



Wireless Matrix

www.wirelessmatrix.com



At A Glance:

- **Company:** Wireless Matrix sells fleet management software solutions, GPS technology, and advanced wireless data solutions
- **Location:** Herndon, VA
- **Industry:** Computer/IT Services
- **Challenges:**
 - Growing customer base was putting a strain on disconnected, manual processes
 - Couldn't grow business without adding costly headcount
 - Little integration or visibility between three related business groups
 - Manual processes made SOX compliance difficult
- **Solution:**
 - NetSuite OneWorld; NetSuite Professional Services; NetSuite Training
- **Results:**
 - Achieving greater visibility and process integration with comprehensive NetSuite OneWorld solution
 - Able to expand customer base without new operational expenditures on personnel
 - Integrated processes and financials make it easier to operate as a single, unified company
 - Authoritative database and process controls easing compliance requirements

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— Maria Izurieta, CFO, Wireless Matrix

Results

Wireless Matrix adopted NetSuite OneWorld as a single solution to manage its financial operations, sales and marketing, and customer support in one comprehensive, integrated application.

NetSuite delivered a phased rollout, first bringing Wireless Matrix's sales, marketing and support staff online before expanding enterprise-wide. Working with NetSuite's training staff, the company quickly brought all of its employees up to speed on the new solution. “The NetSuite training team did a great job developing a program that effectively conveyed their message, and kept the sessions entertaining,” says Maria Izurieta, Wireless Matrix CFO.

With unified processes and a single version of the truth, Wireless Matrix has gained efficiencies across the board, including faster RMA processing and more accurate reporting and billing. Process controls and accountability make the company's reporting more authoritative, and Sarbanes-Oxley compliance easier to manage. “NetSuite gives us a single database of record, so we have the ability to report off a single system that is a central repository of all our customer information,” she says. “It allows us to take a holistic approach to managing our business, introducing new shared processes and eliminating information silos.”

Wireless Matrix has gained cost efficiencies by replacing disconnected systems, improving visibility and agility, and holding the line on payroll even as the company continues to grow. “Before NetSuite, growing our subscriber base also meant increasing our operational expenditures,” she says. “Now, we can leverage the efficiencies of NetSuite, rather than increasing headcount.”

Challenges

Wireless Matrix delivers wireless data services as well as GPS-based fleet management solutions to a diverse clientele in the transportation and retail industries. As a rapidly growing organization which completed two major acquisitions in recent years, the

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company’s operations were largely isolated along three functional lines, and heavily tied to manual and paper-bound processes. Sarbanes-Oxley compliance for the publicly held company was difficult, and Wireless Matrix was targeting new growth while hoping to avoid expanding staff. “We quickly saw that it was not efficient to run our business with different manual processes in different offices,” Izurieta says.

In particular, the company’s customer support processes were slow and, on the verge of bringing a large number of customers on board in a short period of time, needed to be addressed before they became a liability to satisfaction and retention. Wireless Matrix needed a solution which could be deployed quickly to the sales and support organizations and bring fast results. “We could not grow as a company without improving our back-office infrastructure.”

Solution

Wireless Matrix began an extensive vetting process in November 2007, evaluating over a dozen solutions. “We started looking for an ERP system that could provide visibility as well as efficiencies, and bring us process controls across the organization,” Izurieta says. “NetSuite was the only one with the range of capabilities we needed to modernize our processes and support our cohesive business strategy.”

NetSuite’s always-available, enterprise-wide scope means that everyone from operational staff to top executives can gain a clear and comprehensive picture of Wireless Matrix’s activities at any time. “NetSuite’s process integration means greater visibility into our business needs. Now a sales forecast can tell us how many devices we need to build, and how many support staff we will need for the tickets that will come through,” she says. “One single event can trigger so many more data points than we ever had before.”

NetSuite Professional Services conducted the Wireless Matrix rollout, ensuring that the company transitioned quickly and effectively to their new working environment. “The NetSuite Training team was extremely knowledgeable and customer service-oriented, and worked to make sure we were happy with the implementation,” she says. “They spent a significant amount of time understanding our business so that the end result would meet our needs.”

Soon, Wireless Matrix will expand its newly integrated processes to customers, making it easier for clients to perform their own account management tasks on their schedule. “Most of our competitors are still using manual processes and require their customers to communicate via e-mail or phone,” she says. “NetSuite will play a key role in offering more visibility and self-service to our customers, and establishing an edge over the competition.”



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