

## NetSuite Partnership Enhances Solutions Portfolio and Attracts New Customers



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—Lori Seal  
COO, Blytheco

**Company Name:**

Blytheco

**Industry:**

IT Consulting and Services

**URL:**

[www.blytheco.com](http://www.blytheco.com)

**Headquarters:**

Laguna Hills, Calif.

**Partner Overview**

Blytheco is an IT consulting firm serving the needs of the mid-market and small enterprise community. Founded in 1980, Blytheco offers, implements and supports a broad range of business management software products including ERP, CRM, HRMS and Marketing Automation solutions. With more than 100 employees located across the United States, Blytheco works with more than 5,000 clients in numerous industries to help them successfully and efficiently execute their corporate strategies. “Essentially,” said Blytheco COO, Lori Seal, “we help our clients select their business software—ranging from ERP and financial accounting to HR and CRM software—and then we support them throughout their full life-cycle.”

**Business Challenge**

Since its founding, Blytheco has grown into a full service IT consulting firm that sells, implements and supports more than 100 business management software products. Over the past several years, it has found that many customers and prospects are interested in deploying or “re-platforming” their solutions in the cloud. “Given this interest and trend,” Seal explained, “we felt that a cloud offering in our solutions portfolio—particularly a comprehensive, holistic business management suite—would be very strategic for us and would allow us to attract and service a new set of customers with unique business characteristics and requirements.”

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### Solution

Blytheco researched and evaluated a number of offerings to answer that need. The firm identified a common set of requirements upon which to measure various solutions. Clients wanted a solution with a broad range of capabilities to enable them to focus their finite resources on running the business efficiently and profitably. Blytheco was not looking for point products that provided specific bits of functionality, but rather a “solution that provided a holistic set of capabilities for clients to enable them to address business challenges and manage business processes in a uniform and seamless manner,” Seal said. “We were looking for a business management solution that would support mobility with anytime, anywhere access, allow companies to achieve a 360-degree view of their businesses and be easily and economically configurable and extensible. We were also looking for a solution provider with whom we could partner to our mutual benefit. With all of this and more in mind, we selected NetSuite’s cloud based business management software suite and decided to become a NetSuite Solution Provider Partner.”

### Advantages to Partnering with NetSuite

- **Enables Blytheco to offer clients the world’s No. 1 Cloud ERP solution** – “For those companies wanting to implement a comprehensive, cloud-based business management solution, NetSuite ERP is robust, flexible, integrated and proven in thousands of real-world implementations,” Seal said. “It is a very compelling offering that has helped us attract a new set of customers with a different set of preferences and needs.”
- **Delivers significant long-term value to clients** – Blytheco has found NetSuite to be highly configurable, which eliminates the need for “hard core dev” in setting up and tailoring the solution to its clients’ unique business requirements. “NetSuite provides a robust set of capabilities to develop and refine streamlined work flows, to write scripts and more,” Seal said. “These configuration capabilities, which are inherent in the NetSuite toolkit, enable Blytheco to deliver more value to our clients and to do so more economically.”
- **Dedicated partner account managers make doing business with NetSuite easy** – The NetSuite Solution Provider partner program is designed to provide partners with the engineering and sales training, ongoing technical support, marketing and sales support and business flexibility required to attract clients and close deals. Blytheco is especially pleased with NetSuite’s channel strategy and management—particularly the fact that the firm has a dedicated NetSuite account manager who is knowledgeable, responsive and empowered to address issues and make decisions quickly to help Blytheco win business. “We’ve been extremely pleased with our account manager who is our advocate and who enables us to access NetSuite resources and address needs as they arise,” Seal said. “Having this dedicated, single point of contact means we don’t have to figure out how to navigate through the company on our own to get what we need to deliver for our clients. It makes doing business with NetSuite very easy.”

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- **NetSuite’s robust developer ecosystem makes an already powerful solution even more so** – As clients’ business grows and evolves, NetSuite’s core ERP, CRM and ecommerce functionality can be further extended to address unique business requirements by using third-party “Built for NetSuite” applications. These applications, such as shipping, electronic data interchange, HR, marketing, electronic signatures, sales tax automation and more, which are created by NetSuite’s extensive community of developers, allow Blytheco to solve its clients’ business problems rapidly and economically.
- **NetSuite plays very well with professional services organizations** – “NetSuite’s new service resource planning capabilities have been very well received by the kinds of clients we serve,” Seal said. “Functionality for tracking such metrics as utilization rates by consultant, profitability per project, and other similar capabilities that show if a project is on budget or going over time have added to NetSuite’s already compelling value proposition. There is nothing else on the market that can holistically allow a professional services organization to manage time, plan and monitor project progress with rich and robust metrics let alone do it as seamlessly as can be done using NetSuite.”
- **NetSuite truly embraces partners** – “NetSuite is very committed to its channel partners,” Seal said. “A great example of this is the Business Partner Advisory Council, of which we are a member. The Council gives partners a seat at the executive table to participate in strategy discussions and to provide feedback on the NetSuite product to prompt innovations that will allow us to continue serving our clients’ evolving needs. It allows us to help shape the future of solutions delivered in the cloud.”

## Results

Becoming a NetSuite Solution Provider Partner has enabled Blytheco to:

- Significantly enhance and strengthen its solutions portfolio.
- Attract and pursue a new customer audience interested in the transformative capabilities and flexibility provided by NetSuite ERP.
- Drive significant new business growth.
- Enhance its industry visibility through NetSuite supported marketing programs and NetSuite partner program recognition.
- Deliver on the firm’s core mission by offering clients and prospects a new, innovative business management solution that enables them to turn their business dreams and objectives into very real and impressive business results.

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