



## TTI Instruments

www.ttiglobal.com



### At A Glance:

- **Company:** TTI Instruments
- **Location:** Williston, VT
- **Industry:** Distribution/Wholesale
- **Challenges:**
  - Aging, disparate collection of operational software
  - Little remote-access capability
  - Costly, paper-bound invoicing
- **Software switch from:**
  - Great Plains, Dydacomp Mail Order Manager, internal development
- **Other software considered:**
  - Great Plains upgrade
- **Results with NetSuite:**
  - Improved shipping and fulfillment efficiency with an integrated UPS solution
  - Improved customer payment process using NetSuite credit card processing
  - Complete customer lifecycle management in one system
  - Saving thousands of dollars per year using electronic billing through NetSuite



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### The Results

TTI Instruments implemented NetSuite to rein in a cluster of aging, inefficient systems and improve sales visibility, both in the office and on the road. By consolidating four operational systems into just one solution with NetSuite, TTI has greatly improved its fulfillment processes and is much more open to its customers. “The first thing I found was that it used to cost us at least 80 cents to send an invoice. With NetSuite e-fax, it costs less than 20 cents, and e-mail invoices are free. I’m saving \$6,000 per year on invoicing alone,” says Brian Leffler, vice president of TTI Instruments. “And now, our customers can get their tracking information direct from NetSuite. Before, we had to get that from UPS and didn’t have a great way to get that into our accounting system, where we couldn’t do anything with the information anyway. Now, people are getting invoices just a few hours after shipment, and they have the tracking numbers right there.”

Early in its adoption, TTI quickly discovered key advantages to its NetSuite conversion.

“The amount of work we save to get packages out the door now is unbelievable—we’re saving man-hours per day on the NetSuite solution,” he says.

“I would say we had the smoothest transition ever. With a tremendous amount of hard work on our part and even more by NetSuite Professional Services, we made our transition on January 1st, 2005, and in our four busiest months ever after that, we haven’t missed a beat.”

### The Challenges

TTI Instruments is a 17-year-old distributor of industrial process controllers and instrumentation, with an exclusive arrangement with Fuji Electric Systems of Japan and relationships with several other manufacturers in the field. Long-term success was catching up with the company, and changes beyond TTI’s control created a need for change in the company’s technology-aided processes.

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



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TTI had been a long-term Great Plains user, but word came down that support would be terminated for their version of the program. Continuing with Great Plains would require costly software and server upgrades. “I consider myself a software guy, so I didn’t mind the idea of doing that, but when we added up the dollars involved, it made us look at other options,” Leffler says. “We were getting increasingly frustrated, and this was the straw that broke the camel’s back.”

In addition to the Great Plains system used for accounting, TTI was juggling multiple other software systems, each targeted at a specific functional aspect of the business, and each with its own pool of data. This not only slowed down the business, but made remote access extremely cumbersome.

### **The Solution**

NetSuite is helping TTI maintain its strong track record of growth over the past several years without adding substantial costs. “With the way our business is changing and growing, NetSuite is a much better fit for us, in terms of the functionality and the way the application works,” Leffler says.

Gone are the four different operational systems. TTI uses VeriSign Payflow Pro payment integration with NetSuite as well as the UPS shipping link to conduct the entire customer lifecycle with NetSuite. “We’re embracing NetSuite in this company as closely as we can, so from our leads to our shipment tracking numbers, we have all of our business in NetSuite.”

All of TTI’s employees have a NetSuite login, and are encouraged to take advantage of the service’s anywhere, anytime access capabilities. “Before, I had one or two people using PCAnywhere to access our in-house systems. Now, anybody can access our entire system from home, and when salespeople are traveling they can search for other customers in their area where they happen to be traveling,” he says.

Next up for TTI is a deeper exploration of the pre-sales process, again with NetSuite at the center of operations. “Now, our director of marketing, is really getting onboard. We’ve been doing a lot of work in the marketing module because NetSuite has all the campaign management we need, so we can start seeing how each of our advertising dollars is performing. This is functionality that we did not have before, but is included in NetSuite.”

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