



Optimity Ltd

www.optimity.co.uk

At A Glance:

- **Company:** Optimity Ltd
- **Location:** London and Manchester, UK
- **Industry:** Telecommunications
- **Challenge:**
 - Establish a complete CRM system
 - Accommodate complex processes
 - Improve visibility of key data
- **Software switched from:** Sage, Microsoft Excel
- **Other software considered:** GoldMine, Salesforce.com, SalesLogix, SAP
- **Results with NetSuite:**
 - Experiencing SAP-like ERP system without the cost and potential for pain
 - 10 times faster and more productive in CRM, improving the client experience
 - Signed contract with £500,000 a year after showing a client NetSuite could handle their particular issues
 - Business growing rapidly due to ability to take on more clients



“Business is growing so rapidly that I can't quantify the true benefit of the implementation. Suffice to say that we are able to take on more clients simply because, with NetSuite, we can handle them.”

— Anthony Impey, Managing Director
Optimity

The Results:

Despairing of finding an affordable CRM system to support its complex processes, UK telecoms service provider Optimity was considering developing its own software. Then Managing Director Anthony Impey heard about NetSuite — several times! — on a trip to the USA.

"I called NetSuite and it was immediately apparent that they were very capable, and absolutely able to understand our business processes and the tweaks we required. When I looked at the product, I suddenly realised I was looking at a whole ERP system — without the cost or potential for pain that I'd seen in traditional systems like SAP."

Several months later, he says, "Business is growing so rapidly that I can't quantify the true benefit of the implementation. Suffice to say that we are able to take on more clients simply because, with NetSuite, we can handle them."

The Challenges:

Optimity's clients operate in high-service environments where consistency is a key differentiator. "Like us, they need to punch above their weight, and for that they are fundamentally reliant on the quality of the telecommunications we provide," says Impey.

To provide the excellent service that enables his clients to provide *their* service — 'optimity' means 'the art of being excellent' — Impey needed a single, reliable information system.

However, they were using Sage for accounts and Microsoft Excel spreadsheets for customer management, plus a proprietary system for billing. "We were scaling up to bigger and more complex projects that required absolute consistency of service, and we were dependent on a mishmash of databases and what people were carrying around in their heads," says Impey. "It made us vulnerable."

Find out more: contact NetSuite, Inc. at 1 877 NETSUITE or visit www.netsuite.com



“This kind of speed and accuracy improves the client experience tenfold.”

*—Anthony Impey
Managing Director
Optimity*

Following earlier, bad experiences with SAP — “It was a full enterprise system, very expensive, very difficult to deploy, and it didn't manage the business” — Impey went looking for a simple customer database. “GoldMine looked cheap until we started customizing it, at which point it turned into a very expensive simple database — which also needed a server.”

He found Salesforce.com unresponsive: “They didn't have the quality of people or the understanding we needed.”

By the time he found NetSuite, six months of searching had focused his mind: “We were immediately wowed by what NetSuite could do. From the first telephone call to signing on the dotted line took just six weeks. Almost incidentally, it was an ERP system and not just a database.”

The Solution:

Along with the operational benefit of using a hosted ERP system, Optimity uses NetSuite to leverage its relationships with clients: “On one occasion we signed a contact worth £500,000 a year; the clincher was that we had a powerful CRM tool to handle their particular issues.”

Above all, Impey values NetSuite for its 360 degree view of the business. “We have one client with 60 small sites, each with two telephone lines, and they rang us recently needing the telephone number of one of their sites. Before, we would have had to look it up and call them back. But we were able to instantly pull that minute bit of information from a very significant amount of data while the client was on the line. This kind of speed and accuracy improves the client experience tenfold.”

Optimity can now handle four times the number of customer queries with far fewer resources, and Impey plans to give clients Internet access to their own data — “We already offer this service to one major client, and it gives real added value.”

Impey is also using the business overview to identify the profitability of individual accounts. “It's very usual for profitable accounts to subsidise those less profitable,” he says. “We want to reinvest profits back into the profitable accounts — for example, by upgrading their technology more often. We are driven by our customers' requirements, and this would greatly increase the value of our service.”

 Find out more: contact NetSuite, Inc. at 1 877 NETSUITE or visit www.netsuite.com