

Sixred

Delivering Client Value with NetSuite

Company Name:

Sixred

Industry:

Business Application Consulting Services

URL:

www.sixred.com

Headquarters:

Dallas, TX



Sixred is a solution provider focused on delivering business management solutions for mid-market companies. Since joining the NetSuite Solution Provider partner program in 2006, Sixred has worked exclusively with NetSuite, serving clients across manufacturing, wholesale-distribution, advertising, e-learning, and other industries.

Advantages to Partnering with NetSuite:

- **Robust growth in customers and revenues** – Since building a practice focused exclusively on NetSuite, Sixred has grown new client business by more than 250 percent and subscription revenues by more than 450 percent. The company is now growing at a steady annual rate of 25 percent per year.
- **Integrated Cloud based business application suite** – With its integrated suite of ERP, CRM, and Ecommerce applications, NetSuite provides Sixred with a Cloud based business management platform that offers many immediate benefits and extends to meet their clients' future needs.
- **Comprehensive sales and marketing support** – To help communicate the benefits of Cloud computing to its clients, Sixred relies on NetSuite's extensive partner program support ranging from high-level guidance on solution selling to turnkey marketing demand generation programs.
- **Platform customization flexibility** – Sixred especially takes advantage of the SuiteCloud development platform to customize the NetSuite solution for specific industries. For example, to meet the unique needs of one advertising client, Sixred easily customized their solution with NetSuite's web-based scripting tools.

Business Challenge

Sixred first established a business relationship with NetSuite in 2006 to promote and implement NetSuite's Cloud ERP solution. However, in 2010, Sixred made the strategic decision to exclusively focus on delivering NetSuite solutions to the market.

"We found more and more of our customers were facing integration challenges, and were requesting to have all their key business applications in one place," says Adnan Patel, Managing Partner of Sixred. In the past, Sixred had previously advised clients to select Cloud based CRM and low-end financial accounting solutions such as Salesforce.com and Intacct. But they liked the benefits they could deliver to their clients with an integrated suite of Financial/ERP, CRM, and Ecommerce application solutions – and they liked NetSuite's vision for the future in developing a Cloud based application platform. So in 2010, Sixred chose to focus their attention and build greater depth in one solution by only promoting NetSuite to their clients. "By 2010 NetSuite was well established as a leader in the Cloud computing industry, so we've never looked back since," says Sixred's Patel.

Solution

There were a number of driving factors behind Sixred's choice of NetSuite as the preferred solution for their business application consulting business.

Industry leading value proposition

First and foremost, Sixred viewed NetSuite as having an industry leading value proposition to customers as well as channel partners. Sixred's Patel noted "NetSuite offers industry-leading margins on license sales, plus a high average sale price (ASP) that comes from the platform's robustness, as well as plentiful up-sell and cross-sell opportunities for solution providers like us."

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“Because NetSuite’s applications are fully integrated, it’s easy for a customer to select a broader application solution at the outset,” says Patel. “For instance, a customer may contact us to purchase a new financial accounting application. But then when they discover they can get integrated CRM as well, they decide to include that module also. If these were on-premise software applications, the extra cost of a CRM software application, plus the additional system hardware and maintenance, might prevent that cross-sell situation.”

Sixred has also found it easy for their clients to add new applications or modules after-the-fact. Their clients might choose to expand the use of NetSuite globally or manage their Ecommerce website with NetSuite. These situations spur various opportunities to up-sell and cross-sell additional applications. Patel notes Sixred tripled their up-sell revenues in 2011.

“A great example is NetSuite OneWorld,” says Patel. “It’s an easy choice for any customer planning to grow internationally because it automatically calculates multiple currencies and manages local tax compliance. We can quickly and easily enable this functionality for clients and avoid the major delays and costs associated with global application deployment.”

Comprehensive business application platform

In addition to ERP/financials, CRM, and Ecommerce, NetSuite’s portfolio includes integrated professional services automation software. Patel has found NetSuite’s PSA solution a major advantage in landing sales into new accounts, especially media/advertising agencies.

“Many of these companies need NetSuite for their financial accounting or other applications. But they also need a way of running the services side of the business,” he says. “So we can give them that – they don’t have to work with another vendor. But more important, NetSuite delivers a PSA solution that is integrated with their other business applications. So their billings, expenses, and other project-related transactions will automatically synchronize with their accounting system,” says Patel.

The combination of a professional services automation (PSA) solution with your ERP system delivers what NetSuite calls SRP, or Services Resource Planning. “SRP is a capability customers can get only from NetSuite, and this solution offering is a distinct competitive advantage for Sixred,” noted Patel.

Vertical Customization

Sixred also takes advantage of NetSuite’s extensibility to develop custom applications for clients in specific industries or vertical markets. One Sixred customer example was a company in the business of providing a platform and services for companies looking to conduct email marketing campaigns.

“This customer wanted to select NetSuite for its ERP/Financial solution, but needed a specialized application to automate what was a complex billing matrix. First, there was a platform charge, then a monthly retainer, and then additional billing for consulting overage. Within two weeks we built a prototype using the SuiteCloud developer tools from NetSuite to show this client how to handle all their billing situations. The custom application calculated retainer and platform charges, plus the various pricing tiers and overage rules. If NetSuite didn’t have a strong scripting engine, we wouldn’t have been able to meet this client’s needs as quickly as we did, and we wouldn’t have won their business.” says Patel.

Results – Positioned for Growth

In the years ahead, Sixred believes they are well positioned to continue their success with NetSuite in delivering the benefits of an integrated Cloud based business management suite to their clients across various industries and regions. With an established client base of successful customers ranging from the old – such as the Lionel Train Company – to new high-growth media and online advertising companies, Sixred has extensive expertise in NetSuite with room to grow. Sixred has developed one vertical specific application for property management and soon will release a second add-on application for rebate management. The company is currently growing at a steady 25% per year and has plans to begin expanding their business internationally in the near future.

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