

Selling a Proven Set of
Cloud Solutions Rather
Than a Dream is More
Efficient and Profitable



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Chief Executive Officer, PGE Solutions

Company Name:

PGE Solutions

Industry:

IT Cloud Business Advisory Firm

URL:

www.pge-solutions.com

Location:

Singapore

Partner Overview

PGE Solutions is a business advisory, delivery and optimization firm headquartered in Singapore. The firm works with companies primarily in Singapore and the Philippines, but has also been engaged by organizations as far away as France and Peru. According to PGE CEO, VJ Africa, “We are experts in ERP, CRM and CPM. We are also all about the cloud. We run our own business in the cloud focused on delivering cloud-based business management solutions to our clients. We believe the shift from on-premise business software to the cloud is the way forward for smart, growing organizations, and the only way for any organization to optimize its operating life-cycle and performance.” PGE Solutions’ goal is to become its clients’ trusted advisor for the implementation and support of business systems that deliver desired business outcomes. It plans to accomplish this goal by establishing a network of advisory practices across the globe supported by a center of excellence of shared services.

Business Challenge

PGE Solutions was born out of PGE Oils, an oil trading group that implemented NetSuite ERP in 2008. PGE Oils had achieved significant business benefits through its implementation of NetSuite to manage its financials, inventory and sales processes in multiple geographies. It realized there was an opportunity to expand beyond its core oil trading business and create a new division focused on delivering cloud business application solutions across Southeast Asia. This new division would need to scale quickly and leverage the NetSuite implementation, management and add-on application development experience and expertise it gained from using it internally.

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Solution

Having experienced the power and flexibility of NetSuite first-hand, the company decided to become a NetSuite Solution Provider partner to pursue this business opportunity. As an established NetSuite customer, the company quickly engaged its contacts at NetSuite and in 2008 joined the NetSuite Solution Provider partner program. As a solution provider partner PGE Solutions would earn substantial recurring revenue from the sale of NetSuite cloud based business management solutions. They were also attracted to NetSuite’s partner programs because of the opportunity to develop pre-packaged solutions built on the SuiteCloud platform and make them available through the developer network, providing an additional source of revenue.

Today, PGE Solutions has a portfolio of pre-packaged solutions (QuickStart ERP and QuickStart Wholesale Distribution) that leverage ease of use and speed of deployment.

Advantages to Partnering with NetSuite

- **NetSuite Partnership Helped Jump-Start PGE Solutions** – PGE Solutions’ first NetSuite customer, Jollibee Foods, set its cloud business practice in motion. However, NetSuite’s close collaboration and assistance in developing new client accounts has enabled the practice to grow much faster than it would otherwise.
- **The NetSuite Partner Program Delivers Substantial Value** – “The NetSuite Solution Provider Partner Program is one of the very best partner programs in the industry,” said PGE Solutions CEO, VJ Africa. “The commission model is sensational—both generous and self-sustaining, providing us with recurring, annuity revenue that frees us up to pursue new opportunities. NetSuite provides us with a tremendous amount of support including marketing assistance in the form of collateral materials and event support. Our dedicated partner managers are always available and happy to participate in sales calls to assist us with closing business efficiently and to providing technical assistance. Most important, NetSuite is very focused on providing partner support at the local level, which is something many other partner programs fail to do. It’s really an amazing program.”
- **NetSuite’s Extraordinary Platform Naturally Leads to Follow-On Engagements** – Selling and implementing NetSuite ERP is rarely a “one and done” engagement. Because the platform provides such a broad range of capabilities and can be customized to specific industries and business challenges, it is fairly common to begin with an implementation focused on back-end financials, and then to be asked to build out additional business application functionality from there. “It’s a momentum sale,” Africa explained. “Once the initial financial implementation is done and the financial people are happy, we’ve found that we gain champions who really sell the solution—including our pre-packaged, tailored solutions—to others within their organizations.”

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- **Continuous Innovation Makes NetSuite Particularly Attractive to Customers** – NetSuite is continuously enhancing and improving the capabilities of its solution suite to add deeper and broader application functionality for business across many industries. With two new releases per year, customers feel confident that in deploying NetSuite, they will always be running their businesses with the premier, cloud based business management solution.
- **NetSuite’s Well-Established Reputation Expedites the Sales Process** – “NetSuite has not just developed an excellent business management solution, but it has done a superb job of building market awareness and establishing its reputation as the world’s leading provider of cloud-based business management software,” Africa said. NetSuite helps approximately 24,000 companies and subsidiaries manage core business processes with a single, fully integrated system covering ERP/ financials, CRM, ecommerce, inventory and more. “A lot of those companies are only too happy to talk about the significant business results they’ve realized that are attributable to using NetSuite,” Africa added. “That enormous portfolio of business references, along with glowing industry analyst comments, places PGE Solutions in a position of delivering a proven set of solutions rather than a dream. As you can imagine, that’s much more effective.”

Results

As a NetSuite Solution Provider partner, PGE Solutions has achieved impressive growth in a short period of time. Specifically, it has:

- Grown its NetSuite client base from a single customer to more than 40 customers.
- Achieved NetSuite’s highest 5-Star partner status based on 2014 sales results.
- Established strong client relationships allowing it to secure additional NetSuite consulting and implementation work beyond the initial engagements.
- Positioned the company to scale quickly to meet the market opportunity in Southeast Asia and double its NetSuite subscription revenue year on year.
- Facilitated the development of pre-packaged solutions that allow PGE to focus on its target market, industry with a solution that is easy, quick and truly works.

Because of the nature of the NetSuite Cloud platform and NetSuite’s dedication to help partners thrive, PGE has been able to not just grow, but grow profitably. The firm can win more business and grow its bottom line without substantially increasing its staff.

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