



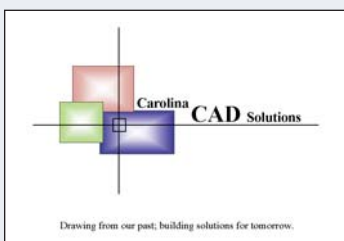
Carolina CAD

www.carolinacad.com



At A Glance:

- **Company:** Carolina CAD
- **Location:** Raleigh, NC
- **Industry:** Architecture/Design
- **Challenges:**
 - International distributor of computer-aided design (CAD) software found it difficult to function with separate accounting and customer relationship management systems
- **Software switched from:**
 - Solomon / Great Plains
- **Results with NetSuite:**
 - Savings of \$16,000 a year in consultant fees, plus server administrative time savings.
 - Increased sales rep productivity by 12.5%



“The best thing about NetSuite is I can be anywhere in the world ... whether in an Internet café or an airport kiosk, I can plug in my laptop and do work.”

— Aaron Smith, President

Carolina CAD

The Results:

Carolina CAD Solutions reduced its maintenance costs for accounting and customer relationship management software by \$16,000 annually since it implemented NetSuite.

With 20 percent of revenues coming from international training and sales, Carolina CAD staffers are often overseas and need to be able to log in to the accounting system to keep company information up to date. No matter where they go, they can capture customer information and CAD package orders and load both into NetSuite using a browser window, rather than waiting to get back to the office and using separate systems. This has increased sales rep productivity by 12.5%, giving them an extra 5 hours a week to close more business.

The Challenge:

Carolina CAD, founded in January of 2002, is a reseller of Autodesk computer-aided design software and other CAD packages, such as Land Desktop and Civil Design R3. Carolina CAD was using Solomon / Great Plains accounting software and ACT! for its customer relationship management. Not only did the two applications not talk to each other, but the Solomon Great Plains package also “occasionally had SQL issues” that required an outside consultant to come in and resolve. When everything was running smoothly, a staff member still needed to run data back ups and make sure the tapes were stored safely off premises, says Aaron Smith, president of the firm.

Training customers in the use of their CAD packages was a component of Carolina CAD's business, but signing attendees up and taking their payments all had to be done manually. Smith wanted a Web site where customers could log in and make online credit card payments but he had no means of building one that would work with his accounting system. In addition, he needed to be able to review accounts and update customer records while on the road.

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



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*— Aaron Smith, President
Carolina CAD*

The Solution:

Smith decided to switch his accounting system from Solomon to NetSuite. He did so without the aid of outside consultants, after sending two staffers to a NetSuite Professional Services training course in Baltimore. Once the accounting system was in place, the company started using NetCRM module, and then designed an electronic store to be launched later in 2003 based on the Net Commerce. This would have cost Smith thousands of dollars and his sales reps an additional five hours per week.

With NetERP, Carolina CAD can receive an order and the system creates a sales order, a fulfillment order, a shipping order and an invoice. “Certain accounting packages may have features that NetERP hasn’t added yet. But we found buying and maintaining our own software was three or four times more expensive than NetSuite’s service,” Smith says.

Smith says he just returned from speaking at an international conference on geographical information systems on the Pacific island nation of Palau. After the conference, he conducted an Autodesk training session for the leaders of government agencies among the conference attendees and signed up customers as well. With NetSuite readily accessible by browser, he was able to capture both customer information and sales in real-time as they occurred.

“The best thing about NetSuite is I can be anywhere in the world and do training. Whether in an Internet café or an airport kiosk, I can plug in my laptop and do work.”

NetSuite Sales Order Capabilities

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