



WhippleHill Communications

www.whipplehill.com



At A Glance:

- **Company:** WhippleHill provides Student Information Systems to hundreds of private K-12 schools
- **Location:** Bedford, NH
- **Industry:** Computer/IT Services, Education
- **Challenges:**
 - Several disparate systems used to manage the business with little integration or visibility
 - Limited financial visibility and unreliable revenue recognition scheme
 - Ongoing success leading to growth that strained some small-business applications in place
- **Software switched from:**
 - QuickBooks, QuickBase, Microsoft CRM
- **Other software considered:**
 - Microsoft GreatPlains/Dynamics
- **Results with NetSuite:**
 - Integrated NetSuite solution provides 360-degree view of all customer and product design activities
 - NetSuite providing complete reporting visibility and solid approach to revenue recognition
 - Supporting 20 percent annual growth without large staff expansion

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— *Travis Warren, President and Founder
WhippleHill Communications*

Results

WhippleHill Communications eliminated inefficient and inaccessible software and dramatically improved inter-departmental visibility by adopting NetSuite to run its entire business operations. “Before, I couldn’t even run my own reports,” says Travis Warren, president and founder of WhippleHill. “NetSuite’s support for KPIs and dashboards is a big benefit for us.”

The company’s 85 users each have a defined role and set of privileges on the NetSuite solution, ensuring that every employee has access to the right information and processes while still allowing leaders to observe and report all business activity. “NetSuite’s ability to compartmentalize and control information while still making it easy to roll up to a single screen is remarkable,” he says. “And the iPhone access takes it a step further, so that I can run my business without having to be in front of a computer. It’s incredibly powerful.”

NetSuite’s comprehensive customer support and project management capabilities have given WhippleHill the ability to take a truly holistic view of the input of its customers and the activities of its support and product development teams. “The ability to integrate support issues and cases has been huge for us, because previously those were tracked in separate systems,” he says. “Now, our support and product development teams are on the same page and it is much easier for us to address underlying causes.” WhippleHill has also been able to save time and expedite the support process by using NetSuite to get three times as many support cases submitted electronically. Not only is it more efficient for the company, but the NetSuite customer portal also makes the support process more transparent for customers, with status updates and notifications readily available for their review.

NetSuite has played a key part in allowing WhippleHill to add only those employees it absolutely needs even as revenues grow 20 percent year-over-year. “We’re able to grow in a controlled and scalable way without worrying about our systems or having to add new staff members just to keep up with our volume,” he says.

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



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Challenges

WhippleHill provides a complete Web presence to private schools throughout North America, delivering everything from student event calendars to grades and attendance. But as the company grew, its business operations were not nearly as comprehensive and unified as its product. “We were running on about five different systems, and that led to a real inability to connect records between two systems,” Warren says. “We had no 360-degree view of our customers and activities, and I was constantly starved for information.”

Some of WhippleHill’s applications were extremely difficult to access remotely, while others had glaring gaps in functionality. “We were early adopters of Microsoft CRM, and I have never been so frustrated,” he says. “Simple sorting capabilities weren’t available to us for years, and we weren’t able to use Firefox or Safari to access our data.”

Solution

WhippleHill has run its business on NetSuite since 2006. Instead of a host of stand-alone applications, every business process, from sales to service to billing and accounting, is managed through a single, on-demand application available anywhere and at any time. That includes being out of the office, as the mobile interfaces for NetSuite have caught the attention of Warren and the other executives. “NetSuite for iPhone is going to be the tipping point that gets us to commit more to the iPhone platform,” he says.

Because WhippleHill is a subscription-based business, NetSuite’s revenue recognition capabilities have provided a dramatic improvement in compliant accrual of customer revenue.

“The NetSuite approach is much better than the massive spreadsheet we had to use before, which inevitably introduced an error somewhere that screwed up our accruals,” he says.

NetSuite’s integrated processes and comprehensive data rollup has made it easier for Warren to stay informed and in-touch with every aspect of his business. “From one screen, I can see how many support tickets are open and how many new opportunities have come in, and that helps me manage more effectively,” he says. “If I see that we’ve opened twice as many support cases as usual today, when I bump into our support leader I am in a better position to talk to them about the issues affecting our business.”

WhippleHill has gained what it was looking for — a single source solution to manage all of its operations. “NetSuite is much more than an accounting system to us. We run our entire business on it.”



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