



BrightBridge

BrightBridge Doubles in Size Over Four Years as a NetSuite Partner



BrightBridge was founded in 2015 to provide IT consulting and support to small-to-medium-sized UK businesses, many of which were recognising cloud technology as the way to faster IT project deployments with less upfront investment. BrightBridge based its business model on NetSuite from the get-go, which turned out to be a shrewd move. With the cloud solution at the forefront, the IT consultancy has progressively grown annual revenues to £6.2 million (about \$7.5 million USD).

Sustained Growth by Offering Cloud ERP

Bigger and better deals

BrightBridge attributes its success to having a highly experienced team compared to other startups. The firm uses NetSuite's brand recognition and continually developing range of global financial management, inventory management, and warehouse solutions to secure bigger, better projects. BrightBridge has doubled its employee count over the past four years while closing increasingly high-profile, complex projects.

“NetSuite brought us new opportunities very quickly, giving us the endorsement to help fuel greater new customer acquisition, deal sizes, and ultimately growth.”

Ian Robertson, Sales and Marketing Director, BrightBridge



BrightBridge
www.brightbridgesolutions.com

Long-term potential

By offering [NetSuite ERP](#), BrightBridge can guarantee industry-leading commissions for years to come. It now works on eight or nine NetSuite projects a year and sets its sights on £20 million–£100 million businesses, each of which have an average project value of up to £200,000.


Added marketing and training capabilities

NetSuite provides BrightBridge with additional marketing and training support. For example, NetSuite co-financed a telemarketing campaign which brought in over a dozen new business opportunities.

A weeklong ‘SuiteLife’ training programme gets employees up to speed on new developments, which they use to expand BrightBridge’s business with both new and existing customers.

The future is bright

BrightBridge plans to expand its already robust roster of high-end retail clients, helping more retailers switch to a business system that can handle omnichannel sales models. Furthermore, it continues to expand its portfolio of multi-subsidary customers that operate in multiple currencies with complex intercompany billing and revenue recognition models — an initiative made easy with [NetSuite OneWorld](#), [NetSuite SuiteBilling](#), and [NetSuite Revenue Recognition](#).



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Company Snapshot

Company: BrightBridge

Location: Leicestershire, U.K.

Industry: IT Services and IT Consulting

To find out more, contact NetSuite on [Hello-Netsuite_GB@oracle.com](mailto>Hello-Netsuite_GB@oracle.com)

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