

Company  
**Nightingale Informatix Company**

Industry  
**Services**

URL  
**www.nightingale.md**

Headquarters  
**Markham, Ontario, Canada**

NetSuite Product  
**NetSuite Canada**

NetSuite Users  
**150**

Using NetSuite for  
**financials, operations, customer support, sales force automation, sales approvals, contract-renewals dashboards**

# Nightingale Informatix Company

*NetSuite Helps Electronic Medical Records Company Maintain Growth While Improving Customer Service*

*“We used to need manual handoffs to move a sale through the accounting and operations processes, and we never had all the customer information in one place, so we risked delays and contract inaccuracies. With NetSuite integration we’ve sped up the entire process and eliminated the errors, and that’s helping us keep on our aggressive growth path.”*

— **Nightingale Informatix Company**

## Challenge

- Maintain a yearly average 20-percent growth rate
- Bring customer service in-house to track customer relationships more closely
- Repair fragmented sales, customer, and other business information
- Speed up incoming sales orders and contract approvals to improve customer start-up time
- Eliminate costs and embarrassment of misplaced customer contract-renewal records

## Solution

- Chose NetSuite financials and CRM over Salesforce.com, and switched from MYB
- Used NetSuite SFA functionality to automate the entire sales approval process
- Integrated all sales, accounting, and operations
- Brought customer service in-house and started a customer-satisfaction program
- Used NetSuite CRM to integrate all customer information and begin tracking customer-services cases by specific criteria – something that was impossible before
- Implemented real-time network monitoring to improve network availability and maximize customer satisfaction
- Used NetSuite to build custom contract-renewals dashboards, with links to the actual contacts, to promote accurate processing of customer contracts

## Results

- IT costs reduced by 60 percent over costs of an on-premise system
- New-customer startup as much as 30 percent faster than before
- NetSuite integration enables 8-person support staff to handle 600 customers
- Faster customer-service case resolution closes 90 percent of support cases within 24 hours
- Financial managers and other professionals save 3 days per month with custom revenue reports and custom dashboards
- Close tracking of finances avoids contract errors or risks of under-financed new-project startups
- Ability to offer flexible software purchase terms, including traditional licenses or on-demand contracts, helps Nightingale win new business
- Greater customer-service responsiveness lets Nightingale offer Service Level Agreements (SLAs) to win new business from larger companies

