



Qualitek Services Inc.

www.qualitek.net



At A Glance:

- **Company:** Qualitek Services Inc.
- **Location:** San Jose, CA
- **Industry:** Computer Hardware, Distribution/Wholesale
- **Challenges:**
 - Growth straining limitations of QuickBooks
 - Sales and warehouse not in sync
 - Lack of visibility into heterogeneous inventory of refurbished inventory
- **Software switched from:** QuickBooks
- **Other software considered:** Salesforce.com
- **Results with NetSuite:**
 - First-year cost savings ROI of 5X initial investment
 - CRM and back-end integration creating managed pipeline
 - Improved shipment accuracy increasing customer satisfaction



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The Results: NetSuite Visibility, Accelerated Growth

Qualitek Services is an early stage company committed to a high-growth strategy. As part of that strategy, they adopted NetSuite for its CRM and ERP expertise at this critical growth stage in the company’s development. NetSuite will enable the firm to provide a top-notch experience to its customers in the competitive networking and voice-over-IP equipment space. NetSuite improved Qualitek’s inventory visibility at the unit level, boosting the clarity and reliability of fulfillment. “One of the major areas of improvement has been the accuracy of what we have been able to provide the customer,” says CEO Bill Manby. “Now that the information is there, it has certainly enhanced our image in the eyes of the customer.”

Qualitek gained access to a complete, integrated business solution for an investment less than \$25,000 and without an increase in support staff, which has paid immediate dividends for Manby’s growth plan. “I would envision that our return from productivity and cost avoidance would be at least 5:1 in terms of what we invested in NetSuite, within the first year, easily,” says Manby. “That’s good news, because we’ve been able to divert resources into business-making activities.”

The Challenges: Growing Pains

Qualitek supplies used and surplus IT equipment into the mid-sized ISP/telecom market and business is strong-so strong that very quickly the company began outrunning the technology used to run the business. “We found ourselves with some pretty arcane accounting,” says Manby. “QuickBooks is a good accounting package, but that’s about all it is, and as we were beginning to raise our inventory levels, we needed to be able to tell what we had in the back rooms.”

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Rapid sales force growth and uncertainty about inventory visibility was holding back the business. Because much of Qualitek’s stock comes from off-lease equipment, products often come in box lots, but each individual unit may have a unique configuration, and those exceptions caused slowdowns during the sales and fulfillment process when the company lacked the means to track them.

Manby, a veteran of large-scale implementations of other ERP systems at such Fortune 500 firms as Nestle and Frito-Lay, did not want to wait until Qualitek’s growth caused the back-end infrastructure to collapse. He made it a priority to get Qualitek’s back-end processes running smoothly before the company reached its full stride, knowing from experience that size can compound the pain of change. “I’ve seen the difficulties and we have a young company, not very large, which I think is the absolute opportune time to do something like this,” says Manby.

The Solution: NetSuite Paves the Way

Qualitek considered other solutions, but NetSuite provided the complete, future-minded solution the company needed. “Salesforce.com provided a great CRM package, but it wasn’t great at anything else. We knew over the long term that we wanted an integrated package, and NetSuite had literally everything and more that we wanted,” says Manby. “It’s enabled us to bring all of the back-end, inventory, and replenishment into one system, so it is now very visible to the whole team what we have available to sell.”

Since switching to NetSuite in January 2004, customer satisfaction around shipping accuracy has improved, and the internal sales team and the product fulfillment group are in proper sync. “We can see things we could never see, such as the pipeline and who’s developing leads,” says Manby. “The sales team’s use of the system has really increased productivity, and the people in the warehouse can see what’s in the pipeline and be planning ahead, making sure they have product tested and ready to go.”

With NetSuite in Qualitek’s corner, Manby says the company is comfortably poised for further growth. “We like to think that what we’ve done is built a runway to take off a 747.”

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