we're in business, so we looked very closely at how a partnership with NetSuite would work and whether it would be profitable for us. Margins are extremely important. It takes a lot of time and other investment to launch a new product with any organization and sales times can be lengthy with ERP solutions. So we needed to know that we would be compensated appropriately for the work we did in that regard. As we spoke with NetSuite over a period of months, we felt very comfortable with the people there and with the way the partner program was set up. And, of course, we are happy with the margin structure that NetSuite has as compared to some of the other vendor programs we've dealt with. It's been a very refreshing relationship."

## Results

BCG System's experience as a NetSuite Solution Provider Partner has been extremely positive. Its NetSuite practice is driving significant company growth. With the increased momentum of clients moving their business systems to the cloud, BCG Systems expects to see its NetSuite practice grow by 60% in the coming year. This, in turn, is driving overall company growth. "For more and more of our clients," says Goodson, "NetSuite is simply the best solution. That enables us to remain true to our mission – to help our clients achieve their goals by providing them with trusted advice and the best technology solution for their particular needs. NetSuite has been an exceptional partner that's demonstrated its commitment to both our success and to our clients' success. Strictly from the BCG Systems perspective, our NetSuite partnership is enabling us to build a good, strong annuity business, while doing right by our clients."

 To find out how a NetSuite partnership can benefit your organization, email NetSuite Inc. at [SolutionProviders@netsuite.com](mailto:SolutionProviders@netsuite.com)