

SolarWinds

www.solarwinds.com



At A Glance:

- **Company:** Leader in powerful, simple and affordable network management software
- **Location:** Austin, TX
- **Industry:** Computer Software
- **Challenges:**
 - Growing business required scalable business applications across sales, marketing, support and finance
 - Needed to manage multiple currencies and statutory reporting requirements
 - Doing business with more than 80,000 customers worldwide required timely access to reliable business information
- **Software switched from:**
 - QuickBooks; spreadsheets; custom development
- **Results with NetSuite OneWorld:**
 - Implemented within 6 months — including order-to-cash, procure-to-pay and support and Salesforce.com integration
 - Enables electronic delivery of customer-facing documents, such as invoices and customer support cases
 - Drives “touchless” customer transactions through robust e-commerce functionality
 - Manages VSOE-compliant revenue recognition in accordance with GAAP
 - Enables more efficient and effective customer support
 - Achieved significant return on investment after just 3 months

“NetSuite OneWorld has exceeded our expectations.”

— *Rob Gottschalk*
Director of Sales Operations, SolarWinds

Results

SolarWinds relies on NetSuite OneWorld to manage its financial relationships with more than 80,000 customers around the world. “NetSuite OneWorld has exceeded our expectations,” says Rob Gottschalk, Director of Sales Operations at SolarWinds. “We were particularly impressed that we completed our entire implementation in six months, compared to traditional ERP systems which can take years to implement.”

In addition to supplanting the legacy accounting system, NetSuite OneWorld replaced a custom order management system. Additionally, NetSuite OneWorld coordinates with SolarWinds’ sales and marketing system to provide integrated business processes. Switching to NetSuite has given SolarWinds greater accuracy and compliance in its accounting operations. “We needed VSOE revenue recognition in accordance with GAAP, and that proved to be a strong differentiator for NetSuite,” he says.

By moving its customer support tracking to NetSuite, SolarWinds now has more insight into the scope of customer issues, and is able to handle a growing customer base without dramatically expanding its support organization. “Because our customer base is growing, we average about twice as many support cases today as we did a year ago, but NetSuite has made our resource planning easier,” Gottschalk says. “Thanks to NetSuite’s ability to automate our support processes, our support team has not grown commensurately with our support case volumes.”

Challenges

SolarWinds aims to provide the best and most affordable network management solutions in the world, but the company was extending past the reach of its early business infrastructure. “We were using QuickBooks, but it acted as an accounting silo. We had multiple offices worldwide and we needed to look across our business processes holistically,” Gottschalk says. “QuickBooks couldn’t do that for us. Also, NetSuite’s Software-as-a-Service business model made perfect sense for SolarWinds. We didn’t have to buy expensive hardware. Our users are able to access the applications immediately. We do not have to deal with complex upgrades. NetSuite has an immediate ROI.”

 Find out more: contact NetSuite Inc. at 1 877 NETSUITE or visit www.netsuite.com



“We have to responsibly manage growth, and NetSuite provides the business application infrastructure that we need to do exactly that.”

*— Rob Gottschalk
Director of Sales Operations
SolarWinds*

In addition to improving its accounting capabilities, SolarWinds wanted to consolidate and automate more of its business processes into a single, coordinated system. “We operate in a highly transactional sales model and we like to have immediate visibility into our business,” he says. “With NetSuite, we have business performance visibility across customers, geographies, products and employees. It helps us define, execute and measure our business strategy.”

Solution

SolarWinds began its NetSuite implementation in November 2006 and finished in six months. Since then SolarWinds has enjoyed an integrated, international business management solution with all of the multi-currency and multi-location consolidation capabilities it needs to keep its business advancing around the globe. “We needed more than just a good accounting solution that only has finance information,” Gottschalk says. “We had to responsibly manage growth, and NetSuite provided the business application infrastructure that we needed to do exactly that.”

SolarWinds integrated NetSuite with its front-end sales and marketing solution, Salesforce.com. “NetSuite takes over the customer process at the next logical step after a sales opportunity closes. The entire quote-to-cash process is handled in NetSuite, with bi-directional integration to Salesforce.com,” he says.

SolarWinds uses NetSuite as a tool to monitor everything from daily sales attainment reporting and analysis to support case counts. “Our management team enjoys NetSuite’s pre-built key performance indicators. And NetSuite gives us the power of actionable data.”



 Find out more: contact NetSuite Inc. at 1 877 NETSUITE or visit www.netsuite.com