



## Aeris.net

www.aeris.net



### At A Glance:

- **Company:** Aeris.net
- **Location:** San Jose, CA
- **Industry:** Wireless Communications Solutions
- **Challenges:**
  - Needed sophisticated accounting system with accounts payable/receivable integrated into general ledger
  - Needed solution to support the company as it continues to grow
  - Needed customer case tracking system integrated with sales force automation
- **Software switched from:** QuickBooks, ACT!, and an internal customer case tracking system
- **Other software considered:** Salesforce.com and Saratoga Systems
- **Results with NetSuite:**
  - Saves \$3,000 a month in outside AP/AR bookkeeping services
  - Saves over \$100,000 a year in IT salary for one additional employee
  - Saved nearly \$100,000 in third party CRM software purchase and license fees



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— Peter Stone,  
CFO, Aeris.net

### The Results: Integration Leads to Savings

By using NetSuite, Aeris.net was able to bring all of its accounting functions in-house, thus saving \$3,000 a month in outsourced accounting fees and several employee hours a month. Once the system was deployed, Aeris.net began using other modules to enhance operations throughout the company.

In the Network Operations Center, the customer case tracking feature alone saved the company from hiring a systems analyst—a \$100,000 per year position, plus provided Aeris.net with better tools to serve its customers. According to Aeris.net CFO Peter Stone, “There is no dollar value that can be placed on resolving customer issues quickly.”

Aeris.net also deployed NetSuite’s sales automation application instead of purchasing another CRM system, a savings of at least \$100,000, plus integration time, Stone estimates.

### The Challenge: Accounting Woes

Aeris.net is an emerging high tech company that operates the largest two-way wireless network in the Western Hemisphere for remote intelligent devices. Since launching commercial service four years ago, the company has over one hundred customers located throughout North America with over half a million devices on its network.

“We quickly outgrew the internal systems we adopted only a few years ago,” Stone says. “It was becoming increasingly clear that we needed to upgrade, automate and integrate the customer service, sales and accounting functions of the company.”

Aeris.net decided to tackle its problems systematically. The first problem was the current accounting system—QuickBooks coupled with an outside accounting firm. The company was using QuickBooks to keep track of its invoices and accounts payable. However,

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***“We wanted to ramp up as quickly as possible—in a matter of weeks. NetSuite’s Professional Services department was invaluable in that effort. They provided us with several training sessions, and after a few troubleshooting calls we were ready to go. The software is really easy to use.”***

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limitations in the system forced the company to hire an outside accounting firm to maintain the general ledger.

“Our accounting department would add up the invoices and payments and tell the outsourced accountant what number to plug into the general ledger. Not only was this manual accounting very error prone, it was also time consuming and far more expensive than it should have been,” Stone says.

“We had to monitor the outside accountant very closely,” Stone says. “Also, when mistakes were made—because it was a manual system with a lot room for human error—it would take a significant amount of time to correct. Oftentimes, we would send our accountant to the accounting firm’s location to reconcile accounts.”

Once Aeris.net made the decision to migrate to NetSuite, the company wanted to go live as soon as possible—within a matter of weeks in fact. Stone credits NetSuite’s Professional Services division as invaluable during the implementation. “We had several training sessions, and after a few troubleshooting calls we were ready to go. The software is really easy to use.”

Aeris’s accounting department quickly became up to speed with NetSuite’s accounting module. “It was everything we expected and more, with sophisticated capabilities,” Stone said.

### **The Solution: Spreading NetSuite’s Benefits throughout the Company**

But this was only the beginning of the Aeris.net-NetSuite story. Once Aeris’s accounting department was satisfied with its accounting implementation—the main reason it originally selected NetSuite—it quickly realized the CRM, marketing and service modules could have a similar effect in other operations.

For starters, the company had abandoned its CRM deployment with Saratoga Systems when they discovered the program could not meet the company’s demands. “We were promised a product that could be customized to meet our customer service, sales and accounting requirements, but the Saratoga product didn’t have functionality or integration capabilities that we thought it did,” Stone says.

The company decided to utilize the NetSuite sales force module for better visibility into its pipeline. “We considered Salesforce.com briefly but decided to go with NetSuite for the integration of the back office and the front office,” Stone says.

Aeris.net increased its licenses of NetSuite to include its sales force, marketing and customer service staff, a move that ultimately saved the company at least \$200,000 a year.

“Our customer service department discovered the customer case feature and it changed the way we operate that department,” Stone says. “Customers would call in with a problem that might span two employee shifts to resolve. We had developed an in-house

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trouble ticketing system, which we had outgrown. It became difficult to maintain and share trouble tickets so it was hurting our ability to keep track of customer issues. With NetSuite's customer case tracking system anyone can pick up an issue right away and work on resolving an issue no matter who took the call or where the previous shift left off. The system also enables managers to keep track of 'hot' issues."

By using a single system that tied accounting, sales and customer service together, the NetSuite products enable the sales managers to view information about their customers, including a new opportunity for tracking accounts. And because the program is web enabled they can view information from any where at any time.

"NetSuite helps us to deliver incalculable returns in customer goodwill. More importantly, the value of the cost savings we achieved is just the beginning. NetSuite will be able to support our needs as our business continues to grow. And the biggest bang for the buck today is in how much better we communicate between departments and how effective we are at solving customer issues," said Stone.