

NetSuite Partnership Powers CloudTech Revenue Growth and Geographic Expansion



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—Martin Evangelista
Managing Director, CloudTech

Company Name:

CloudTech

Industry:

Cloud ERP Consulting

URL:

www.cloudtecherp.com

Headquarters:

Manila, Philippines

Partner Overview

CloudTech is a Philippines-based IT consultancy focused exclusively on selling, implementing and supporting cloud-based Enterprise Resource Planning (ERP)—specifically NetSuite ERP. The company was originally founded in 2009 when the cloud was a nascent technology in the Philippines. CloudTech’s founders, who had many years experience in IT consulting, including traditional, on-premise ERP, saw that the emerging cloud’s powerful value proposition and cost-effective business model was destined to make it the dominant computing platform.

Business Challenge

“Having made the decision to focus our business exclusively on the cloud, we also decided to focus on a single business solution—ERP—and to become the clear experts and leaders in that area,” said CloudTech Managing Director Martin Evangelista. “Our first challenge was to decide on the specific solution on which we would build our business. We researched and evaluated options from SAP, Oracle, QuickBooks, OpenERP, NetSuite and others, and concluded that NetSuite was the business management solution most compatible with our company vision to be a leading provider of cloud ERP solutions.”

Solution

CloudTech decided to leverage its management team’s extensive experience in ERP solutions by focusing its practice exclusively on cloud-based ERP. “My partners and I felt there was a very big opportunity to gain a first mover advantage as a cloud solution provider here in the Philippines,” Evangelista said. With that decision made, it needed to decide what cloud ERP solution to represent. “As we investigated offerings from SAP, Oracle and others, we felt none of them measured up to NetSuite,” said Evangelista.

Advantages to Partnering with NetSuite

Once CloudTech joined the NetSuite Solution Provider program, it immediately began realising the numerous business advantages of partnering with the leader in cloud ERP.

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- **A compelling competitive differentiator** – Partnering with the industry’s leading provider of cloud-based financials/Enterprise Resource Planning and omnichannel commerce software suites gives CloudTech a demonstrated competitive advantage over other IT consultants and service organisations. As businesses are increasingly looking to move their business management systems to the cloud, NetSuite is on high growth businesses’ radar and evaluation checklists. When businesses evaluate cloud ERP against other on-premise ERP options, cloud ERP increasingly wins.
- **Significant, ongoing revenue** – “Unlike selling traditional, on-premise business solutions which involve a one-time sale, NetSuite’s subscription-based model provides CloudTech with a recurring revenue stream as our customers renew their subscriptions each year,” Evangelista said. “This frees us up to pursue and land new opportunities, which then also become annuity revenue generators. Customers typically buy only what they need at the time. But then we generate additional revenue as they grow and add new functionality. It’s a very profitable partner model.”
- **Outstanding channel support** – “NetSuite has been extraordinarily supportive,” Evangelista said. “They continue to provide us with extensive product information and training to ensure we are successful in selling, implementing and supporting NetSuite. NetSuite is truly committed to our success.” NetSuite provides CloudTech with marketing materials and coop marketing dollars to support their marketing efforts. NetSuite provides sales and marketing support for CloudTech’s events. The NetSuite channel sales management team often participates in sales calls and will frequently share new business leads. CloudTech also has ready access to NetSuite technical staff to assist the firm if necessary.

Customer Benefits of Cloud ERP

While it is important to align with a business partner that offers a market leading product and comprehensive partner support, the most important factor for CloudTech was the strong customer benefits offered by NetSuite.

- **Cloud—An IT model customers love** – Most customers are not in the IT business and don’t want to have to manage IT enterprises. As a cloud-based, end-to-end business management solution, NetSuite relieves customers of the need to recruit and manage staff to keep business-critical IT functionality up to date and up and running. NetSuite handles all of that transparently to the customer. Customers are free to devote all of their time and resources to growing their business. Not only is this cloud-based model hassle-free, but it’s significantly more cost-effective.
- **Cloud Business Suite—“Much more than just an accounting software solution”** – “We found NetSuite to be much more than just an accounting software solution,” explained Evangelista. “It’s an integrated web-based business management software suite that includes business accounting, CRM, ERP and ecommerce. We decided to build our firm on NetSuite by providing organisations the visibility and other business functionality they need to make critical decisions quicker, easier, and more cost effectively.”

“We made a conscious decision to focus our practice on a single solution—NetSuite. And that decision is paying off. Our revenue increased by 200% last year and we’re growing geographically as well.”

—Martin Evangelista
Managing Director, CloudTech

- **NetSuite value proposition trumps those of on-premise solutions** – NetSuite is the global leader in providing cloud ERP systems. Compared to traditional on-premise application solutions, NetSuite enables organisations to shed capital expense in the form of onsite servers and IT staff to keep servers running and software up to date and available. As one CloudTech client remarked, “With NetSuite we’re able to process more orders more efficiently and can grow our business without growing our staff.”
- **A no hassle, complete business management solution** – NetSuite provides CloudTech clients with a hassle-free, comprehensive business management solution that is always available from anyplace they can connect to the Internet. “With NetSuite, our clients simply get on the web, log in to their NetSuite application and get to work managing and growing their businesses,” Evangelista said. “No special skill set is needed, no ongoing maintenance is required and they’re always working on the latest version of the software. It’s that simple!”
- **Improves productivity, reduces costs** – NetSuite clients are enthusiastic about the solution because it helps make them more productive and profitable. According to client reports, NetSuite ERP accelerates the order-to cash process by 50 percent or more; drives better, faster decision-making with real-time data and reporting, and personalised dashboards; improves workforce productivity with anytime, anywhere access; and lowers total cost of ownership by eliminating upfront and ongoing IT expenditures, and delivering automatic product upgrades.

Results—NetSuite Powering CloudTech’s Success

CloudTech is, by far, one of the most successful cloud consultancy companies in the Philippines and is now reaching out to other markets in Asia and the United States on the strength of its NetSuite work for clients. “We made a conscious decision to focus our practice on a single solution—NetSuite,” Evangelista said. “And that decision is paying off. Our revenue increased by 200% last year. We expect our staff to grow from 25 to about 50 in the same time frame. And we’re growing geographically with client implementations in the US, Singapore, Hong Kong, Vietnam, Thailand, Indonesia and Cambodia. Our NetSuite partnership has powered our success.”

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

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