



## Redstor

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

### At A Glance:

- **Company:** Redstor
- **Location:** Reading, Aberdeen (UK)
- **Industry:** Services and Solutions  
Storage Company
- **Challenge:**
  - Establish strong corporate process and technology foundations
  - Improve pipeline management
- **Software switched from:**  
Gemini, Sage, ACT!
- **Other software considered:**  
Salesforce.com, Salesnet, SalesLogix
- **Results with NetSuite:**
  - Enforced the discipline of integrated processes
  - Provided strong technology platform for future growth
  - Reduced sales team admin to just 1 hour a week
  - Improved customer relationships with new portal



*“NetSuite has helped propel our business to the next level.”*

— Paul Evans, Managing Director  
Redstor

### The Results:

Using NetSuite, Redstor — a successful British company that provides vendor-independent solutions for managing and storing data — has established reliable technology foundations and strong corporate processes.

"In 2003 we were identified as one of Britain's hundred fastest-growing companies," says Managing Director Paul Evans. "But after a period of rapid and exciting business growth we were beginning to plateau out. NetSuite provided the integrated technology that has helped us to become better organized, with stronger, more defined and integrated business processes and has given us the foundations to grow again."

### The Challenges:

From the outset, Redstor — so called because Evans's original choice, Redwood, after the giant trees growing in California where he worked for a spell, was already taken — was using disparate technology: Gemini for support, ACT! for sales management and marketing, and Sage for accountancy. The lack of integration was beginning to show, hindering the company from building upon early success, and allowing holes to appear between processes.

A particular area of weakness was pipeline management. "The blind spot in our business was: how do we know what is on the sales radar?" says Evans. "We considered several supported packages including Salesforce.com, Salesnet, and SalesLogix, but none of them provided a complete, end-to-end solution. What attracted us to NetSuite was that it addressed case handling, customer relationship management, and accountancy in a single, integrated package."

### The Solution:

Redstor proceeded to place NetSuite at the heart of its business, using every component including email, case handling, e-commerce, sales and marketing, customer relationship management, and — shortly — accounting.

 Find out more: contact NetSuite, Inc. at 1 877 NETSUITE or visit [www.netsuite.com](http://www.netsuite.com)



***“We needed to get our processes right and with NetSuite you get not just the package, but the whole discipline of adapting to the package.”***

*— Paul Evans  
Managing Director  
Redstor*

"We use NetSuite to run the whole of our business, from the minute we engage with a new prospect, through quoting and support management," says Evans. "We even use it for telemarketing."

Unsurprisingly, it has proven itself most useful in the company's area of greatest weakness, namely pipeline management. Being able to access pipeline information instantly from the system has shaved hours off administration time. "Our sales reps now spend much less time faffing around passing on figures and preparing reports," says Evans; "instead they enter information into the central system on an ongoing basis, and managers can access it instantly. The time-saving for the sales reps is huge — from several hours to one hour a week — and leaves them more time to focus on selling."

Managing the sales team is much easier as a result; managers import pipeline information from NetSuite into a spreadsheet for analysis, and only lift the phone to sale reps if they need to query exceptions. "The new efficiency, and the implied time-savings, are awesome," says Evans. "Everyone spends more time doing and less time chasing up info."

For himself, Evans says, "Now I can see what's going on in the company on an ongoing basis, I know exactly when the peaks and troughs are coming. With a full and immediate view of key performance indicators and forecasts, I know exactly what questions to ask of the business and where to allocate resources."

A further 40 or so hours a week will be saved thanks to the direct link in NetSuite between quoting and accounts. "NetSuite's quoting facility is very good," says Evans. "We can create quotes with details like the serial numbers of specific software and hardware, and this information is automatically entered into accounts, greatly simplifying the process of invoicing." This replaces a system where invoices were raised separately — manually — in Sage, which was both time-consuming and prone to error.

"We're not yet fully operational with NetSuite accounting, but we expect massive savings in this area," says Evans.

NetSuite has also enabled Redstor to fulfill an early promise to its customers: "We always said that one day we'd come up with a portal for them and now we are able to deliver on that promise," says Evans. "It's a valuable service offering and helps us both attract and retain customers."

 Find out more: contact NetSuite, Inc. at 1 877 NETSUITE or visit [www.netsuite.com](http://www.netsuite.com)