

Demand Solutions Group

NetSuite Partnership Pays Off in Spectacular Growth and Satisfied Clients

Company Name:

Demand Solutions Group (DSG)

Industry:

Cloud based business solutions provider

URL:

www.demandsolutionsgroup.com

Headquarters:

Los Gatos, CA



Demand Solutions Group (DSG) is a cloud based business solutions provider that was founded to provide on-demand, comprehensive business solutions for companies in a variety of industries including high technology, wholesaling, consumer goods and professional services among others. DSG has been a NetSuite Solution Partner since 2005 and has the largest installed base of NetSuite accounts, based on license income, of any NetSuite Solution Provider Partner.

Advantages to Partnering with NetSuite:

- Extraordinary business growth** – DSG became a NetSuite Solution Provider Partner very shortly after DSG’s founding in 2005. Early on, DSG, mostly as a result of its NetSuite practice, grew at a rate of 60% per year. 2012 NetSuite license sales grew by four times over 2011. In the current year, license sales are continuing to grow at an impressive rate.
- NetSuite Aligns with Partner Business Strategy** – Begun as a cloud based, comprehensive business solutions provider as opposed to a firm that simply delivered and configured software, DSG found a kindred strategic partner in NetSuite. Both DSG and NetSuite are focused on transforming the way businesses operate to help them achieve their business goals. NetSuite’s business cloud platform and DSG’s business and technology know-how complement each other perfectly.
- NetSuite “Gets” Partners** – The NetSuite Solution Provider Partner program and Developer Network are managed with close attention to the structure and services partners need to be successful – for themselves and for the NetSuite brand. From licensing commissions and product support to careful channel management and participation in partner events, DSG has found the NetSuite partner team to be accessible, supportive, down-to-earth and genuinely interested in and dedicated to DSG’s success.
- NetSuite Customers Become NetSuite Evangelists** – As clients with whom DSG has worked on a NetSuite implementation move from one company to another, they tend to evangelize about NetSuite at their new companies. This frequently leads to new NetSuite engagements for DSG and all the business benefits (revenue, enhanced reputation, follow-on engagements) that spring from this invaluable word of mouth marketing.

Business Challenge

Having founded three companies prior to DSG, Todd Fitzwater and his business partners knew they wanted this new company “to bring a consulting approach and complete solution to the cloud” to enable organizations to run their businesses more effectively and efficiently.” The founding partners did not want DSG to simply be a software reseller. Fitzwater and his colleagues realized that potential clients were encountering scaling challenges. They were typically growing very quickly and having to deploy and support increasingly complex IT solutions to support that rapid growth. What those organizations really needed was a platform that would support their growth, increase their efficiency and enable them to make the right business decisions more quickly. To DSG, those requirements could most effectively be met by a comprehensive cloud based platform.

Solution

The decision to align DSG with NetSuite and to become a NetSuite Solution Provider partner was made very early on by the DSG team. “We knew about NetSuite first-hand,” recalls Fitzwater, “because we had worked with the company as part of several independent consulting engagements. We liked the company, the people and NetSuite’s solutions and felt that when it came to a cloud based ERP software vendor, NetSuite stood head and shoulders above other vendors in terms of its solutions and go-to-market approach. Where other vendors offered a tactical, cookie-cutter approach to solving business problems, NetSuite, like DSG, was focused on delivering a complete business solution designed and configured to address each organization’s vision and business requirements.”

The Clear Category Leader

DSG considered other ERP solution vendors but found that none of them provided a cloud platform that measured up to the NetSuite platform. No other ERP vendor's solutions provided the level of customer satisfaction DSG considered essential to building positive and enduring relationships with its customers.

"It's been fascinating to me," says Fitzwater, "that across our customer base, including companies from virtually every major industry, NetSuite is able to support all of their unique requirements. NetSuite is simply the best cloud based ERP platform."

Outstanding Channel Team

While DSG had previous experience working with NetSuite on several independent consulting projects, its opinion of the company has grown even more positive since formally aligning itself with NetSuite and becoming a NetSuite Solution Provider Partner. "The NetSuite partner program has been great for us," says Fitzwater. "The channel team is very supportive. They've provided exceptional support and coaching and have championed us in the marketplace. We have an open, honest and direct relationship, which is very important to us and the way we do business. There are plenty of organizations that are painful to work with because of their arrogant attitudes toward partners. Working with NetSuite, on the other hand, is a pleasure."

Very Rewarding Revenue Opportunities

DSG has also found the NetSuite licensing commission program to be very attractive. "You don't find many partner programs that are designed to do more than provide referrals," Fitzwater explains. "NetSuite's partner program is designed to provide its solution providers with recurring revenue – with an ongoing annuity stream. That's not something you see working with other vendors."

Additionally, as a member of NetSuite's Developer Network, DSG has created extensions to the NetSuite platform, which are co-promoted by NetSuite and made available to other partners and to other NetSuite customers through the NetSuite sales portal. This provides another source of revenue. Participation in the Developer Network also raises DSG's profile within the entire NetSuite community and partner ecosystem.

Results

To say that DSG is positive and enthusiastic about its partnership relationships with NetSuite is a substantial understatement. "NetSuite has been a great product for us," says Fitzwater. "And the company has been a great business partner. DSG started out as a company with two employees. We've grown to 40 employees, largely on the basis of our NetSuite practice. Also, we've been profitable the entire time we've been in business. I'd characterize our relationship with NetSuite as supportive, collaborative and mutually beneficial. Our 2012 NetSuite license revenue increased by 400% over our 2011 license revenue. It's continuing to grow as we take on more and larger engagements. We've won industry awards and other recognition for our work and our growth.

"Most important, though," adds Fitzwater, "is that we feel very confident offering NetSuite solutions to our customers because even though moving core business systems to the cloud is not easy, we can honestly tell them that once they've implemented NetSuite, they will have an efficient system that enables them to make effective business decisions and to respond quickly to change. We can also tell them they will have a business management system with the best available capabilities and that the system will always be the latest version, with no additional work required on their part."

 To find out how a NetSuite partnership can benefit your organization, contact NetSuite Inc. at 1-877 NETSUITE or visit www.netsuite.com