



NETSUITE PARTNERSHIP DRIVES CUSTOMER AND REVENUE GROWTH AT TRUECLOUD

TrueCloud is a leading provider of cloud computing solutions and services for emerging and mid-sized business. The firm was founded in 2008 to bring enterprise-class, integrated, cloud-based IT solutions to mid-market organizations to enable them to run their businesses more efficiently and cost-effectively.

“Our goal,” said TrueCloud CEO and co-founder Mark Wenig, “is to provide comprehensive cloud business solutions that meet our customers’ needs with unmatched customer focus, satisfaction, and success. We employ a business-first approach so that technology doesn’t impede our customers’ ability to focus on their business goals.”

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Mark Wenig, CEO and Co-Founder, TrueCloud



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Business Challenge

When TrueCloud was founded, its principals were looking for a way to help midmarket organizations run their businesses efficiently without having to incur the hefty costs inherent in deploying traditional on-premise solutions. “Our primary goal was to identify a single, comprehensive, cloud-based solution that would enable our customers to focus on running their businesses rather than purchasing expensive hardware, and employing IT staff to maintain and manage on-premise systems,” explained Wenig. “We were also looking for a solution that integrated the most critical business systems—namely ERP, CRM and ecommerce—into a single, seamless solution. We knew if we could find a solution like that, it would be a game changer for midmarket companies. We also believed we could build a very successful IT services practice around such a solution.”

TrueCloud Chooses to Build Its Practice on NetSuite

With decades of experience using technology strategically to optimize business processes in large enterprises, TrueCloud’s founding

partners wanted to apply their expertise to helping midmarket companies that did not have the financial wherewithal and in-house IT expertise to deploy enterprise-scale solutions to run their businesses. TrueCloud felt it could do this by leveraging cloud-based solutions, which tend to be significantly more affordable and far easier to administer.

In researching available solutions that were cloud-based, and either featured the integration of core business systems such as ERP and CRM in a single solution or enabled the easy integration of those systems into a core business management offering, TrueCloud evaluated a number of solutions from Microsoft, Sage, SAP and Lawson. It wasn’t until TrueCloud discovered NetSuite, however, that it experienced the “aha” moment.

“The fact that NetSuite was entirely cloud-based and was built specifically for the cloud really grabbed our attention,” said Wenig. “Additionally, NetSuite being an integrated ERP-CRM solution and ecommerce platform was a major factor in our choice of NetSuite to build our practice on. We saw that by

design, NetSuite integrated the key systems midmarket companies require to run their businesses and eliminates the need for them to make capital expenditures.

“NetSuite provides enterprise-caliber business management capabilities that are typically financially unobtainable in the midmarket from an affordability perspective,” Wenig added. “And it enables customers to get up and running quickly.”

From TrueCloud’s perspective, it made perfect sense for the firm to become a NetSuite Solution Provider Partner. TrueCloud approached NetSuite and became a partner in 2008.

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Advantages to Partnering with NetSuite

Beyond finding NetSuite to be a compelling solution that aligns perfectly with TrueCloud’s corporate vision, the firm discovered that partnering with NetSuite has multiple advantages. NetSuite Solution Provider Partners can:

- Deliver a single, integrated and powerful business management software solution that can be rapidly implemented.
- Shorten their sales cycles and demonstrate fast time-to-value for their prospective and existing clients.
- Profit from NetSuite’s unique revenue-sharing model in which partners earn initial sales commissions plus boxed-product

margins on existing customers, year-over-year, building a predictable revenue stream that generates consistent cash flow every month.

- Participate in NetSuite’s marketing and sales programs including sales leads, co-branded marketing materials, cooperative marketing funds and pre-sales, sales and implementation support.
- Continue to delight customers who benefit from always being on the most current version of NetSuite, from NetSuite’s twice a year product upgrades, and NetSuite’s unquestioned, long-term viability and continuous innovation.

To these benefits Wenig added, “I would say that NetSuite is a great product and a great organization around which to build a business. It’s certainly working for us and our customers.”



Partner Snapshot

Company: TrueCloud

Location: Tempe, Ariz.

Industry: Cloud computing solutions and services provider

Employees: 30+

