

## NetSuite Partnership Opens New Market for Fusion5



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—Rebecca Tohill  
Managing Director, Fusion5

### Company Name:

Fusion5

### Industry:

Business Applications

### URL:

[www.fusion5.com.au](http://www.fusion5.com.au)

### Headquarters:

Australia and New Zealand

### Partner Overview

Fusion5 is a business application company that specialises in selling, implementing, integrating and supporting a wide range of leading software applications across five key technology solutions: Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), Human Capital Management (HCM), Service Management Solutions (SMS) and Enterprise Project Portfolio Management (EPPM). Established in late 2002, Fusion5 has enjoyed rapid growth and success across Australia and New Zealand. The company provides professional consulting services to customers seeking to implement new business applications as well as providing them with high value, on-going support and optimisation services. Its focus on effective and affordable solutions that meet the business requirements of its clients in Australia and New Zealand has made it a trusted business partner to many companies in the region.

### Business Challenge

Traditionally, Fusion5’s solutions were primarily designed for and targeted to large companies. Yet, the company knew that there were many high growth companies in the mid-sized market for which traditional on-premises solutions would not be appropriate or cost-effective. It determined it needed to expand its solutions portfolio to include cloud-based solutions that met the needs of this mid-sized market. The company had to determine what solutions from which vendors could enable it to pursue the multitude of mid-sized business opportunities in the Australia and New Zealand region.

### Solution:

After carefully surveying the cloud computing landscape and the various types of solutions being offered, Fusion5 decided to enter the cloud computing space with ERP, one of the five key application pillars that comprise Fusion5’s IT practice and a business application area in which it has extensive experience. The firm quickly honed in on NetSuite as a proven, comprehensive business management suite that combines customer-facing CRM and ecommerce capabilities with back-office ERP capabilities and self-service portals for partners, customers and vendors. “As a result,” explained Rebecca Tohill, Managing Director of Fusion5, “it allows organisations to automate processes from end to end, with data all held

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in one secure corporate database. She added, “NetSuite is amazingly affordable relative to traditional on-premise applications. That is very important to companies in the mid-sized tier. It’s also simpler and more cost-effective to deploy and use.” Additionally, Fusion5 was impressed that NetSuite is designed to work with little if any customisation in a variety of industry sectors. “We saw that NetSuite would allow us to target companies across the industry spectrum,” Tohill said. “From a solution perspective, it hit all of the boxes in terms of functionality, dashboards, ease-of-use and proven reliability.” In late 2009 Fusion5 joined the NetSuite Solution Provider Partner.

#### Advantages to Partnering with NetSuite:

- **“Huge amount of support from NetSuite”** – “Our relationship with NetSuite is very strong,” Tohill said. “We receive a huge amount of support from NetSuite in a variety of forms including the brand awareness NetSuite has generated in our region, the product training and backup they provide us, strong marketing and sales support (including marketing materials and webinars), flexibility in discussions with prospects to help us close deals and a clear willingness and determination to help us in whatever way they can to succeed. NetSuite is definitely invested in seeing us succeed. We have solid working relationships with their channel and sales teams.”
- **Attractive, predictable recurring revenue stream** – Because NetSuite is a cloud-based solution, the sale is a subscription sale rather than a one-time software and hardware sale. As such, partners are able to establish a predictable revenue stream that generates consistent cash flow every month. As customers renew their subscriptions each year, the cash flow to the partner continues. This enables a partner, such as Fusion5, to focus its sales efforts on winning new NetSuite clients while still being compensated in perpetuity for prior sales. “This annuity revenue stream is great and promises to drive significant growth for us over time,” Tohill said.
- **Ability to pursue new business opportunities** – Fusion5’s objective from the beginning of its move to cloud computing was to enhance its solutions portfolio in order to expand its universe of prospects to include mid-sized, high growth companies. This category of customers is generally more inclined to leverage the cloud platform and expect solution vendors to have the products and expertise to help them achieve rapid, affordable, maintenance-free implementations. Becoming a NetSuite Solution Provider partner has positioned Fusion5 to expand into this mid-sized market across a variety of industries, and in doing so, to become an even stronger regional application solutions provider.
- **Delivers a competitive advantage** – As a relatively early entrant into the cloud computing space in its region, NetSuite provides Fusion5 with a competitive advantage over other IT services firms that are still wholly or mostly focused on on-premise business solutions that require a heavy front-end investment. Additionally, cloud-based NetSuite is appealing to organisations that need to deploy business critical applications across multiple geographies. NetSuite eliminates the need for multiple hardware and software expenditures, as NetSuite is always available from any location, requiring only an Internet connection.

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## Results

Fusion5 is very excited about its partnership with NetSuite and the solid business results it has already realised.

- In a very short period of time, Fusion5 has grown its NetSuite practice to more than 20 customers with a strong pipeline of prospects. It also achieved the 5-Star status within its first four years as a NetSuite Solution Provider partner. It has accomplished these substantial results with a fast growing consulting team located across Australia and New Zealand.
- “Our current NetSuite practice goal is to secure at least two new customers per month,” Tohill said, “We feel we can then grow those customers by providing additional services, so we see a very large upside to this practice area.”
- Fusion5 also views NetSuite as a solution it can cross-sell into other existing customer enterprises, benefiting both its current customers being served through one of its other “pillar” practices, as well as Fusion5’s bottom line.
- Since becoming a NetSuite Solution Provider Partner, Fusion5 has seen its NetSuite practice grow by 300%. Going forward, it expects the practice to double, if not triple, year on year.

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

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