

## VADition

[www.vadition.com](http://www.vadition.com)



### At A Glance:

- **Company:** VADition is a UK-based value adding distributor with Internet-inspired platforms and services designed around simplifying increasingly complex and overloaded information infrastructures.
- **Location:** Hampshire and London, UK
- **Industry:** IT systems distributor
- **Challenges:**
  - Separate systems unable to cope with rate of business growth
  - Difficult to manage financial exposure to currency fluctuations
  - Laborious and time-consuming reporting
- **Software switched from:**
  - Sage, Salesforce.com
- **Other software considered:**
  - Goldmine, Sage
- **Results with NetSuite:**
  - 250% growth in revenue
  - Instant access to data from across the business
  - Accurate and instant business intelligence and reporting

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— Ian Morris, Co-founder, VADition

### Results

Although VADition is still a young company, co-founder Ian Morris already has one regret: “I wish we had started with NetSuite from day one. It is without a doubt the best system we’ve ever had.” Since changing to NetSuite, VADition’s revenue has grown by 250%. What’s more, the company has only had to add one person to its operations team to help support its 350 customers across the UK and Ireland. “Without NetSuite we wouldn’t have been able to achieve this so easily,” says Morris. “We definitely would have struggled to process orders at the same rate.”

According to Morris, one of the main benefits of using NetSuite is the speed of access to data and its search capabilities. Because everything is run on one single system, VADition has been able to integrate and automate its processes seamlessly across the business from sales orders and support contracts, to shipping, finance and support cases. “When a customer calls, our support engineers can instantly check their support status and open a case,” says Morris. “It makes everything so much easier and faster — with NetSuite everything’s designed to be accessible in one click.”

“NetSuite gives us day-to-day control of our business at a glance. The reports are intuitive, schedulable and quick,” says Morris. As VADition buys much of its products from the US, it’s critical for VADition to manage exposure to currency fluctuations. By keeping track of overnight currency changes, the company can create an instant view in NetSuite of its cash position in multiple currencies. “In a falling market we can manage our exposures at a glance,” adds Morris. “Before it was a case of getting out a calculator and putting a finger in the air — now NetSuite helps us manage all this more effectively.”

### Challenges

When VADition first started trading in 2006, they initially set up separate systems to manage various parts of the business, including Sage for financials and Salesforce.com for CRM. But having separate systems presented a number of challenges: data often had to be entered in more than one place, and searching for information meant accessing multiple systems and creating complex reports using tools such as Excel, making them open to human error. With customers and sales naturally taking first priority, running their own systems also put a drain on internal IT resources.

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***“Our revenue has grown by 250% in 12 months — it would have been very difficult to manage this without NetSuite.”***

*— Ian Morris  
Co-founder, VADition*

VADition had a list of clear requirements: their new system had to integrate everything, including ERP; it had to support multiple currencies; it had to be able to offer functionality such as serial number traceability; and finally, the system had to be outsourced and accessible via a browser. “Our own business is based around cloud computing and Web 2.0 technologies,” says Morris. “We try wherever we can to practise what we preach.” Enter NetSuite.

### **Solution**

VADition’s NetSuite implementation took place over three months. Today more than 20 of VADition’s 35 employees use NetSuite. “NetSuite gets used for everything,” says Morris. Initially starting out with ERP and case management, the company has recently added contract management and has just started using NetSuite’s marketing campaign functionality. A dynamic pipeline forecasting system is scheduled to go live shortly. The company uses many of the more advanced aspects of functionality, including revenue recognition and multi-currency capabilities. It is also used to support internal operations such as employee expenses and approvals for internal purchasing requests.

VADition uses a range of key financial reports on a daily basis, giving them a snapshot of information such as gross profits by sales order by sales person, inventory reports, and overdue invoices. Having the ability to look at key metrics such as these at a glance means that as a small and growing business, VADition can spend more time on customers and less on back-end management tasks. “With NetSuite reporting no longer has to be a laborious task. I can quickly look at the dashboard and easily highlight immediate tasks and priorities, or simply see that everything’s OK,” says Morris. “It helps us focus on just the things we need to know.”



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