NETSUITE

NoBlue

Company Name:
NoBlue

Industry:
Cloud-based business solutions provider, developer and integrator

URL:
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Headquarters:
Nottingham, UK

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IT Solutions Firm Triples Revenue Thanks to NetSuite Partnership

Founded in 1999 as a general IT consultancy and bespoke software development firm, NoBlue has evolved into a rapidly growing, innovative IT firm specializing in the delivery and customization of cloud-based IT solutions designed to streamline its clients' operations, boost productivity, eliminate inefficiencies and drive growth.

Working with a diverse group of clients in the ecommerce, renewable energy, construction and civil engineering, media and publishing, wholesale distribution, and professional services industries, NoBlue now focuses almost entirely on the implementation and customization of NetSuite's cloud-based ERP solutions.

Typical clients include companies that want to move from costly and labour-draining, premises-based ERP solutions to a cloud-based solution. NoBlue clients appreciate that NetSuite provides a comprehensive, cloud-based solution for accounting, CRM, inventory, and ecommerce, in addition to providing them easy access to current business information anywhere, anytime from any Internet connected computer or mobile device.

Advantages to Partnering with NetSuite:

- **Supports firm's business focus, repositioning NoBlue as a leading, cloud-based ERP provider –** Prior to becoming a NetSuite partner, NoBlue was often engaged by larger firms as a subcontractor to project manage the implementation of sizable, usually on-premise, ERP systems. As a NetSuite Solution Provider partner, clients and prospects now know NoBlue as a leader in the rapidly growing field of business-critical, cloud-based business management solutions.

- **Drives significant, profitable revenue growth –** "Since we've been a NetSuite Solution Provider partner we've doubled in head count and tripled in revenue," said Ian Irwin, NoBlue Managing Director. "That's a very healthy ratio and we are now focused on trying to grow our NetSuite and NetSuite-related practices."

- **NetSuite provides tremendous support –** "The NetSuite channel team has been fantastic in terms of the pre- and post-sales support they provide," said Irwin. "They are in constant contact and are very responsive when we have questions or require their assistance. In addition, there have been occasions when their direct sales team has brought us into client engagements when the client has asked for additional development work that NetSuite typically does not provide. That kind of relationship is not something you generally encounter in other vendors' partner programs. Working with NetSuite's people is a pleasure."

- **Provides a competitive advantage –** NoBlue considers NetSuite to be the only mature cloud-based ERP solution; it enables them to offer one complete business management system, including accounting, CRM, inventory, and ecommerce capabilities. Moreover, because it is cloud-based and maintained and transparently upgraded by NetSuite, NoBlue clients are freed from having to devote significant IT resources to the "care and feeding" of the system, enabling them to compete more effectively and to grow their businesses.

Business Challenge

From the time NoBlue was founded in 1999 as a general IT consultancy, the firm was interested in selling and implementing complete, fully integrated business management solutions rather than simply selling individual products. After managing a NetSuite implementation for one of its clients, NoBlue's experience was so positive it led NoBlue to pursue a Solution Provider relationship.

Solution

NoBlue explored a number of accounting and ERP offerings and partner programs from Oracle, SAP, Microsoft and others, but found NetSuite to be the only solution that met its list of criteria.

"We were looking for a mature, cloud-based solution that was sound, proven, and easily implemented," explained Irwin. "We had a vision of the *serverless enterprise*—an enterprise with no on-site infrastructure that provided clients with a complete, integrated, scalable business management software suite. We also wanted to partner with a vendor that was aligned with our business and IT vision, and that was easy to work with and truly interested in helping us succeed. NetSuite was clearly that partner."

A complete solution

NoBlue sells solutions, as opposed to individual products, and its experts work closely with clients to create tailored, comprehensive and integrated solutions that streamline their business. The company focuses on delivering cohesive technology solutions that are easy to use and add immediate value, without the need for upfront capital expenditures. NoBlue is also focused on delivering solutions that are flexible and scalable, enabling clients to grow and adapt to changing business requirements. "By implementing NetSuite," said Irwin, "we're helping our clients stay ahead of the curve."

A compelling value proposition

As the world's No. 1 cloud-based business management software suite, NetSuite enables NoBlue to provide its clients with a single solution to support all of their back-office processes from accounting to ERP to customer relationship management (CRM), ecommerce and beyond. And because it is all in a single, integrated package, clients gain the total visibility they require to manage their operations efficiently. Being cloud-based, NetSuite can slash clients' IT costs by 50% or more while delivering automated upgrades on world class, reliable and redundant infrastructure.

Delights clients

NetSuite translates into dramatic real-world value for NoBlue's clients who are impressed by its rapid implementation, comprehensive functionality, flexible search and reporting capabilities and cost effectiveness. For instance, Mark Adams, Commercial Director, at UK Home Shopping said, "NoBlue has been our chosen IT partner for more than 10 years and ensured that our IT has always been at the forefront, evolving in ways that have allowed us to maintain an advantage over our competitors. NoBlue implemented NetSuite for us and that has helped us maintain strong growth while keeping capital expenditures to a minimum. They've prepared us for future growth by integrating and automating our key business processes."

Results

NoBlue has established itself as a respected and sought after provider of cloud-based business management solutions. Focusing on its NetSuite practice, NoBlue has enabled organizations in diverse industries to boost productivity, eliminate inefficiencies and drive growth by providing them with real-time business intelligence that's personalized for every employee and accessible to employees anywhere, anytime via a web browser or mobile device.

NetSuite enables NoBlue clients to significantly reduce IT costs while accelerating their business processes from order management to procurement, to automating back-office processes, thereby reducing errors.

In the process of helping its clients streamline their operations, reduce costs and power growth, NoBlue has benefited as well, citing a tripling in revenue attributable to its NetSuite practice in just the past 4 years. "Our partnership with NetSuite has been key in boosting our clients' competitiveness by providing them with the powerful and flexible IT capabilities they need to grow and prosper," Irwin said. "By doing that, we too have grown and are prospering."

To find out how a NetSuite partnership can benefit your organization, email NetSuite Inc. at SolutionProviders@netsuite.com