



Möbius Partners

www.mobiuspartners.com



At A Glance:

- **Company:**
Rapidly growing enterprise IT reseller. Ranked No. 26 in the 2007 Inc. 5,000 list of Top Companies in Computers & Electronics
- **Location:** Headquarters: San Antonio, TX
- **Industry:** Computer/IT Services, Professional Services
- **Challenges:**
 - Disconnected customer systems created opportunities for errors
 - Quotation system was slow and inefficient
 - Startup infrastructure limiting growth potential
- **Software switched from:**
QuickBooks, ACT, Excel
- **Other software considered:**
Great Plains, Navision, MAS/90
- **Results with NetSuite OneWorld:**
 - Achieved a single view of the customer, which anyone in the company can access from anywhere
 - XML import of supplier pricing greatly improved quotation time
 - Supporting ongoing growth beyond \$50 million in annual revenues

“We compete against publicly-traded companies that do billions of dollars in revenue, so to compete, we had to have infrastructure similar to those companies. NetSuite allowed us to afford those capabilities.”

— Junab Ali, president and co-founder
Möbius Partners

The Results:

Möbius Partners has been using NetSuite since late 2004 to help build up its successful enterprise IT sales and integration business. “We have remote offices and salespeople on the road, and NetSuite offers us a lot of flexibility, because wherever we have a browser, we have NetSuite functionality,” says Junab Ali, president and co-founder.

“NetSuite has greatly increased our productivity, saving us two hours per person per day on everything from expense reporting to accessing customer information. We rely on NetSuite for a lot of our operations,” he says. “Everything is faster now. We can generate a quote in just five to ten minutes, and our electronic invoices tell customers everything they need to know about their shipments.”

NetSuite's advanced reporting capabilities created gains not only for Ali and other senior management, but the company's crucial suppliers as well. “We sell the most mid-market and enterprise-class servers and storage subsystems in Texas, and HP likes to receive forecasts as seamlessly as possible. Rather than making them come to us, we can automatically send them forecasts based on the real-time information in our sales funnel.”

The Challenges:

A young company, founded in 2000, Möbius Partners made early inroads in the enterprise IT reseller market by focusing primarily on its home state of Texas. But as the company approached \$30 million in revenues, the limitations of its startup infrastructure began to show. “QuickBooks is simple and accurate, but there wasn't a lot of transparency from our sales folks when they would do quotes — we didn't have good pipeline visibility,” Ali says.

Existing systems did not give Möbius enough ability to delegate functions by role, creating inefficiencies and requiring senior leadership to spend too much time on nuts-and-bolts

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



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issues. "I was personally entering every purchase order and invoice when we were using QuickBooks."

The disparate systems in use were an accident waiting to happen. "It was easy to lose things when we were using different systems to track different parts of the customer relationship."

The Solution:

Working with NetSuite's Professional services, Möbius managed the transition from its old systems to NetSuite in less than 90 days. "It was scary at first, worrying that the lifeblood of the company is on the line, worrying that things would not be migrated correctly. But it was actually a very easy, straightforward process," Ali says. "Now that we have moved to NetSuite, our sales force can generate purchase orders and invoices whenever they enter an order or a quote, and it saves me from having to do that extra work."

Möbius was able to slash its quote preparation time by using NetSuite's XML data import capabilities to link the quote generation tool with real-time pricing and availability data supplied by Möbius' suppliers. Previously, sales reps would fill out spreadsheets which had to be manually cross-checked with those OEMs — a daunting process since some proposals were nearly two dozen pages long. "We get the XML import data from NetSuite in about one minute."

NetSuite has given Möbius the tools it needs to stay viable and grow in a tight-margin, brutally competitive field. "We compete against publicly-traded companies that do billions of dollars in revenue, so to compete, we had to have infrastructure similar to those companies," Ali says. "NetSuite allowed us to afford those capabilities."



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